Effective Resumes Webinar Transcript

00:00	Hi everyone, and welcome to the webinar on Effective Resumes, presented to you by the ASPIRE Challenge and Toronto Finance International. Congrats if you are taking part in the ASPIRE Challenge. The resume is not actually 100% necessary for the challenge, but they are going to be giving you individualized feedback on your resumes and personally templates that you can use. We just want to make sure that you're doing the best job that you can.
00:37	So this webinar is going to cover resumes, general tips for all resumes, sections to include and the order to have them in, formatting for resumes, and even tips of LinkedIn resumes. And again, you will receive templates if you want them from the ASPIRE team, and you're gonna get personalized feedback from a qualified career professional, so that's pretty great. Who am I? My name is Bailey Parnell. I actually didn't start my career in finance, it started more in broadcast journalism and moved over to marketing and TV, and then marketing for education. You probably recognize some of these here. I have seen a lot of resumes, and especially a lot of student resumes. But now I own SkillsCamp, which is a soft skills training company. We worked with businesses and educational institutions to build soft skills in their staff and students.
01:33	Let's jump in and make sure we are on the same page. Resumes, what are they? They provide a summary of skills, abilities, and accomplishments. It's a quick advertisement of who you are. Essentially, you're trying to get the interview. So as you go through the resume process you don't want to distract from that goal. Anything that distracts from that goal of getting the interview or the job should probably be removed. This is probably the most important thing I'm gonna tell you today. On average, hiring managers spend six seconds looking at your resume. That is such a small amount of time, only six seconds. So all of these tips we're gonna give you are about maximizing those six seconds and making it so that they want to stay for the seventh.
02:26	The first section is going to be nine general rules for all resumes, regardless of how they are delivered. These are things that you should always have. The first rule is to lead with highlights. You always want to lead with highlights because again, six seconds. You want to put the biggest and the most important things in summary at the top of the resume. This is where they're going to skim first. Even just how our eyes work, we scan from top left to bottom right, so this section is very important.
02:59	The second rule, especially in finance, is to use industry specific language and keywords. On one side, you're trying to demonstrate that you have the knowledge and you understand the words and this language of this space. But on the other side, you're also doing this for the screening programs that hiring

managers often use. For example, I spent time at LinkedIn learning about how their LinkedIn recruiter program works, and if you actually have ... let's say you wanted to work in Human Resources and you actually have the words Human Resources or HR scattered throughout your profile, you will appear higher. The same thing with resumes, you want to actually have the keywords throughout there.

03:45   Three, name drop. The resume is where you want to brag. This is where you do that name dropping. If you were a personal assistant to the CEO, you should say that, don't just say a leader in the company, say the CEO, say their name. This is where you name drop.

04:07   Number four, highlight accomplishments and skills. Again, this is where you brag, so don't be shy here. The accomplishments, if you've won awards, yes. If you've been honored in your community for doing something amazing, maybe some charity work, then yeah you want to include it. That speaks really highly to your character and the fact that you could probably time manage. And you also want to include not just hard skills on your resume any more, like maybe certain tech programs that you're familiar with, you also want to include soft skills. This is actually more important than it's ever been. And research here in Ontario actually found the top two skills employers are looking for across all industries is the ability to work well with others and communication skills. So soft skills on your resume is also more important than ever.

04:58   Number five, qualify and quantify your experience with details. The more numbers you can include, our eyes are drawn there, but it also is just easier to read and makes you look good. So use numbers, use percentages, use dollar amounts or describe outcomes if it's a qualitative job. So for example, what was the amount of the budget you managed? How many employees did you work with? Or did you put on an event for 3000 people? These are important numbers. And I want you to describe outcomes if it's not a quantitative thing. Many people got jobs as a result of our student conference we put on. You want to give details and give outcomes of the work that you did.

05:48   Number six, always check for spelling and grammar mistakes. This seems so simple, but yet it is still the number one reason why resumes are rejected. Clearly it's still happening. Let's say English is your second language, then I would recommend having someone else proofread your resume first. And also watch the tenses of the verbs that you use. For example, if you're saying that you worked on a team or you managed perhaps a student team at your school, if it's your current role, then you are managing. If it was a past role, then you managed in the past tense of course. So check for spelling and grammar.

06:33   Make sure your contact info is professional. No emails from childhood or anything unprofessional. We have all got a childhood email address. Mine was judo_qt@hotmail.com. Yeah, we all have it. And if you are laughing right now

thinking, I would never do that, I would never put that on my resume, then pat yourself on the back because this is actually the second highest reason why resumes are rejected. So for your contact information, make sure that it's some version of your name, maybe it's your school address that they give you or maybe it's just @gmail.com. But no childhood nicknames and no Bella QTs or judo_qts.

07:24   Number eight, don't add references to your resume. Contrary to what you might have been told in grade 10 Civics class, they're actually reading this resume to see if they even want to contact your references. What we recommend is add references available upon request. And then if they request your references, and it's possible, I would even recommend tailoring your references where possible. So let's say you were applying for some kind of leadership role, then your references might include someone you've actually led in the past, not just bosses for example. So always add, references available upon request.

08:03   And then the last general rule for this section is number nine, tailor every resume. Even though you're giving a generic resume to the ASPIRE team, when you're actually out there applying for jobs make sure you tailor to the company to the hiring manager if possible, and to the specific role. It's just lazy if you don't. And yes, it does take work, that's why you shouldn't be applying to just every single job you find. You should be thoughtfully applying to ones that you are going to put in the work for. Tailor every resume except the generic one you're going to be giving to the ASPIRE team.

08:43   Now, even though I'm asking you to tailor your resume, there are things that should be on every resume. Let's go over the traditional resumes, what you might create for paper or PDF, and we'll go through what should be on every single one. Of course you should have a header with your name, contact information, address, and your website or LinkedIn, maybe a LinkedIn if you don't have a website for example. You need to have this at the top of every resume.

09:14   You need to have your highlights or summary of qualifications. Again, six seconds, so that section at the top is prime real estate and you want to have a summary overview so that you encourage them to go past that six seconds and keep reading. Of course on every resume you need professional experience in a reverse chronology. So that means your professional experience, you start with the most recent first and then you go backwards. You do not start with your first job.

09:48   Always include on every resume your education and certifications. Of course the education you're doing right now is absolutely valid. High school, if you went to a special high school, for example I went to an arts school and I majored in vocal music, so in my first couple years in media that actually made sense to include because it was a very specific, tailored high school. Other than that, you're

university or any certifications that you've gotten on certain programs, or workplace safety, definitely good to include.

10:23   Volunteer experience you also want to include on your resume. I've put a little asterisk here because if you don't have a ton of work experience yet, and it's very possible you might not yet at your age, then you don't separate work and volunteer experience yet. Just put it all under work experience. They're not going to ask you, how much did you get paid for every single job. No, it's only once you develop a wealth of experience that you separate volunteer and work experience.

10:52   Include your extra curricular activities. Like I mentioned earlier, let's say you're volunteering for a charity or you're part of the Human Society, that really speaks to your character. But again, it also speaks to the fact that you can time manage. This is good for showing that full picture of who you are.

11:12   Again, on every resume you want to include achievements, accomplishments, and awards. This is where you brag. If you have won awards at school and you want to include it, if you have been honored, if you have been top of class, your honor roll, this is where you want to include it. And again, you want to include your technical and your soft skills on ever resume. And finally, references available upon request. This, if any slide, you can screenshot this and make sure you have all of these sections.

11:44   Now, I often get questions about photos on resumes, so we wanted to include a specific slide for this. Photos are more common in more of the design fields, the arts fields, and maybe even marketing these days. But it's not common in finance, so what I would recommend is that you don't take the risk. The way I see it is that if you have everyone who is good with a no photo resume, ad this many people that might be turned off by it, why would you take the risk in that that hiring manager is the one who reads your resume? Just don't take the risk and no photos on a finance resume.

12:23   For formatting a traditional resume, you want to keep all formatting consistent from the top to the bottom. That means the same fonts, the same indentation, the same line spacing, the same headers, the same colors. You want to keep it consistent, that's good design. One to two pages maximum, and yes this does get hard as you develop a ton of experience, and that's why you tailor the resume to the job you're applying to. And be creative with design. One inch margins is standard, or if you're doing a visually designed resume you'll get a little bit of flexibility, which I'll show you next.

13:02   10 to 12 point font again is standard. You want clear fonts, no illegible, artistic kinds. Sometimes I received resumes where the name is in a fancy cursive font but I actually can't read the name so I don't even know whose resume I'm reading unless I check the email. You don't want to take that risk, so just be

clear with your fonts. You want clear headers for each section, of course. It's easier to reading when they're scanning. And you want to use bullets instead of paragraphs. Again, six seconds, easier to read bullets. And include those numbers.

13:39   Now here's an example of three slightly more visual resumes that you might get away with in finance. I like Paige's because this actually is a finance resume a little bit further into their career, but you can see how just a bit of color, just a bit of nice design, nice fonts, makes it all look cleaner and nicer. Lauren's, again just a bit of color. She's added just small icons, which makes it look still professional but like she's got a little bit more artistic talent. You'll see bullets on all of them, you're seeing highlights on the left. Annabelle's resume is probably the very extent of what you could get away with for designed resumes in finance. And even still, I would probably gear more towards the Paige and the Lauren resumes.

14:29   I just wanted to include these as examples of how you could be slightly more visually appealing without going to the full extent of what you might find in a graphic designer's resume. You will actually receive resume templates from the ASPIRE team, so lucky you. You don't have to worry about being an amazing designer.

14:53   Now when you have put together an amazing resume and it's time for delivery, send it in PDF format. PDF format just assures they're seeing exactly what you've intended them to see and that there's no conversion issues with this version of Google Docs, meets Word, meets whatever else they're using. So PDF format.

15:16   Label the file correctly, Bailey Parnell Resume, job you're applying to, type of deal. You want to be extra clear so they're not looking around typing resume and they probably have 50 million files that have the same title.

15:31   And you also want to follow their guidelines. They might specifically say, label it this way, or give it to us in this format. Whatever they've requested specifically is of course king and the most important.

15:49   Now, that's for traditional resumes. Now I'm gonna give you a little bit more information on LinkedIn resumes specifically. Of course it's not the printed out resume that you might hand to an employer, but 96% of employers look at you online, and especially look at your LinkedIn. This is where you can have that photo.

16:11   So I mentioned I spent time at LinkedIn. This is directly from them as recommendations. LinkedIn says, treat it like a conference. They want you to summarize your story. In that summary space that you're given, again that's kind of the highlights at the top of your resume. You want to be clear, concise,

and have all the relevant details. You want to use first person. Everybody thinks that you are creating your LinkedIn profile, similar to the resume, so use first person.

16:42   Be visually presentable just like you would at a conference. That photo is a chance for you to show yourself off on a professional network, even though you didn't include the photo on your resume LinkedIn does have a photo space, and it's normal to have it here. So the standard is sort of kind of almost what you're seeing with me on this webinar. It's a headshot from here up, and general square. Doesn't really get much more fancy than that. If you were a cartoonist for example, you might create yourself in cartoon form.

17:19   Provide all relevant details. Just like at a conference, if someone asked you what you did you would give them all of the relevant details. So include that in your experience section. Don't just put the title, put what you were responsible for and what you achieved while you were there.

17:35   Participate in like minded groups on LinkedIn. Just like a conference you might have been to, you'll have breakout sessions and you can choose which one you like more, on LinkedIn they have groups that you can also participate in. And the cool thing about groups is that they actually appear on your LinkedIn whether or not you are active in them or not. So you might appear in Toronto Women in Finance group, you might join something like that.

18:02   And also publish articles or presentations. Just like at a conference, maybe you've been going to a student conference for a long time and there's an opportunity for students to present, so you decide you're gonna submit. Same with LinkedIn, you can actually publish on their platform. And LinkedIn, their algorithm favors what they call influencers, or people that publish on their platform. So you might start publishing there.

18:28   Now, profiles with photos are 14 times more likely to be viewed, profiles with skills are 13 times more likely to be viewed, and complete profiles are 40 times more likely to receive opportunities. This is directly from LinkedIn. So yes, you definitely need a photo on this platform. You definitely need skills, that's where you can say what you're good at and you can get them endorsed. And complete profiles means that it has all of the sections. It has the photo, the headline, the summary, the experience, the education, the skills, the recommendations, etc. And LinkedIn actually I believe gamefies it for you so you can see how far along you're getting in completing that profile.

19:11   Now on LinkedIn you also want to illustrate your work. They provide these great technical things that you can't get on a paper resume, so you want to use them to your advantage. Title and location is not enough, you have to put the details with the bullets. And remember everything we said already about including the numbers, being clear, including keywords, etc. You want to illustrate your

contributions with links and rich media if you can. They provide you the ability to add a link.

19:46   So let's say you were working on a student conference that got media attention for some reason or it was covered by the school paper. You want to include that link as part of that experience because it really gives a fuller picture of what you did there. Or maybe I want to see the video of what happened. Again, using that same conference example, if you were part of a team and a video was taken of you then include that there so it will give me a really clear picture if I wanted to know more.

20:14   And then get endorsed and recommended. This is also pretty important. It kind of makes it easier for me because I might not even have to ask for your reference. I might give you the job anyway because I see 10 people have already given you public recommendations on LinkedIn. When I was building my LinkedIn profile I actually just reached out to people, former colleagues, employers, etc., and said I'm trying to build up my LinkedIn profile, would you mind giving me a recommendation?

20:41   I also didn't just ask for my bosses' recommendations. I wanted to vary it a little bit, so I also asked for recommendations from people who I worked with to demonstrate that I was a good colleague and a good team player, but also people I managed in the past in case I was going for a leadership role it would be important to see that my staff received me well and that we did good things together, not just what my bosses thought of me.

21:07   And then finally, LinkedIn actually owns these four avenues that you can use to enhance your personal brand and really just round out that picture of you. They own SlideShare, so if you've done any amazing presentation at school, where you're working on research for example, who knows what you've got going on, you can put those slides of SlideShare and it can link directly with your profile if you want it to.

21:33   Again, I mentioned they own Groups that you can be a part of. LinkedIn Pulse is the actually sharing of articles and posts, like a Facebook feed. And if you share often there, I've noticed my post do incredibly well on LinkedIn, almost better than every other network. And it's professional, so if you're reading articles about the industry that you're trying to get into, then you might share them there. And of course I mentioned Influencers, which is actually publishing on their platform.

22:02   Okay, so now you've got some information for all the resumes. You've got some particular information for the traditional paper resume, what to include, how to format it, extent of visual resumes, etc. And you've got some special tips for LinkedIn specifically.

22:18   Resumes vary slightly per industry, as we know. We've been talking about graphic designers versus finance, it is different. A web designer and a marketer probably need more visually appealing resumes and actually need to sort of tell a story through their resumes sometimes. Whereas finance might have to demonstrate more language knowledge, that they actually know what they're talking about.

22:39   Again, luckily for you, you are receiving templates and personal resume reviews from a qualified career professional via the ASPIRE team. And I hope that you found this webinar super valuable for you. I tried to keep it short. And I hope that your resume feedback from ASPIRE will help you get the best job you could have hoped for. If you haven't applied yet, I hope you go and apply for the ASPIRE challenge, and thanks for watching today.