



Strategies & Techniques for Showcasing Career-Ready Competencies in Résumés

National Association of Colleges and Employers

National Résumé Writers' Association

January 26, 2022

Today's Presentation

Learning outcomes


- ▶ Understand how and why résumés have changed.
- ▶ Know what is meant by résumé strategy and why having one is essential to developing relevant content.
- ▶ Have an effective approach for guiding students and new grads in planning their résumé.
- ▶ Develop résumé content that illustrates the career-ready competencies students and new grads gained through various academic, employment, and life experiences.



Let's Take a Poll



Résumés and cover letters have changed



What is driving the changes?

- Technology
- Generation Z profile
- Information overload/short attention spans
- Competition
- Marketing = Story Telling

Our challenges have gotten more complex

We are caught between ...

- Write meaningful content that previews potential.
- Keep it tight but make it keyword rich.
- Make it visually appealing but ATS friendly.
- Target a broad audience and customize.



What we can still rely on



- Essential content
- First-person voice
- Telegraphic writing style
- Relevant content
- Honest and credible
- Error free

Basic marketing principles



- Capture **A**ttention
- Generate **I**nterest
- Cultivate **D**esire
- Inspire **A**ction

AIDA

Wairimu Manyara
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- OBJECTIVE** To obtain a position with a well-respected company that will provide an opportunity to expand my knowledge and experience in journalism and media.
- EDUCATION** **Syracuse University** Syracuse, NY
Bachelor of Arts May 2018
Major – Sociology and Journalism
Minor – Creative Writing
GPA: 3.6/4.0 – Dean’s List, Fall 2015
- EXPERIENCE** **SAIA Communications** Buffalo, NY
Assistant Account Executive Summer 2016
- Communications/Media Outreach- Monitored media coverage, built media lists, researched media contacts, and drafted and assisted with placement of media releases
 - Writing- Drafted news releases, compiled reports and memos, and packaged research findings into useful reports
 - Online Activities- Managed social media campaigns
 - Industry Research- Assisted with online research for new business and industry initiatives
- Park School** Kenmore, NY
Summer Program Counselor Summer 2015
- Crafted weekly lesson plans and scheduled activities and events for 30+ children, often working unaccompanied
- Hillery Elementary School** Buffalo, NY
After School Tutor March – May 2014
- Tutored children ages 5-12 in all subjects
 - Worked with supervisors to arrange educational and playful activities for the children as well as nutritional snacks
- Garden Gate Health Care Center** West Seneca, NY
Activities Manager March 2013 – April 2014
- Planned, organized, and lead activities for dozens of residents
 - Coordinated with the activities director to improve the quality of the activities for the residents to ensure a fun experience
- Kenmore Jaycees Haunted House** Kenmore, NY
Haunter September – November 2013
- Collaborated with 30+ staff members to ensure a desirable experience for customers
 - Handled tickets and assisted with set designs
 - Awarded best new haunter
- SKILLS**
- Excellent written and verbal communications
 - Strong interpersonal skills
 - Computer skills- Microsoft Word, Excel, **Powerpoint**
 - Basic knowledge of video and audio editing
 - Proficient in all forms of social media
 - Ability to multitask, prioritize, and meet deadlines

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Social Media Assistant ■ Journalist ■ Media Outreach Coordinator

Persuasive ... Enthusiastic ... Outgoing

- Creative and verbally fluent new professional with passion for writing and significant interest in bringing social, economic, and diversity issues to forefront through power of social media and online communications.
- Thrive in assignments with frequent interpersonal contact; innately wired to listen with open mind, bring a fresh perspective, and sell others on variety of concepts and new approaches.
- Possess moderate-to-high sense of urgency with ability to effectively plan and prioritize tasks, quickly turn around assignments, and meet deadlines.
- Achieved intermediate fluency in Spanish. Traveled throughout Europe following high school graduation.

Technical competencies include...

Social Media Audits ... Online Research ... Boolean Searches ... Press Release & Report Writing ... Social Media Campaigns ... Data Collection ... MailChimp ... Adobe Premiere ... MS Word, Excel & PowerPoint ... Salesforce

*I am aware that I have a spark and voice that is unique to me and cannot be taught.
I think my true talent lies in my ability to communicate with people, no matter who they are or where they are from.*

Education

Bachelor of Arts (B.A.), Syracuse University ... Syracuse, NY ... May 2018
Dual Major: Sociology and Journalism ... Minor: Creative Writing ... GPA: 3.6/4.0

Summer Employment Experience

Assistant Account Executive, SAIA Communications, Buffalo, NY, 2016

Provided administrative and technical support to the vice president and three account executives of this public relations firm executing brand redesign projects for various client companies. Assigned first to creative department and later singled out from other interns to transfer to research area.

- **Social Media:** Performed social media audits of clients' and competitors' Facebook, Twitter, LinkedIn, and YouTube accounts. Gathered and analyzed data on number of followers, influencer connections, and audience interaction, and reported findings to account executives and clients. Assisted with developing, launching, and managing social media campaigns.
- **Media Outreach/Communications:** Monitored media coverage of clients' events; researched media contacts and built media lists; drafted and assisted with placement of media releases; coordinated design and procurement of signs; interviewed with radio personalities.
- **Business Communications:** Compiled research and survey data; created written and graphic reports for account executive presentations to upper management. Assisted with preparing agendas, memos, and document binders for staff meetings. Wrote "break-up" emails for terminating client relationships.

Summer Program Counselor, Park School, Kenmore, NY, 2015

Crafted daily and weekly lesson plans to engage and provide social/academic enrichment activities for 30+ first-grade children. Conceived and staged unique, interactive story time and music activity for assigned class that captured attention of other counselors and evolved into schoolwide event.

High School Activities & Volunteer Experience

Graduate, Kenmore West High School, Kenmore, NY, 2014

- **Recognition:** New York State Scholar, awarded to top 10 percent of high school seniors across the state.
- **Member:** National Honors Society, National Spanish Honors Society, Drama Club, Happy Club, and Variety Club
- **Participant:** Education Unlimited Camps at UCLA and Stanford University
- **Volunteer:** After School Tutor at Hillery Elementary School; Activities Manager at Garden Gate Health Care Center; Event Logistics Assistant for Kenmore Jaycees Haunted House (helped design and distribute posters and T-shirts; wrote Facebook content; coordinated media coverage and photo shoots).

Three primary areas of focus



Format

Writing Quality

Strategy

What do We mean by “Strategy”

strat-e-gy – *noun*

The science and art of devising or employing a plan toward achieving a goal.

An adaptation that serves or appears to serve an important function in achieving evolutionary success.

synonyms: *theme, layout*



Why have a résumé strategy?

- It helps to position the student/new grad for the target role/job, company, and industry.
- It communicates the student's/new grad's unique value proposition (UVP).
- It saves the reader time.
- It establishes an agenda for the interview.

Planning the résumé strategy

It is essential to know the student/new grad (and for him to know himself) and to know the target audience.

Without this knowledge, it is nearly impossible to craft an effective résumé.



Planning the résumé strategy



Traditional approach

- ▶ Decide what sections to include (standard and optional)
- ▶ Create an outline/template
- ▶ Add identifying information (names, titles, dates)
- ▶ List duties and responsibilities

Planning the résumé strategy



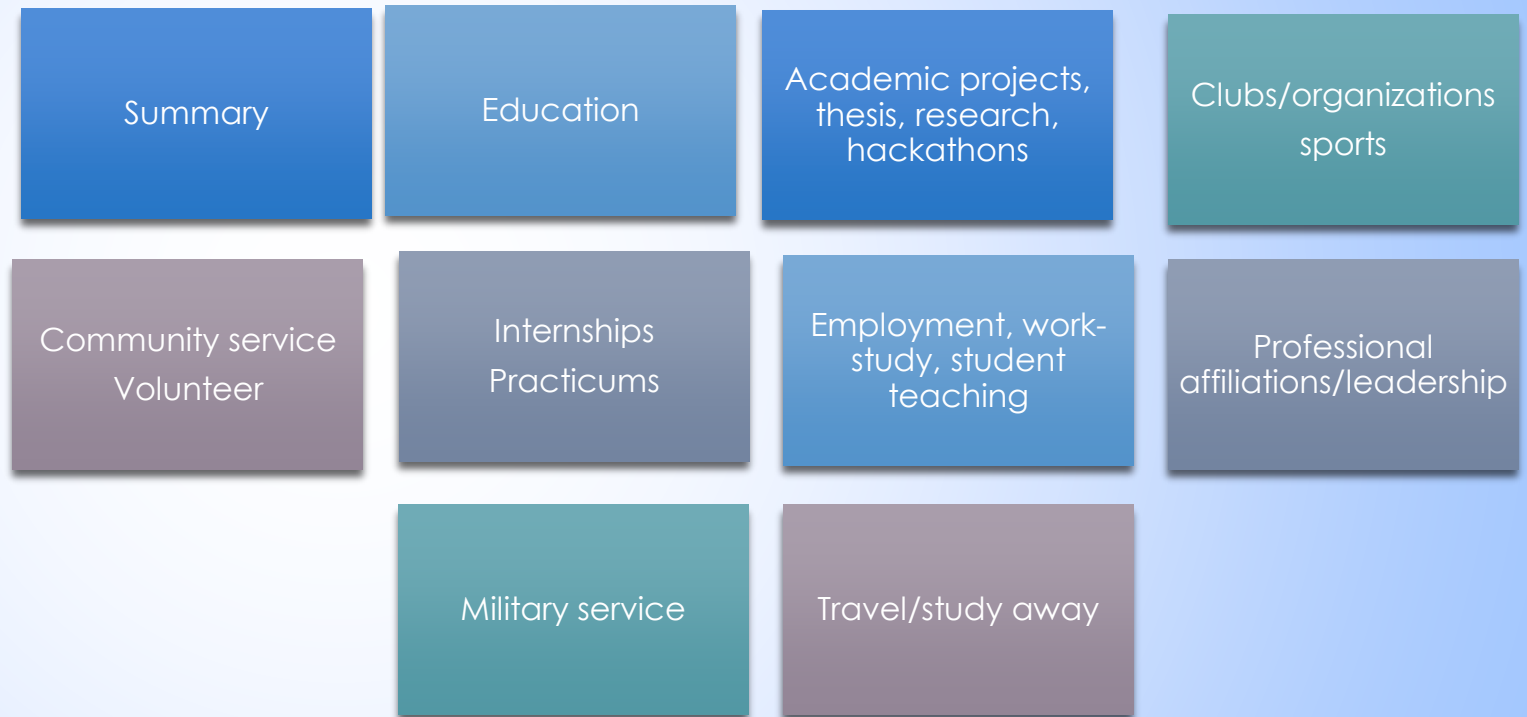
Modern approach

- ▶ Define the target audience
- ▶ Identify relevant knowledge, skills, and experiences to showcase
 - New: acquired through training, education, practical experience.
 - Transferable: acquired through life and employment experiences.
- ▶ Decide what sections to include and in what order
- ▶ Develop content that tells a story

Planning the résumé strategy

Modern approach

- ▶ Decide what sections to include and in what order



Planning the résumé strategy



Modern approach

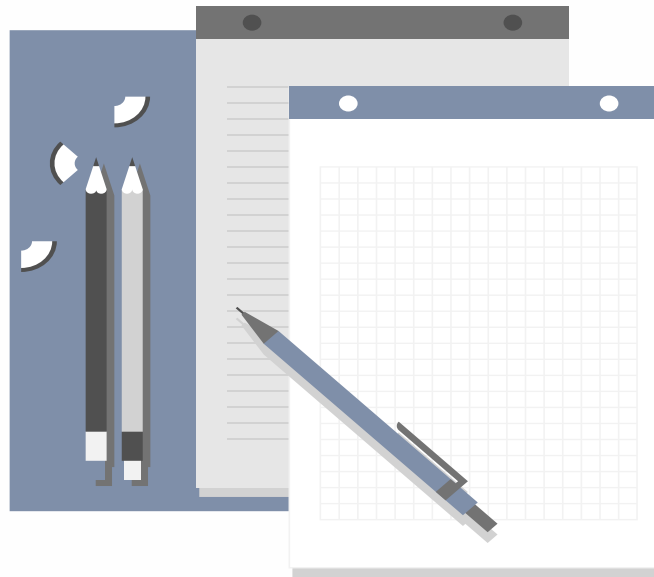
- ▶ Add identifying information (names, titles, dates)
- ▶ Instead of asking “What did you do?” ask...
 - “Why were you there? What was your role in the organization/company?”
 - “How did you perform that role?”
 - “What skills did you use (hard and soft skills)?”
 - “Who did you interact with (internally and/or externally)?”
 - “What did you contribute? How did you being there make a difference for the organization/company?”


Showcasing career-readiness competencies



Source: naceweb.org/career-readiness-competencies

Let's Take a Poll






Professional Summary Section: Why have one

- ▶ Reveals the candidate's objective.
- ▶ Provides the reader with an overview of what the candidate has to offer.
- ▶ Piques the reader's interest and invites him to read on.

AIDA

Attention... **I**nterest... **D**esire... **A**ction



Formula for an effective Professional Summary Section

- ▶ Make the objective clear (e.g., internship, grad school, employment)
- ▶ Provide a quick snapshot of the candidate and the best he/she has to offer as it relates to the target position.
- ▶ Call out most important/relevant skills (job specific and transferable).
- ▶ Address the career readiness competencies
 - ▶ Career & Self Development
 - ▶ Communication
 - ▶ Critical Thinking
 - ▶ Equity & Inclusion
 - ▶ Leadership
 - ▶ Professionalism
 - ▶ Teamwork
 - ▶ Technology

OBJECTIVE

To obtain a position with a well-respected company that will provide an opportunity to expand my knowledge and experience in journalism and media.

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Career-ready Competencies in the Summary

OBJECTIVE

I want to obtain a position to further a career in finance.

EDUCATION

Towson University
Bachelor of Arts in Economics
GPA: 3.2

Towson, MD
Fall 2014–December 2018

Entry-Level Policy/Economic Analyst

Research | Quantitative Analysis | Communications

Highly motivated and disciplined recent graduate targeting positions in Washington, DC-area. Offer the following skills, behavioral strengths, and experience:

- Natural leadership style and ability to get along with variety of people in diverse situations; organized, led and motivated teams around common mission, programs, and projects.
- Experience in data collection and quantitative analysis, using Excel, statistical software, and economic/financial indicators.
- Excellent written and oral communication skills; write and present complex information and make persuasive arguments through careful attention to detail, facts, data, and logic.
- Tireless work ethic with keen awareness of time and meeting high-performance standards.

"I cannot really pinpoint the moment I fell in love with law or the interest that grew within me as the decision of what to do with my life became more inevitable, but I can say with certainty my fascination with the legal system, economics, and public policy has brought me unimaginable opportunities."

Career-Ready Competencies in the Summary

Professional Profile



Recent college graduate primed for entry-level position in urban and regional planning and equipped with desire to revitalize and create communities that address the economic, social, and environmental issues impacting towns, counties, and metropolitan areas and their residents. Offer broad mix of business and interpersonal skills, gained through college, volunteer experiences, employment, and personal enrichment.

- ❑ **Leadership & Communication Skills:** Easily and confidently meet new people across diverse environments. Reach goals by working with and supporting the efforts of others on the team. Participated in team sports, held leadership roles with school groups, and supervised peers in work/volunteer settings. Instructed classes at a health club, gave guided tours of historic landmark, created engaging and informative social media posts, supported a small business sales team.
- ❑ **Analytical & Technical Skills:** Experience analyzing information and data from variety of resources and applying it to make informed decisions. Computer-savvy with experience using Microsoft Office (Excel, PowerPoint, Word), Adobe (Photoshop, InDesign, Lightroom), Google Sketch, ERDAS IMAGINE.
- ❑ **Organizational Skills:** Planned and executed independent three-month cross-country tour of Europe, visiting museums, historical buildings, and other attractions (including The Acropolis, the Rome Forum, and Thessaloniki) across Greece, Italy, Portugal, England, Hungary, Austria, Germany, Belgium, and The Netherlands. Stayed in hostels and developed relationships with residents and other travelers.

Career-Ready Competencies in the Summary

SAIA Communications
Assistant Account Executive

Buffalo, NY
Summer 2016

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- **Media Outreach/Communications:** Monitored media coverage of clients' events; **researched media contacts** and built media lists; drafted and assisted with placement of media releases; coordinated design and procurement of signs; **interviewed radio personalities.**
- **Business Communications:** **Compiled research and survey data;** **created written and graphic reports** for account executive presentations to upper management. **Assisted with** preparing agendas, memos, and document binders for staff meetings. Wrote "break-up" emails for terminating client relationships.

Career-Ready Competencies in the Experience

EDUCATION

Towson University
Bachelor of Arts in Economics
GPA: 3.2

Towson, MD
Fall 2014-December 2018

Education

TOWSON UNIVERSITY, Towson, MD

BACHELOR OF ARTS, ECONOMICS

Dec. 2018

- **Concentration in Conflict and Resolution Studies:** Selected coursework that provided interdisciplinary and international perspective on causes of conflict and explored resolution strategies, social justice issues, and leadership qualities.
- **Additional Coursework:** Economic Analysis of Law, International Economics, Business Law, Social and Political Philosophy, Freedom and Democracy Around the World, Health Economics, Financial Accounting
- **Senior Thesis:** Produced independent research project examining correlation between societal conflict and educational attainment. Used statistical and econometric techniques to gather and analyze quantitative data (Polity IV) from 121 countries and reviewed/synthesized literature from economics journals to support hypothesis.

Career-Ready Competencies in Education

The Bar of Northern Ireland

Legal Shadowing

- Reviewed court cases, attended court proceedings, and met with and interviewed clients
- Studied the differences in law of two countries (Northern Ireland and the United States)

Belfast, Northern Ireland

May 2016-June 2016

Magellan Scholar

- Constructed and executed an independent study in Belfast, Northern Ireland

May 2016-June 2016

THE MAGELLAN PROJECT, *Branches from the English Tree of Law*, Belfast, Ireland

May to Jun. 2016

- Awarded scholarship funding to complete internship with **THE BAR OF NORTHERN IRELAND**, comparing commonalities and differences between Common Law systems in Northern Ireland and the U.S. Observed strategy-planning meetings with barristers, interviewed clients, and attended court proceedings.

Pre-legal Society, President

- Coordinate events with law school representatives and provide help to other law school applicants

Spring 2016-December 2018

PRE-LEGAL SOCIETY, *President*

Jan. 2016 to Dec. 2018

- Led club comprised of approximately 30 pre-law students engaged in various extracurricular activities, including touring law schools, sitting in on law school lectures, traveling to Washington, D.C., and networking with individuals in the legal field.

Career-Ready Competencies in Internships, Leadership

San Augustine Presidio Tucson

-Preserve the history of Tucson, Docent (2017-2018)

Presidio San Augustin del Tucson Museum, Tucson, AZ | 2017 to 2018

- ❑ Leveraged **interest in history/historical preservation** and **strong communication/interpersonal skills** as a docent at this 18th century fortress. **Managed educational program** for elementary school students. **Assisted executive director** with researching potential city, county, and state grants and preparing grant applications. **Supported outreach and marketing efforts** by **maintaining social media accounts** (Facebook and Instagram) and **contacting donors** through email and snail mail.

PREVIOUS EMPLOYMENT

Lifeguard/Swim Instructor/ Camp Counselor/ Pool Manager, Mulholland Tennis Club (2012-2017)

Pool Manager/Lifeguard, Mulholland Tennis Club, Torrance, CA | 2012 to 2017

- ❑ **Held full-time summer job throughout high school and college**, including scheduling and supervising 4 pool maintenance staff; **maintained pool systems and safety**, **instructed swim classes**, and **oversaw youth** as camp counselor. **Earned and retained American Red Cross Certifications for Lifeguarding, First Aid, CPR and AED.**

Career-Ready Competencies in Volunteer and Employment Experience

Learning Outcomes Review

- ▶ Understand how and why résumés have changed.
- ▶ Know what is meant by résumé strategy and why having one is essential to developing relevant content.
- ▶ Have an effective approach for guiding students and new grads in planning their résumé.
- ▶ Develop résumé content that illustrates the career-ready competencies students and new grads gained through various academic, employment, and life experiences.





Wrap up

Thank you for your time and attention!

Norine Dagliano, NCRW, NCOPE

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To learn more about this topic, check out the **National Résumé Writers' Association** program, “**Writing Excellence: Student & New Graduate Resumes & More!**”

www.thenrwa.com/Student-NewGradResumes