



Shareholder Engagement Session III Resume Writing & Interview Tips

April 2023

Agenda

- Defining Hard vs. Transferable Skills
- Leveraging Transferable Skills
- Resume Tips
- Interview Tips
- Break into 1:1 Virtual Interviews

Hard Skills vs. Transferable Skills

Hard Skills

- **Specific** skills that apply to a role in a specific industry
- Measurable
- Easily defined

Transferable Skills

- **Universal** skills that can apply to any role or industry
- Difficult to measure
- Difficult to define

Examples of Hard Skill

- Timekeeping
- Public Speaking
- Sales
- Accounting
- Marketing
- Data entry
- Inventory management
- Cloud computing
- Coding

Examples of Transferable Skills

- Communication
- Initiative
- Punctuality
- Organization
- Teamwork
- Flexibility
- Patience
- Responsibility
- Strategic thinking

Transferable skills are vital, not only because they apply to any industry but because they're timeless.

Knowing how to leverage your transferable skills can benefit you throughout your entire career journey.



Leveraging Transferable Skills

- **Identifying your transferable skills**
 - Consider your experiences in school, volunteer work, and extracurricular activities.
 - How did you contribute?
 - Who did you work with?
 - Did you lead the team in anyway?
 - What knowledge did you bring?
 - What knowledge did you leave with?
- **How to include transferable skills in a resume or application**
 - Research what skills the employer is seeking.
 - Identify the hard and transferable skills in the job description.
 - Show your transferable skills bring value.
 - Connect your transferable skills to the job description.

Resume Writing Tips

- **Keep it short**
 - Less than 3 pages.
 - Use bullet points instead of paragraphs to explain your duties and accomplishments.
- **Work history/experience descriptions**
 - Describe what you actually do/did. Don't simply copy and paste the job description.
- **Consider the specific role you are applying for**
 - It's okay to have multiple variations of your resume that speak uniquely to the role(s) you're interested in.
- **Be original**
 - Unique resume formats are eye catching! You can find free resume templates on sites like Canva.
- **Have a friend review!**
 - Don't rely on spellcheck. Ask a friend, family member, or mentor to read your resume.

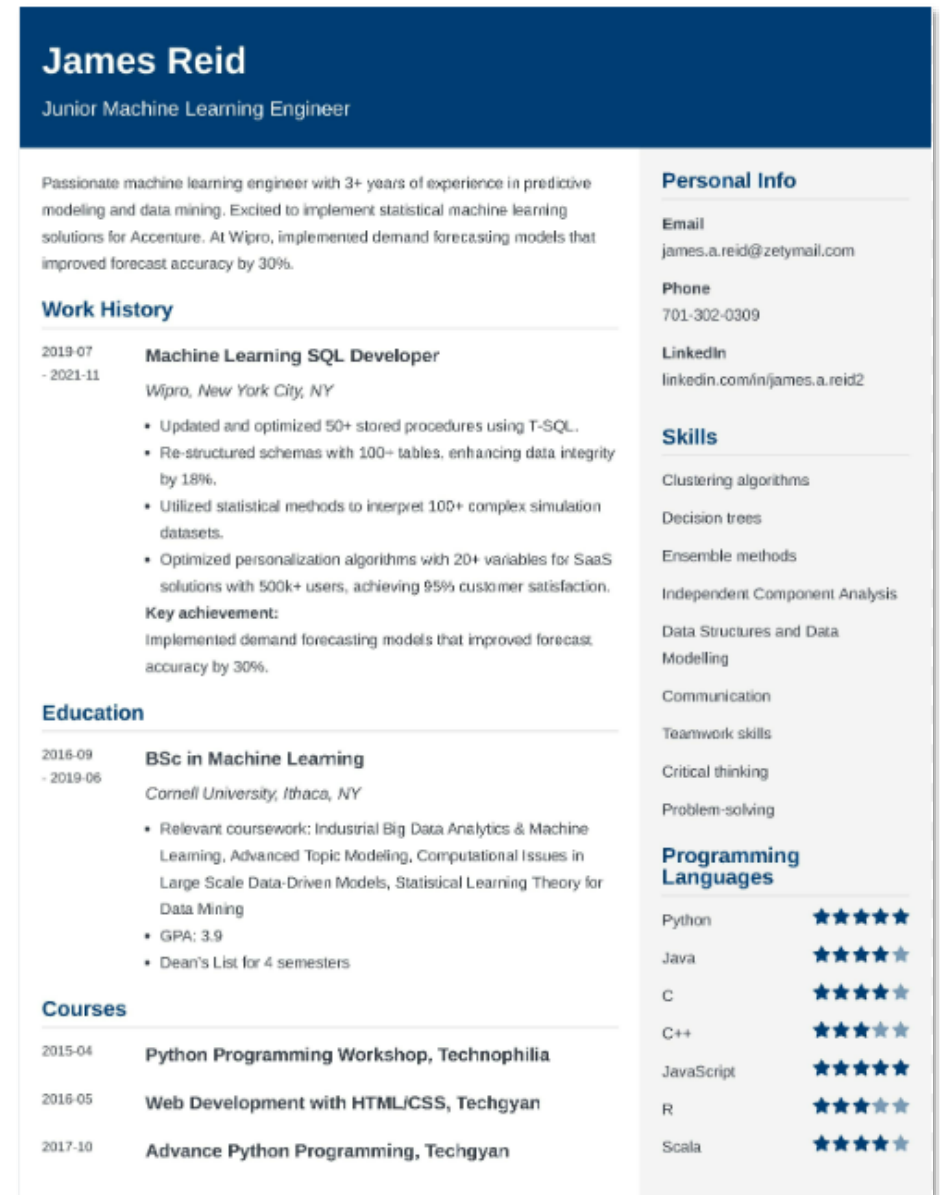
Resume Formatting Tips

General Formatting

- Use simple fonts such as Arial or Times New Roman
- Have effective use of white space.
 - Don't cram as much information in as possible!
- Final submission should be a PDF not an editable Word Doc.

Resume Sections

- **Mandatory**
 - Name and contact information
 - Qualifications or professional summary
 - Work history/experience
 - Education and certifications
- **Optional**
 - Skills and training
 - Awards and achievements
 - Community service



Name & Contact Information Formatting

- Include at the top ensuring its easy to read
- Name, location, phone number, e-mail (ensure the email address listed is professional)
- Consider adding your LinkedIn profile

EMMA MONROE

 123.456.7890
 myemail@email.com
 City, State

Qualifications/Professional Summary Formatting

- Leave out the Career Objective statement
- Outdated, does not provide critical information, and takes up valuable space

Career Objective

Seeking a position in Electronics/Broadcast/Tower Communications field. I am very flexible and will consider other jobs such as management, QC, and Security. I have adequate experience in all of the listed fields.

Qualifications/Professional Summary Formatting

- Instead of Objective Statement, include a thoughtful Qualifications/Professional Summary
- 1-2 sentences explaining why you should be hired.
- Include data if available

Professional Summary

Experienced Class A CDL OTR truck driver with 10 years' experience on the road maintaining a **pristine driving record** with an overall **93% on-time delivery** history.

Work History/Experience Formatting

- Start with the most recent or current, and work backwards/down the page to show career progression
- Use bullet points, not paragraphs
- Start each bullet with an active verb such as created, developed, implemented, improved, etc.

RELEVANT SALES & MARKETING EXPERIENCE

TOONEY COMMUNICATIONS • Philadelphia, PA (May 2013-Aug 2013)

Interactive marketing and advertising agency specializing in television, digital, out of home, and radio advertising.

Marketing and Public Relations Intern (May 2013-Aug 2013)

- Assembled press kits for eight clients, including Wendy's Restaurants, American Red Cross®, and Ford.
- Developed media lists for five account managers, utilizing tools such as Factiva, Critical Mention and Vocus.
- Created and pitched an integrated marketing campaign to five executives at Station XYZ news, which included account management, creative, media, and public relations tactics.
- Handled over 75 client calls with the account management team, ranging from project check-ins to inbound client inquiries, in a professional and personable manner.

PI SIGMA EPSILON • Harrisonburg, VA (Sep 2011-Present)

Only national, professional fraternal organization in sales, marketing, and management in the United States.

Member & Project Lead (Sep 2011-Present)

- Led a 14-person team to prepare and implement a marketing plan to sell PSE-branded t-shirts and hooded sweatshirts to JMU student body at \$19 and \$35 price points, respectively.
- Designed flyers and developed social media campaigns on Facebook and Instagram to promote products to target audience.
- Generated \$1,300 sales for the organization within a two-month timeframe by marketing and personally selling over 50 pieces of apparel throughout campus.

Education & Certification Formatting

- Include all education and certifications and dates achieved
 - If you are still attending school, list your expected graduation date
- Do not list your GPA
 - Different people participating in the hiring process may have different opinions on a “good GPA”
 - Instead, include any graduation honors such as Summa cum laude

Education & Certifications

University of Alaska Anchorage - 2013
Masters of Arts: Education Administration
Graduated Suma Cum Laude

Ohio State University – 2009
Bachelors of Arts: Education

Interview Tips: Preparation

- **Plan your schedule**
 - “If you are 5 minutes early, you are already 10 minutes late.”
- **Plan your arrival**
 - **In-Person Interviews:**
 - Know where to park and how to navigate to the interview location.
 - If you’re unsure, ask your interviewer, but do so with plenty of lead time before your interview date.
 - **Virtual Interviews:**
 - Practice logging in and ensure your audio functions and your internet connection is strong.
 - Pick a quiet location for the interview.
 - Have a simple non-distracting background.
- **Presentation**
 - Prepare your attire ahead of time.
 - Ensure you feel comfortable and confident in your clothing and that its appropriate for job you are seeking.



Interview Tips: Preparation Cont.

- **Research the company**
 - Many companies list their mission statement on their website.
 - Do research before your interview to feel comfortable connecting yourself to the company's mission and goals.
- **Consider questions to ask the interviewer**
 - Avoid questions about salary, vacation time, or paid-time off.
 - Those are often better discussed after the initial interview.
 - Examples of appropriate questions:
 - What are characteristics of someone who excels in this role?
 - What is the career development path for this position?
 - What are some challenges this role is currently facing?
 - What do you enjoy best about working for XXX company?



Interview Tips: During

- **Establish credibility**
 - Replace words like “several” or “various” with specific metrics.
 - Measurable data is key in showing you can back-up to your statement.
- **Relate yourself to the new company/role**
 - When interviewing connect your answers to how your experience and accomplishments are relevant to the new role.
- **Maintain professionalism**
 - Sometimes interview questions can be difficult to answer. If you encounter a question related to a negative experience or conflict with a previous employer, keep your response simple and respectful of all parties involved.
- **Avoid complex words and phrases**
 - When people can easily process the information you’re conveying, they perceive you as more confident!
- **Be yourself!**
 - You bring more to the table than your work experience! Remember to be yourself and share your personality.

Answering the Most Common Interview Question

“Can you tell me about yourself?”

Three topics to cover in your response

- Your current position title and brief explanation of key responsibilities.
- 2-3 strengths, passions, or areas where you add value.
- Explain what you want to do next with your career.

Reminders

- Keep it relevant to the company you're applying to.
- Maintain professionalism.
- Avoid robotic responses.
- Stay positive and upbeat.



Interview Tips: After

- **Conduct a self-evaluation**
 - Write down pros and cons of your interview. It's helpful to reflect and take notes on areas you may need to brush up on to feel your most confident should you have future interviews.
- **Send a “Thank You” message**
 - Consider sending a “Thank You” email or card to your interviewer to reiterate your interest in the position and express gratitude for the opportunity to discuss the role.
- **Be available**
 - Check your emails somewhat frequently so you can respond promptly should the interviewer reach out. This shows you have maintained interest in the opportunity and are respectful of the interviewers time.
- **Keep in touch**
 - Follow the company on social media to stay up to date on future events or announcements that you may benefit from as a job seeker.



Quyanaq!

Thank you!