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# What a Resume does for you:

- ▶ Gets you the interview.
- ▶ Structures the interview.
- ▶ Reminds the interviewer about you after you leave.
- ▶ Justifies the hiring decision to others.





# Why are you doing this?

- ▶ Consider—WHO is this resume for??
  - ▶ Not for you,
  - ▶ A potential employer who is asking:
    - ▶ What can this person do for me?
- ▶ Adopt your potential employer's point of view.





# Pure & Simple

- ▶ No Fancy Fonts— KISS.
  - ▶ Arial, Tahoma, Times New Roman
  - ▶ Average size fonts (10 or 12)
  
- ▶ DO NOT USE ALL CAPS
  - ▶ shouting is shouting. Don't do it.
  
- ▶ DO leave 1" borders on your resume
  
- ▶ Do avoid first person pronouns such as I or myself.





# Pure & Simple

- ▶ It's a resume— not resume'
- ▶ Better yet, avoid the word resume entirely.
- ▶ Keep sentences short.
- ▶ Sentence fragments are okay.
- ▶ DO include all internships, including PPE's.
- ▶ Go from general to specific.





## Do Not:

- ▶ Mention salary. Not past, present nor desired.
- ▶ Update anything in your own handwriting.
- ▶ Do not include personal hobbies.
  - ▶ Exotic vacations do not help your career path.
  - ▶ The employer may wonder if it will become a distraction.
  - ▶ Only list hobbies & interests that pertain to your career field.





# Please Do:

- ▶ Use a special email address for business
  - ▶ Example. [luann\\_bader@gmail.com](mailto:luann_bader@gmail.com)
- ▶ This is essential for job hunting.
- ▶ [cybercat32060@hotmail.com](mailto:cybercat32060@hotmail.com) will probably get your resume tossed.
- ▶ Long gone are the days of anonymity when you never used your real name as your email address.





# Real World Experience

- ▶ According to Joyce Ridner, at the NEFHIMA Student Forum, “The average recruiter looks at a resume every 6 seconds!”<sup>2</sup>
- ▶ They are not looking for reasons to keep your resume;
- ▶ They are looking for reasons to toss it out.
- ▶ This can include even small typos & misspellings.







# What your resume goes through

- ▶ Resumes are scanned & translated into OCR.
- ▶ They are stored in databases based on keywords.
- ▶ Potential employers pull resumes from database.
  - ▶ Search is by keywords & weighted by:
    - ▶ how many unique keywords &
    - ▶ how often those keywords appear.
- ▶ Hiring manager scans resume quickly for keywords.
  - ▶ This is the third keyword test.
  - ▶ Resume may finally be evaluated against other resumes.



# Applicant Tracking Software

- ▶ Literally a computer system converts your resume via OCR technology & looks for keywords. This is why simplicity with font & style is critical. The computer will not convert fancy fonts correctly.
- ▶ AKA “electronic traffic cops<sup>5</sup>” Joyce Lain Kennedy in “Electronic Resume Revolution.
- ▶ Programmed to look for nouns that represent job titles, departments & organizations that represent specific aspects for your career field.



# Successful HIM Keywords<sup>6</sup>

- ▶ Collaboration skills/experience
- ▶ Community service/volunteer activities
- ▶ Computer technology
- ▶ Patient/family education
- ▶ Research conducted
- ▶ Responsibilities
- ▶ Supervision experience
- ▶ Time management
- ▶ Flexibility when working with others
- ▶ Global perspective
- ▶ Healthcare team interactions
- ▶ In-service training/seminars
- ▶ In-services given to staff
- ▶ Leadership skills demonstrated
- ▶ Working with support personnel (IT, etc)



# Recruiters



- ▶ Access multiple databases of resumes.
- ▶ Specific job descriptions in specific locations.
- ▶ Chooses descriptors that matches the job description. Descriptors are Keywords.
- ▶ Must be very specific, due to high volume.
- ▶ Keyword frequency & uniqueness keywords come to the top of the list.
- ▶ Like all internet searches, they are not going to the bottom of the list to find yours.





# Choosing Keywords

- ▶ Surf job sites for job and position descriptions.
- ▶ Collect half a dozen job postings for your job description.
- ▶ Become accustomed to how job descriptions are written.
- ▶ Tailor your resume, with integrity, to those job descriptions.
- ▶ Analyze wording in classified ads & note words or terms that appear most frequently. Do they apply to you? Utilize them in your resume.



# Beyond the Basic's



- ▶ Leave out just enough that information that the reader will want to ask you questions to clarify.
- ▶ No graphics, boxes or lines.
- ▶ ASCII-- American Standard Code for Information Interchange. Standardization for text files.
- ▶ Mr. Allen, in “Instant Interviews” defines ASCII as:
  - ▶ “Amazing Success Comes to Instant Interviewers<sup>6</sup>.”
- ▶ ASCII format is a common language for all word processing programs. It's basic, unformatted that won't lose data in the conversion or destroy your entire resume while trying to convert it.



# Resume Spiders



- ▶ <http://www.indeed.com/>
- ▶ <http://jobbankusa.com/>
- ▶ <http://worktree.com/>
- ▶ <http://www.job-search-engine.com/>
- ▶ <http://jobster.com/>





# “12 Cardinal Sins of Resume Writing”

- ▶ Unprofessionalism—
  - ▶ Fewer bullet points the better but
  - ▶ Do not allow it to just run on and on and on...
  - ▶ Easy on the eyes is imperative.
  
- ▶ Carelessness
  - ▶ Typo's = an immediate discard.
  - ▶ Grammar errors indicate educational level.







# “12 Cardinal Sins of Resume Writing”

- ▶ Cuteness & Cleverness---just don't.
  - ▶ It's not professional;
  - ▶ Your “wit” is not the recruiter's primary focus;
  - ▶ You'll be tossed before you can explain your intent.
  
- ▶ Irreverence & Fluff The only question that matters is, based on what is on your resume, do you deserve serious consideration for this job. Note the word serious.
  
- ▶ Anything on your resume that doesn't contribute to a positive answer to the above question is irrelevant & a waste of time.





# “12 Cardinal Sins of Resume Writing”

- ▶ Vagueness
  - ▶ Failure to specify responsibilities
  - ▶ Failure to specify number of people you supervised
  - ▶ Failure to specify size of budget you controlled.
  - ▶ Use of unknown abbreviations for job titles
  
- ▶ Misrepresentation. Don't lie, don't embellish.
  - ▶ Especially credentials, titles, specific facts.
- ▶ However do not include unflattering things.
  
- ▶ Example: do not anoint yourself VP simply because the company is out of business.





# “12 Cardinal Sins of Resume Writing”

- ▶ Overkill
  - ▶ Superlatives become repetitive.
  - ▶ To stand out..be specific.
    - ▶ Not dynamite salesperson. Instead:
    - ▶ Salesperson of the month for six months running.
- ▶ Underwhelming
  - ▶ What you did must have been important.
  - ▶ Do not undervalue what your job was nor
  - ▶ how well you accomplished it.
  
  - ▶ Example: purchasing agent that reduced purchasing expenditures by 15% in the last year
    - ▶ vs. purchasing agent for “so & so”.





# “12 Cardinal Sins of Resume Writing”

- ▶ Longwindness
  - ▶ Do not dress up mundane job in fancy language
  - ▶ Do not force the reader to stop & “analyze” the content;
    - ▶ They will simply toss it..
  - ▶ If you were a short order cook do not
    - ▶ describe a world renowned chef.
- ▶ Editorializing
  - ▶ Opinions... really do we need to go here?
  - ▶ Imagine someone picked up your resume off the street. would you look professional & intelligent?





# “12 Cardinal Sins of Resume Writing”

- ▶ Overpersonalizing—name, address, phone #, that's it.
  - ▶ No marital status, type of pet, unrelated hobbies, books, etc.
  - ▶ They need your professional expertise.
  - ▶ Personalities are for later..much later.
  
- ▶ Resume speak—avoid trendy slang.
  - ▶ Keep it business like & simple.
  - ▶ Anything else is like wearing bright orange jumpsuits to a job interview. They may remember you..but not in a favorable light.
  
- ▶ Avoid “business jargon” such as facilitated, optimized, etc.,.



# Post Interview

## Tweaking your resume



- ▶ While at the job interview pay attention to how your resume is read & physically handled.
- ▶ If something is consistently questioned, listen to find out what, in particular, is bothering them.
- ▶ Do they jump between pages or even between paragraphs? It needs better organization.
- ▶ Are you asked to restate or explain something?
- ▶ Do they restate your job description in their own terms?
- ▶ Are those terms more applicable to the job?



# References:

- ▶ <sup>1</sup>“The Overnight Resume: the fastest way to your next job” Donald Asher 3<sup>rd</sup> Edition; ISBN 978-1-58008-091-
- ▶ <sup>2</sup> Joyce Ridner; NEFHIMA Student Forum; Jacksonville, Florida February 22, 2011
- ▶ <sup>3</sup> “Knock ‘em Dead; the Ultimate Job Search Guide” Martin Yate, CPC; ISBN 10 1-59869-781-1
- ▶ <sup>4</sup>“Job Hunting for Dummies” IDG Publishing Worldwide, Inc.; ISDN: 1-56884-388-7
- ▶ <sup>5</sup>“Electronic Resume Revolution” Joyce Lain Kennedy (John Wiley, 1995 (pg 89 “Job Hunting for Dummies”))
- ▶ <sup>6</sup> <http://www.bestsampleresume.com/healthcare-resumes.html>
- ▶ <sup>7</sup> “Instant Interviews” Jeffrey G. Allen, JD, CPC ISDN 978-0-470-43847-3
- ▶ <sup>8</sup> “Use Your Head To Get Your Foot in the Door” Harvey Mackay; ISBN 978-1-59184-321-4

