

Getting Your Resume Noticed In The Age Of Googlization

WWW.MONARCHSTAFFING.COM

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The Resume/Sales Brochure

- ▶ What are you selling?
- ▶ How will you do this?
- ▶ What is the goal?
- ▶ What is it that sets you apart from your peers doing the same job?



Create Your Personal Marketing Plan to Market
YOUR Skills, Abilities & Accomplishments

Resume Readiness – Top 10

- ▶ What are employers looking for in a resume?
- ▶ What makes a good resume?
- ▶ What turns recruiters/hiring managers off in a resume?
- ▶ What is the best format for your resume?

What is 'Prime Real Estate' on a Resume?

XAVIER STRICKLAND

1 Main Street, New Cityland, CA 91010 | C: (555) 322-7337 | example-email@example.com

Summary

Seasoned Loss Prevention Supervisor with excellent communication skills and more than eight years in retail security. Versed in security risk and compliance issues. Committed to training and coaching in-store staff in the latest loss prevention techniques.

Highlights

- Retail theft investigations
- Cost control
- Loss prevention
- Security measures
- Training and development
- Interviews and interrogations
- Microsoft Office proficiency
- Security systems expertise
- Motivational leader
- Outgoing and friendly

Experience

- | | |
|---|--|
| <p>Loss Prevention Supervisor
Sanders Department Store</p> <ul style="list-style-type: none"> • Oversee loss prevention for 200,000 sq ft. retail store. • Train staff in proper patrol, surveillance, and apprehension procedures for violators. • Work with management to develop training programs for all employees on loss prevention techniques to control shrinkage and theft. • Installed new cameras and signage at bathroom entrances that resulted in 50% drop in item thefts in those areas. • Reduced shrinkage 10% through implementation of new employee oversight protocols. • Increased apprehension rates for shoplifters by 15% by retraining security staff on observation techniques and revamping patrol routes. • Grew parking lot security coverage to 100% with minimal increase in cost. | <p>08/2010 to Current
New Cityland, CA</p> |
| <p>Loss Prevention Supervisor
Save Mart</p> <ul style="list-style-type: none"> • Spearheaded the use of high-tech surveillance software to provide full security coverage in new stores. • Managed more than five full time security officers. • Conducted site reviews and security audits and made recommendations to management based on findings. • Developed and updated security procedures, security system drawings, and related documentation. • Implemented more advanced nighttime security coverage and protocols. | <p>01/2008 to 07/2010
New Cityland, CA</p> |
| <p>Loss Prevention Supervisor
Green Thumb Garden Superstore</p> <ul style="list-style-type: none"> • Analyzed regional data to identify organized retail theft movements and trends. • Scheduled staff effectively for daily shifts and special promotions to keep costs low and reduce overtime. • Recommended improvements in security systems and procedures. • Installed, maintained, and repaired security systems and programmable logic controls. • Created new training program for loss prevention and security staff. | <p>02/2006 to 12/2007
New Cityland, CA</p> |

How Long Do Recruiters Look at Resumes?



<https://www.youtube.com/watch?v=sazl-Swtja4>

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Keep it ...

- Simple
- Concise
- Exact
- Brief
- Bulleted format

- ▶ Not too much “White Space”
- ▶ 99% of resumes are read online
- ▶ Use .5” margins
- ▶ 10pt-12pt font – No smaller!

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Contact
Information –
Top of Resume

7

- ▶ Top quarter of your resume
- ▶ Include your LinkedIn profile URL
- ▶ Have a professional email address
- ▶ Contact information

SUE SUMMIT

Bryn Mawr, PA 19010

610-555-1234 <http://www.linkedin.com/pub/sue-summit> Ssummit@aol.com

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Get rid of Objective
Replace with a
'30 Second Commercial'

Focus on ...

- ✓ Experience
- ✓ Key accomplishments
- ✓ Area of expertise
- ✓ Background

Background Summary

Seasoned Administrative Support professional with 10 years of experience in supporting sales, service, delivery and operations. Demonstrated pattern of continued growth managing complex projects. Strong communication, team leadership and organizational skills

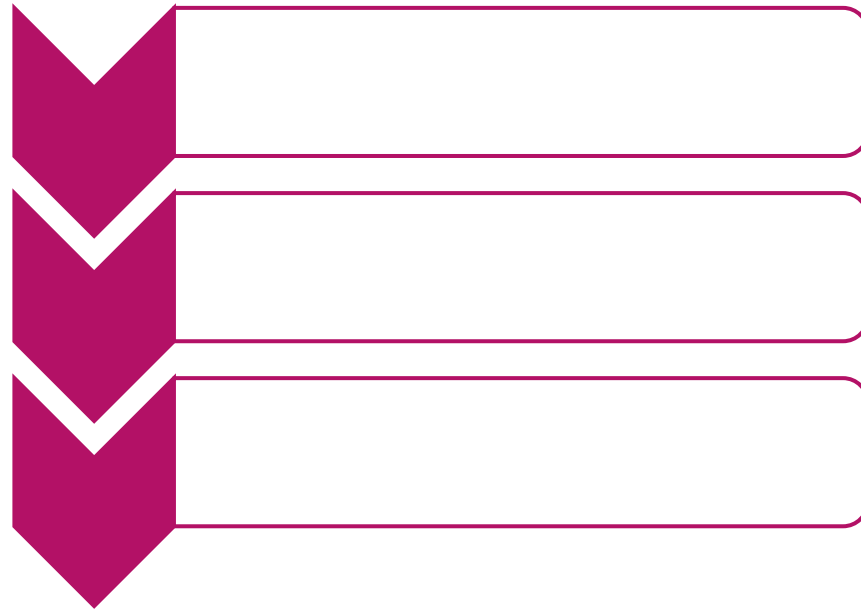
Background Summary

Experienced Administrative Support Assistant. Executed seamlessly 2 large conferences yearly with over 1000 attendees. Processed weekly sales reports for 20 sales reps in Excel and charted revenue. Resolved customer problems with deliveries. Coordinated and dispatched delivery operations.

4

Remove Text Boxes
Word Doc or
PDF is Best

No templates
please!



Resume software systems are incompatible!

5

No Spelling
or
Grammar Errors!

10

- ▶ Most Hiring managers/ recruiters will discard a resume with errors
- ▶ Errors show a lack of care and proofing skills which are transferable to any position



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Be Sure

All Dates &
Gaps are
Accounted For

- ▶ Be as specific as possible
- ▶ No more than 10-15 years of work history
- ▶ Months are preferred



7

Use Action Verbs...

Get rid of the I's...

YOUR
ACCOMPLISHMENTS
COUNT!!

- ▶ Participated in...
- ▶ Coordinated...
- ▶ Solved...
- ▶ Wrote...

Hiring Managers want to see what you have successfully accomplished quickly!

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KEY WORDS
MAKE A
DIFFERENCE

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Keywords And Phrases

Buyer, Procurement, Purchasing, Purchaser

How is your resume being searched?
www.tagcrowd.com

Sample Resume Results In Tagcrowd

academic
accomplishment advising advisor
assistant associates bachelor campus
career chester classes co-authored
company counseling course
development directly director
education event experience
freshman increase key launched
leadership management marketing
orientation pa part-time
professional programs
retention revitalized seminar staff
state students study success
supervised technical trained tutors
university used villanova web
widener

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Duties vs Benefits Accomplishments

15

- ▶ **MSA** Made – Saved – Achieved
- ▶ **STAR** Situation – Task – Action - Result
- ▶ **CAR** Crisis/Challenge – Action - Result

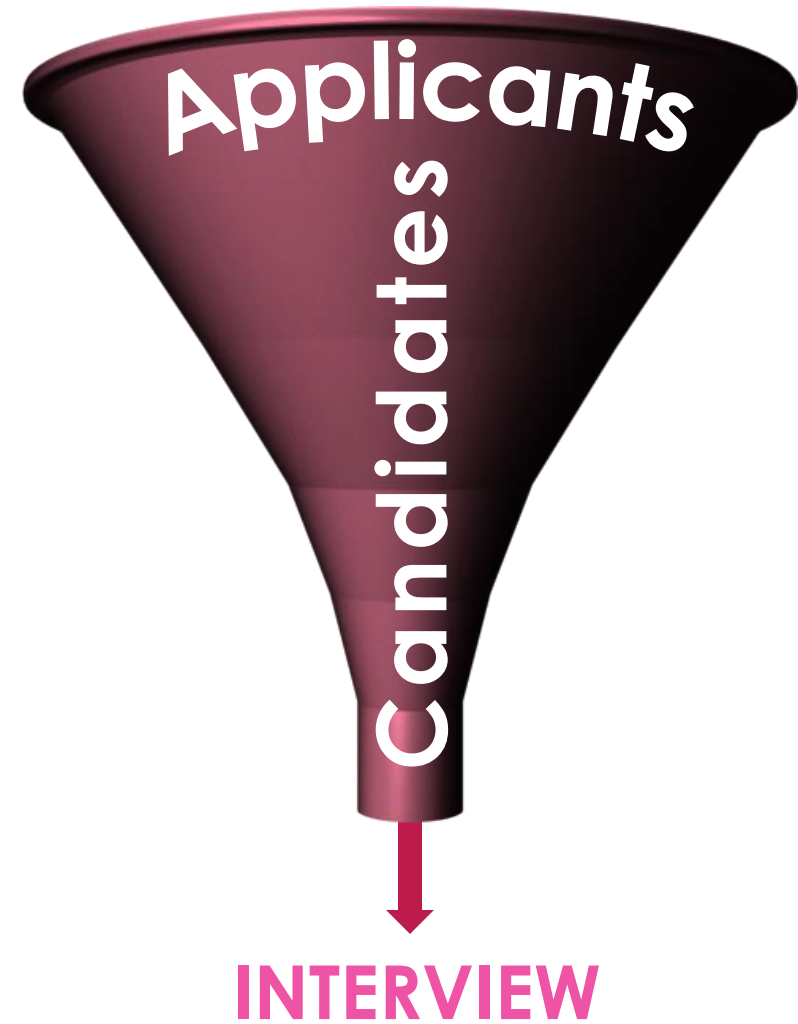
10

Use **S.M.A.R.T**
Terminology

- ▶ **S** - Specific
- ▶ **M** - Measurable
- ▶ **A** - Achievable
- ▶ **R** - Realistic/Relevant
- ▶ **T** - Timely

Make the Hiring Manager's Job Easy

*Move yourself from
"Applicant" to
"Candidate"*



Things to Consider: Applicants vs Candidates

- ▶ Set up a professional email account
- ▶ Completely fill out the online application
- ▶ Save your resume document with a professional title that can be easily recognized

MikeSmithHRResume.doc
SusanTellSalesRes.doc

Does Your LinkedIn Profile Match Your Resume?



What Should not be on a Resume



- No “I’s”
 - No long sentences
 - No professional jargon or abbreviations
 - No puns or clever word play
 - No fancy fonts or colors
 - No pictures
 - No need to say “References available upon request”
-
- Don’t misrepresent your education or experience!
 - Don’t give reasons for termination
 - Don’t list High School/Education dates
 - Don’t list anything relating to race, religion, age, or any personal information
 - Hobbies should not be listed unless relating to the job you are applying for

What Managers Don't Want To See In A Resume

<https://www.youtube.com/watch?v=dZKTOFYPDtw>



30 Second Commercial

What is your
DEFINING
statement?

- ▶ What's your set aside?
- ▶ Are Key accomplishments at the top?
- ▶ Is the top 1/4 of your resume compelling enough for a recruiter to contact you?



What's In A Word?

Top Resume Buzz Words of Today

Include

Achieved
Improved
Trained/Mentored
Managed
Created
Resolved
Volunteered
Influenced
Increased/Decreased
Ideas
Negotiated
Launched
Revenue/Profits
Under budget
Won

Exclude

Best of breed
Go-getter
Think outside of the box
Synergy
Go-to person
Thought leadership
Value add
Results-driven
Team player
Bottom-line
Hard worker
Strategic thinker
Dynamic
Self-motivated
Detail-oriented

Building A 30 Second Commercial & Adding the Benefit

Someone in the field of Financial Management might write...

“Worked as a Financial Manager for a mid-sized company for the last 14 years”

“Experienced Finance Manager responsible for managing a firm with \$50 million in sales”

▶ Example – **Processed Payroll**

▶ *What is missing??*

“Processed ADP payroll weekly for 1,100 employees with a 100% accuracy rating”

Change “Duties” Into Results/Accomplishments

Positive Impact on Employer

- ▶ Increases Profits
- ▶ Decreases Time
- ▶ Increases Efficiency
- ▶ Increases Accuracy
- ▶ Decreases Overtime
- ▶ Increases Customer Satisfaction



Questions to ponder....

- ✓ What would happen if you did not perform your tasks accurately and on time?
- ✓ How did your position affect the rest of your team/co?

Employment History & Resume Formatting

Employment:

ABC Company, Inc. Marketing Specialist
2014-2017

- ▶ **Key Accomplishment:** Successfully developed and maintained a formal marketing program which directly contributed to a two-fold increase in company revenue.
 - ▶ Optimized SEO that increased online sales by 250% over a 3 year period
 - ▶ Launched an e-newsletter and planned the revitalization and expansion of the company web site.

Typical Resume format vs New Resume format

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- **CONTACT INFO & (MILITARY)**
- **30 SECOND COMMERCIAL**
- **HIGHLIGHTING ACCOMPLISHMENTS/ HONORS & ACHIEVEMENT**
- **TECHNICAL SKILLS**
- **EDUCATION**
- **MEMBERSHIPS & ASSOCIATIONS**

Things to Consider

- ▶ The weight of your resume
- ▶ Be sure the site is secure when applying:
[https://www.applyonline.com](http://www.applyonline.com)
- ▶ Have someone review your resume before you send it out.
- ▶ When applying for a job, be sure to complete all that is requested.
 - ▶ Resume, References, Cover Letter (if asked)
- ▶ Research the company website
- ▶ Have questions prepared in advance
- ▶ Be Prepared. Bring notepad and pen

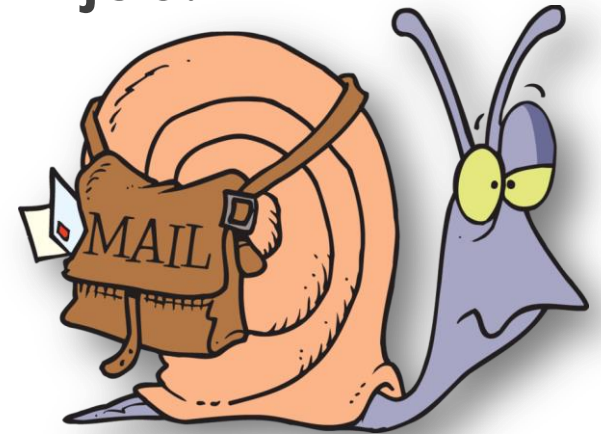


The “Thank You”

As simple as it sounds, not sending a follow-up “Thank you” can prevent you from landing your dream job.

- ▶ SEND THE THANK YOU. Either email or snail mail.
- ▶ Recommend snail mail/postcard.
- ▶ Check your spelling and grammar before sending

Snail Mail Can Set You Apart!



RESOURCES & SALARY GUIDE

- ▶ www.indeed.com
- ▶ www.linkedin.com
- ▶ www.beyond.com
- ▶ www.mycareertransitions.com
- ▶ www.josephspeople.com
- ▶ www.meetup.com
- ▶ www.careerbuilder.com
- ▶ www.monster.com
- ▶ www.monster.com
- ▶ www.craigslist.org
- ▶ www.linkedin.com
- ▶ www.facebook.com
- ▶ www.twitter.com
- ▶ www.glassdoor.com
- ▶ www.payscale.com

Additional Resources

New Name for Job Gateway

- ▶ www.pacareelink.pa.gov

Local Chester County Job Seeker Websites:

- ▶ www.hireoneecc.com
- ▶ www.pacareerlinkchesco.org

Career Advice & Job Search Tips

- ▶ www.workitdaily.com

Microsoft Free Tutorials and other programs

- ▶ www.gcfllearnfree.org



BUILD YOURSELF CONFIDENCE

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<https://www.youtube.com/watch?v=r7dWsJ-mEyl>

THANK YOU!

Laura Kasper - Lkasper@monarchstaffing.com

- ▶ To Find All Open Jobs ..Click on “Search Jobs” & Apply or Send resume Resumes@monarchstaffing.com

We Help Employers Find Great Talent & Job Seekers Find Great Jobs

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Admin & Receptionist	Patient Advocates
Office Support	Medical Billers
Sales & Marketing	Human Resources
Entry Level Accounting & IT	Supply Chain & Construction Project Managers
Early Childhood Teachers & Assistants	Human Services & Direct Support Care Givers

