SPS

CAREER DESIGN LAB

Networking and Informational Interview Guide

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CREATING A PROFESSIONAL RESUME

Your resume is a representation of you as a professional. How it looks will give employers their first impression of you, or their last, if your resume does not look professional.

A resume is a short description of your work experience, education, and skills/competencies that are relevant to the job you are applying to. You don't need to include everything you have done. Employers are interested in what you bring to them. If you pack your resume with too much information the employer may not even want to read it.

The resume is what gets you in the door for an interview. Once there, you will have the opportunity to expand on your experience and what you bring to the employer. You also have a LinkedIn profile where you can include more detail than what you present on your resume.

RESUME FORMAT OR LAYOUT

Choose a professional, standard format – remember the reader will give it less than 10 seconds so give them a format that is familiar to them.

- *Sections should include: your contact information, summary, competencies, education, professional experience, and optional sections such as research experience, leadership experience, skills, professional memberships and interests.*
- *Leave a lot of white space so it will be appealing to read.*
- *NO TYPOS – this is absolutely critical – have several people proof-read your resume.*
- *Present the details of each of your jobs in a consistent, uniform way.*
- *Use bullet points rather than paragraphs to describe each job.*
- *Start each bullet point with an action verb and make sure that it describes your accomplishments or what you did rather than your responsibilities. Do not copy your job description into your resume.*
- *Avoid jargon and abbreviations.*
- *Use present tense for your current jobs, past tense for jobs you have completed.*
- *If you have less than 10 years of experience, your resume should only be one page. For over 10 years, no more than two pages (note that some industries will accept longer resumes - please see your Degree-Specific Toolkit for more information).*
- *Consulting firms and financial institutions prefer a one page resume.*

TAILOR YOUR RESUME TO THE JOB

As much as possible you want to tailor your resume to the industry, job and employer you are applying to. Look at the language employers use to describe the jobs you are interested in - look for skills, responsibilities and qualifications. Ask yourself if you can use any of the employer's terminology to describe what you have done in the past and adjust the language on your resume.

Example: You may have written: outreach to customers on your resume. The employer may use the term: client relations. So adjust your language to match the employer's.

One of the easiest ways to tailor your resume is to include a summary and skills section at the top. Identify key responsibilities, skills and qualifications on the job description. Adjust these sections of your resume to get closer to what the employer is looking for. Remember - don't stretch the truth. Ask yourself what you have done in the past and what you can legitimately claim to have done.

When you see jobs that interest you, save them as PDFs. The jobs may disappear from the internet very quickly. These job descriptions provide you with important research on the language employers are using to describe jobs.

ABOUT APPLICANT TRACKING SYSTEMS (ATS)

Due to the large volume of resumes employers receive for every job announcement, they have turned to software to do the first screening of resumes. These software systems are programmed to look for key words and context in your resume and cover letter that match or are similar to each job. You can find the key words in the job description.

The ATS system produces a prioritized list of candidates based on the extent to which the resume matches the job requirements. If you are, say, number 75 on the list and there are 40 good candidates ahead of you, it's possible a human will never even read your resume.

What You Can Do

Two things you need to do to make it through to a human, first - identify and use the key words in the job description. Use these to describe your previous experience on your resume and cover letter (but be honest and make sure whatever you say on your resume and cover letter is true). Second, in addition to applying online, get your resume to the hiring manager or a contact you have made in the company. Search the employer's website to find the staff who might be the hiring managers. Check

to see if you can find their email. You may need to do a google search for the email. You can also try calling the company to request the email address or ask your internal contact.

Ask your contact if they would be willing to pass your resume to the hiring manager or to the Human Resource Department. Many are willing to do this because if they promote your candidacy and you get hired, they may get a bonus. Research shows that most jobs (80%) are gotten through connections inside of companies. That's why networking is so important.

Resume Layout and ATS Systems

Your resume layout will also affect how the ATS software can read it. The computer reads from left to right. If you use tables, columns, etc. the software will read a straight line across the columns. If the information in the two columns are unrelated, it won't make sense to the software. That's why we recommend a standard, simple resume for most professional fields. Also do not use images. Please see your Degree-Specific Toolkit for more information about the standard resume format or layout for your field of work.

Get familiar with resume formats. Take a look at the sample resume in this guide and read some of the articles which explain resume writing in more depth. Revise your resume using the guidelines on this page and the handouts and articles in the resource section.

Tailor your resume to a specific job. Find a job that interests you. Identify the key words in the job description. Figure out what the employer is looking for. See how you can use these keywords in your summary, competencies and the description of your professional experiences.

RESUME DESIGN CONSIDERATIONS

To let you fully understand just how critical the looks of your resume are, let's see what America's leading association of professional resume writers has to say on the subject:

"The initial impression must be inviting, attractive and professional. This determination is usually made within just a few seconds, before the reader actually engages the words on the page. The general layout and format of the resume should invite the reader into the text. If the resume fails in this first test, chances are the decision-maker won't go any further." (Official Guidelines, The Professional Association of Résumé Writers and Career Coaches)

Here are the basic design rules that professional resumes should follow:

- *Good resume font*
    a. *Use an easy-to-read typeface. One that's elegant and formal on the one hand (so no*

Comic Cans) and modern and stylish on the other (so no Times New Roman).

    b. *Keep your font size between 10 and 12 pt.*

    c. *There are many good picks. Some fonts you can consider include: Cambria, Calibri, Helvetica, Bookman Old Style.*

    d. *Both serif and sans-serif fonts can look good on a resume so feel free to experiment in this area.*

    e. *Once you choose a font, stick to it on the whole document. Ideally, use the same font when writing a cover letter for a resume.*

- *Evenly-set margins*
  - a. *Resume margins on all four sides should be 1-inch.*
  - b. *If you want to fit more into a single-page resume, you can take some margin space out, but at least half an inch has to stay.*

- *Consistent line spacing*
  - a. *Go for single or 1.15 line spacing for all resume sections.*
  - b. *Use a double space before and after each heading, and in between entries in your work experience and education sections.*

- *Clear section headings*
  - a. *Make your section headings slightly bigger than the rest of the text. You can also make them visually stand out by typing in ALL CAPS.*

- *Enough white space*
  - a. *Recruiters need some breathing room when reviewing resumes. Jam-packing the contents won't make a resume look good.*
  - b. *How to check if there's enough white space on a resume? Print it out and look at it from a bit of distance. Does it feel crammed? If so, it most likely is.*

- *No graphics, no photos*
  - a. *Fancy graphics can cause your resume to fail the ATS scan.*
  - b. *Photos? You're looking for a job, not a date. Unless specifically asked for in the job ad (it might be the case for certain positions), leave pictures off your resume.*

HOW TO WRITE POWERFUL BULLETS ON THE RESUME

Bullet Writing Model: Accomplished [X] as measured by [Y] by doing [Z]

Bullets should start with an active verb, numerically measure what you accomplished,

provide a baseline for comparison, and detail what you did to achieve your goal. Consider the following two descriptions of the same work, and ask yourself which would look better on a resume:

1. *Studied financial performance of companies and made investment recommendations*
2. *Improved portfolio performance by 12% ($1.2M) over one year by refining cost of capital calculations for information-poor markets and re-weighting portfolio based on resulting valuations*

The addition of the "12% improvement" makes the statement more powerful. Adding "($1.2M)" anticipates the reviewer's question about whether 12% is a big deal or not. If you improved investment results by 12%, but that meant going from $100 to $112, that's not too impressive. But adding $1.2M to the starting portfolio value of $10 million is huge. Explaining how you did it adds credibility and gives insight into your strengths.

You might feel like it's hard to measure your work, but there is almost always something you can point to that differentiates you from others. Even if your accomplishments don't seem that impressive to you, recruiters will nevertheless love the specificity.

Several examples inspired by actual resumes are provided below. The first bullet is typical, but certainly does not stand out. The second is a much better version of a similar accomplishment from a different resume. CDL's suggestions are in italics.

Finance or consulting professional

- *Responsible for negotiating service contracts with XYZ*
- *Negotiated 30% ($500k) reduction in costs with XYZ to perform post-delivery support*
- *Negotiated 30% ($500k) reduction in costs with XYZ to perform post-delivery support by designing and using results from an online auction of multiple vendors*

Sales support associate

- *Achieved annual business plan commitments for volumes, model mix, wholesale revenue, selling expenses and brand*
- *As a team member, contributed to 21% increase in advertiser spend by achieving 158% of target number of customer contacts (80 contacts per week) and 192% of target interaction depth (20 minutes per customer)*

COLUMBIA UNIVERSITY
School of Professional Studies

Logistics expert

- *Reduce cost of goods sold strategy: Five years of line and supply chain management experience at XYZ distribution centers and managing outsourced third-party logistics providers*
- *Achieved 30% logistics cost savings by reducing returns, use of overtime, excess and obsolete inventory and targeted outsourcing*
- *Achieved 30% logistics cost savings ($900k) over five years by reducing returns (- 8%), use of overtime (-7%), and excess and obsolete inventory (-5%), and through targeted outsourcing (-10%)*

Marketing manager

- *Studied the branding and marketing strategies of XYZ. Analyzed the pricing strategies of XYZ in comparison to competitors*
- *Led cross-functional 10-member team to develop and implement global advertising strategy for $X million XYZ brand*
- *Led cross-functional 10-member team to develop and implement global advertising strategy for $X million XYZ brand resulting in 25-point increase in brand recall, 12% improvement in net promoter score, and contributing to 18% year-over-year sales improvement ($XM)*

HELPFUL ARTICLES

- *[Don't Lie on a Resume](#) (Money/US News)*
- *[Understanding ATS Systems](#) (Jobscan)*
- *[Resume Writing Tips for 2020](#) (Forbes)*
- *[20 Resume Tips That Will Get You More Interviews In 2020](#) (OfftheClockResumes)*
- *[10 Current Resume Trends & Forecasts for 2020/2021 You Should Be Thinking About](#) (FinancesOnline)*

ACTION VERBS BY SKILLSET

Administrative
administered
coordinated
designed
established
evaluated
interviewed
managed
organized
planned
oversaw

Clerical
arranged
catalogued
compiled
dispatched
monitored
operated
prepared
processed
recorded
screened

Communication
addressed
authored
corresponded
directed
drafted
edited
influenced
interpreted
lectured
motivated

Counseling
assessed
assisted
clarified
coached
educated
familiarized
guided
referred

Creative
acted
created
fashioned
illustrated
integrated
invented
performed
shaped

Development
analyzed
applied
developed
established
formulated
instituted
supported
surveyed

Financial
allocated
analyzed
appraised
audited
balanced
budgeted
calculated
computed
forecasted

Management
assigned
chaired
delegated
directed
improved
supervised
recommended
reviewed
scheduled

Organizational
Applied
arranged
coordinated
facilitated
handled
consolidated
planned
organized
systematized

Marketing
generated
initiated
recruited
implemented
increased
distributed
participated
persuaded
promoted
publicized

Problem Solving
decided
evaluated
investigated
recommended
resolved
solved
surveyed
clarified

Research
critiqued
examined
identified
inspected
interpreted
researched
summarized
surveyed

Technical
Assembled
built
devised
developed

Time Management
administered
developed
directed
generated

Training
adapted
advised
assisted
communicated

Administrative	*Clerical*	*Communication*	*Counseling*
engineered	*improved*	*explained*	
operated	*initiated*	*facilitated*	
reconciled	*increased*	*informed*	
translated	*reduced*	*instructed*	

HOW TO IDENTIFY AND USE KEYWORDS

Identify Keywords from the Job Description

- *Responsibilities – look for action verbs*
- *Qualifications – education, experience, skills, software, other tools*
- *Soft skills – usually referring to how you work with others, or style of work "fast-paced environment"*
- *Company/department description – words used to describe identity, strategies, culture*

Understand what the Employer is looking for

- *Circle or underline the key words*
- *Look for words used frequently*
- *What are the "must-haves" and the "nice-to-haves" ("requirements" and "preferences")*
- *Create a list of words – group words*
- *Compare with yourself, classify words by:*
  - *strengths or experience*
  - *some experience*
  - *no experience*

Compare with Your Resume – Use the Employer's Language

- *How could you use these words to describe your previous work?*
- *How could you modify your bullet points to incorporate these words?*
- *Can you create a profile at the top to match the experience and skills?*
- *Use exact words example: nonprofit or non-profit Masters of Business Administration or MBA*
- *Did you emphasize the right skills and experience on your resume or can you rewrite it to better compare with what the employer will be looking for*

Key words and contextualization

- *Be prepared to describe how your experience transfers or equips you for the areas where you might not have experience or the "nice-to-haves" or the stretch*

requirements
- ***Be sure to use the exact words the employer uses – the ATS will look for these Look for key clients, partners, collaborators***
- ***Consider changing your title on previous jobs if it is out of date. Example: Human Resource Manager to Talent Manager***
- ***Compare with similar job descriptions to find the common elements for this type of position***

SEE EXAMPLE SHOWING IDENTIFIED KEY WORDS ON NEXT PAGE

Example of highlighted keywords for developing a targeted resume

Strategy Consultant

New York, NY

INTERBRAND – Strategy

Full-time

As a Strategist at Interbrand, you will work on a few client teams and are responsible for creating high impact presentations with a solid point of view to convince senior leaders to take action. You manage individual deliverables typically as part of a larger branding program. You collaborate with a multi-disciplinary team of designers, writers and other strategists to create high-impact work that solves client and customer challenges. Additionally, you support business development efforts through research and thought leadership to make sure Interbrand is leading conversations across topics. You contribute to Interbrand's culture by participating in meetings, workshops and debates, and by taking on team initiatives for things you care about. Strategists are at the center of the action at Interbrand—bringing new ideas to the table, guiding and challenging the team, and building a director-level experience set in the process.

The Role

- Own specific deliverables within a project and manage all components (research, content development, team reviews, etc.)
- Collaborate with the internal team and client to formalize hypotheses and develop compelling strategic recommendations
- Collaborate with strategy leads and program managers to ensure that activities are progressing and timelines are met
- Know what's going on in the business and world—be a go-to source for trends, shifts, emerging customer dynamics and behavior. Tell us what our clients should care about
- Engage with your team and with Fortune 500 clients in stakeholder interviews and discussions about topics critical to their business
- Synthesize learning and push beyond the fact base to craft compelling stories driven by your own point of view
- Ensure that timelines are met and knowledge is shared across the team

Requirements

- B.A. degree
- 2-4 years experience in brand marketing, business strategy, client service, design, innovation, or research
- Strong writing and presentation skills
- Strong proficiency in PowerPoint (bonus points for Keynote)
- Working understanding of business processes
- Experience with various research methodologies and comfort with qualitative and quantitative data
- Interest in seeing the impact of your work in client businesses and in the real world

We need you so we can be us.

Clients partner with Interbrand to grow their businesses and build their brands. We believe that growth is an outcome of a clear strategy and exceptional customer experiences, enabled by world-class marketing capabilities. You help us do all three: provide strategic clarity to businesses, create engaging experiences for customers, and strengthen internal organizations. With a network of 24 offices in 17 countries, a focus on culture is crucial, and a significant piece of how we find, engage and retain talented, smart and creative people.

SAMPLE RESUME - APPLIED ANALYTICS

CONTACT INFORMATION (Name, address, email, cell phone number)

SUMMARY

A client-focused professional with an academic background in mathematics and economics coupled with a strong analytical mindset integral to solving business challenges and providing strategic solutions derived from sound research and insights that exceed client expectations. Proven ability to effectively communicate with and achieve buy-in from key stakeholders across all levels of an organization utilizing data and visualization techniques. Self-starter with excellent time management skills and demonstrated track record of completing high quality deliverables.

CORE COMPETENCIES

Collaboration	*Self-motivated*	*Solutions- Oriented*
Positive Attitude	*Detail Oriented*	*Multilingual*

Technical/Programming Skills: R, Python, Tableau, Microsoft Suite, Domo, SQL

EDUCATION

Columbia University, New York, NY   ***Expected Dec 2018***
M.S., Applied Analytics. GPA 3.939
Relevant Coursework: Machine Learning, Data Visualization & Design, Solving Real World Problem, Python for Data Analysis, Modern Database architecture, Strategic Leadership, Storytelling with Data, Introduction to Finance, Applied Analytics Frameworks and Methods, Research Design, Analytics and Leading change, Applied Analytics in Organizational Context

Fordham University, New York, NY

Ma

y 2017
BA, Interdisciplinary Mathematics and Economics. GPA 3.44
Relevant Coursework: Micro Theory, Statistics Decision Making, International Economics, Calculus Ii, Multivariate Calculus, Income Distribution, Mathematical Modeling Linear Algebra Macro Analysis, Money and Banking, Applied Statistics, Math for Economics I, Discrete Mathematics Economics

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RELEVANT EXPERIENCE/PROJECTS

Citi Ventures: Disruptive Innovation Challenge   **Feb 2018**

<u>*Scope*</u>*: Investors and city planners are always searching for data solutions when making decisions about where to open a business to most efficiently meet customer needs. Challenge was to identify whether resources always flow to the ideal city and to the ideal neighborhood?*

- *Identified datasets that spoke to new business financing flows on a neighborhood level within 2-3 municipalities. Created a tool that analyzed potential inefficiencies where small business financing is weak and identified where financing should be strong given patterns of growth.*
- *Collected budgetary, population growth rate, employment rate, income level, labor and living cost data from relevant governmental databases and evaluated the strength of correlation between the data utilizing R to determine the weight of each data point to the model.*
- *Built a model that calculated city performance indexes to determine the most financially*
- *advantageous city for investment opportunities.*
- *Authored and presented a comprehensive PowerPoint presentation to CitiVentures executives that discussed key insights and findings of research and provided strategic investment solutions.*

Political Cycles, Government Exposures and Stock Returns: Finance Research   Nov 2015 – Jul 2016

- *Organized database for further analysis using R to list the data of every second according to the stock data in 2013*
- *Identified financial variable for team members to conduct the research using R to calculate the return rate and log price*
- *Plotted data result to help team members to further understand the patterns behind the data*

Parity.Org – Index Analyst and Developer Intern Leader; New York, NY   Jun 2018 – Aug 2018

- *Collaborated with a cross-functional team to investigate gender equity challenges within various organizations and compared their performances relative to competitors within their respective industries.*
- *Created data visualization in Domo utilizing Parity's index of three data sponsors' employee demographic information including ethnicity, age and gender. Findings were presented to sponsors to help them understand their ranking within their industries and informed the formulation of strategy to enhance their gender equity performance.*
- *Collected Parity Pledge member data including company size, public vs private and industry/sector to inform strategy around expanding the amount of sponsor data used for industry-wide comparisons.*

Bank of China – Customer Outreach; Guangzhou, China   Jul 2014 – Aug 2014

- *Enhanced banking products promotion efficiency by conducting customer data analysis with*

Excel
- *Provided excellent customer service to clients by effective communication and follow-up*
- *Executed phone advertising and marketing plan to sell international transfer products resulting in increased customer orders*
- *Charged with administering visa system for VIP customers by arranging the matter concerning visa materials preparation, tracking visa business and ensuring the smooth process of visa application*

HONORS

- *Gamma Chapter of NY – recognized for high scholastic achievement in Economics Mar 2017*
- *Winner of Nasdaq and Parity.Org Innovation Challenge   Apr 2018*