

JOB CLUB: COVID-19 EDITION
RESUME FORMATS & WHEN TO USE THEM
+ WORKING SESSION
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Current students: visit <https://healthymindsns.ca/> for **TAO Self-Help**, an online mental health library with interactive modules to help you understand and manage how you feel, think and act.



#NovaScotiaStrong: Support is available 24/7

All services are free, confidential, and in English and French.

Kids Help Phone 

1-800-668-6868

Text **NSSTRONG**
to **686868**

Frontline workers can text
FRONTLINE to **741741**

CRISIS TEXT LINE |

Texting support for adults

Text **NSSTRONG**
to **741741**

For more information and resources,
visit: **KidsHelpPhone.ca**



1.833.292.3698
Nova Scotia

Post-Secondary Student Helpline

Text **GOOD2TALKNS**
to **686868**



WHAT WE'LL COVER TODAY

Resume Formats

LinkedIn and Online Portfolios

Accomplishment Statements

Cover Letter Tips

Working Session

Take time to work on your own materials!

We'll stay in the session to answer your questions.

You can ask via group chat or private message.

Common Resume Types



Employment History
Senior Process Engineer, September 2016 - Present, Zezee Corp, Ann Arbor, Mich.
Process Engineer: Technical Support, September 2012 - September 2016, Zezee Corp, Ann Arbor, Mich.
Technical Professional, September 2010 - September 2012, City of the Stars, Mich.

Chronological

- Lists most recent position first
- Preferred by employers
- Most common resume type



Experience and Skills
Skilled in Government Subsidies - Quality Control - Urban Planning - Environmental Impact - Mitigation and Research - Biology/Hydrology - Site Evaluations - Computer Software Tools - Scientific Grant Writing
Administrative: Lead coordinator for the daily processing of thousands of checks for payment and the mailing of confidential reports, meeting strict deadlines, and avoiding late fees.
Problem Solving: Designed a waste management program benefiting Zezee Ann Arbor and a major book company, intended for the efficient handling of tons of paper, cardboard, plastic, metal and steel, achieving net savings of \$20,000 per building annually and reducing company disposal obligations.
Management: Oversew operations of an expanding research lab, providing expertise, commitment, and quality control during a time of significant transition.

Functional

- Focuses on skills and experience
- Often used by people who are changing careers or who have gaps in their employment history



Core Qualifications
- Background managing direct transportation planning and programs
- Adept at managing programs and people
- Able to anticipate and project organizational change
- Background as administrator of office operations

Employment History
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Combination

- Mix of chronological resume and a functional resume
- Highlights relevant skills while providing chronological work history
- Emphasizes what makes you the best fit for the job, while still giving the employer desired information

RESUME FORMATS

COVID-19 JOB SEARCH (Outside your field of study)

- **Functional** format (focus: **skills**)
- Consider 1-page format
- Add references with 2-page format
- Online presence (LinkedIn, online portfolio) more important than ever
- Cover letters not required as often. Include one if asked

'REGULAR' JOB SEARCH (In your field of study)

- **Combination** (focus: **skills + experience**)
- 2-page format
More conservative employers:
email references when asked
Less conservative employers:
add references to resume
- Online presence (LinkedIn, online portfolio)



Job seeker benefit: identify target organizations or individuals and contact them



Employer benefit: search specific skills or backgrounds



Having a strong LinkedIn profile can be a differentiator in a job interview

LINKEDIN

LINKEDIN CHECKLIST

Professional **Profile Photo**

Concise, impactful **Headline**

Polished, approachable **About** section (the 'Why' or 'What I do' side of you)

Upload or link presentations/videos/websites to **Feature** section

Well-constructed **Background, Skills & Endorsements**

Optional: collect recommendations from co-workers, peers & references

Involvement in field-specific LinkedIn groups

The screenshot shows a LinkedIn profile for Jane Doe. The profile includes a profile picture, a headline, a bio, an experience section, a media gallery, an education section, and a featured skills section. Annotations 1 through 5 are placed on the profile to highlight specific elements:

- 1**: Points to the profile picture.
- 2**: Points to the headline and bio area.
- 3**: Points to the 'About' section.
- 4**: Points to a media post in the 'Media (1)' section.
- 5**: Points to the 'Featured Skills' section.

Profile Details:

- Name:** Jane Doe
- Headline:** Master of Digital Pharmaceutical Marketing
- Current Position:** Rowe Pharmaceuticals • New York University
- Location:** New York, New York • 500+ connections
- Connect Button:** Connect
- About Section:** I lead media initiatives that turn regular businesses into stand-alone brands. Let's work together to meet your business goals in 2018 and beyond!
- Experience:**
 - Senior Marketing Communications Manager** at Rowe Pharmaceuticals (2015 – Present • 3 yrs, Greater New York City Area). Description: I rebuilt Rowe's 12-person communications team to represent a range of marketing operations: event coordination, branding, public relations, and business development. In 2017, our team generated a \$3.5 million ROI by developing an event management program from the ground up.
 - Marketing Communications Manager** at Enzyme Labs (2011 – 2015 • 4 yrs, Jersey City, NJ). Description: I was initially hired as the third member of a new marketing team to support Enzyme's growth from a start-up organization. After one year, I was promoted from Communications Associate to Communications Manager, and helped spearhead branding for employees, customers, and investors.
- Media (1):** 2017's International Pharmaceutical Summit
- Education:** New York University, Bachelor's degree, Business Marketing
- Featured Skills:** Project Management, Social Media Marketing, ROI, Event Management, Branding, Public Relations
- Interests:** New York University (496,167 followers), Rowe Pharmaceuticals (1 follower)

LINKEDIN TIPS

DOs

- ✓ Share/publish/comment on content regularly *notifications
- ✓ Establish 'thought leadership' among your network
- ✓ Build 'what you're about'
- ✓ Connect with leaders/innovators in your field

DON'Ts

- Discuss politics, religion or potentially divisive topics
- Use LinkedIn as a dating site
- Use LinkedIn like Facebook or Instagram – this is your professional network, not personal circle

ONLINE PORTFOLIOS?

OPTIONAL */F...*

- Your field values visual representation (e.g. business, marketing, public relations, communications)
- Your field is emerging (e.g. science communication, lifelong learning)
- You're a NSCC graduate and would like to post your portfolio online (caution: consider information privacy and identity theft)
- You create a lot of **professional-level** content (e.g. podcasts, blog posts, YouTube)
- You're willing to learn new platforms and you'll update your online portfolio regularly

Squarespace Personal/CV templates, trendy	https://www.squarespace.com/pricing
WordPress Flexible design options but requires time to learn	https://wordpress.com/pricing/
Weebly User friendly	https://www.weebly.com/ca/pricing
Strikingly User friendly, simple webpage formats	https://www.strikingly.com/s/pricing#
Wix Student format, design knowledge best	https://www.wix.com/students https://www.wix.com/upgrade/website

5 ONLINE PORTFOLIO PLATFORMS

ACCOMPLISHMENT STATEMENTS

What experience or transferrable skills would employers value from my past jobs or volunteer involvement?

Action + the 'What' + Results/Outcome

Designed and coordinated print and social media materials for Leaders in Tourism, a fundraising event that attracted 700 supporters

Processed food orders quickly and accurately, working in a team format

Implemented daily group activities that encouraged youth ages 6 to 12 years old to become physically active

COVER LETTER TIPS

Take a helper or problem-solver approach

"I understand some of the pandemic challenges [organization] might be facing right now, and I'm willing to help with [2 or 3 tasks from job description]."

"These have been uncertain times for many organizations. In the [job title] position, I understand getting back on track or introducing new initiatives might be important for [organization]."

Indicate you're available for an online/telephone interview and what platforms you can access (have at least 3 ready)

WORKING SESSION



Take time to work on your own materials! We'll stay in the session to answer your questions. You can ask via group chat or private message Kyla Friel or Wendy Wang.

Not staying for the working session?
If you have questions later contact
careerplanning@msvu.ca

RESOURCES

msvu.ca/careerplanning

Left menu: Students/Job Search Resources

- Action verbs
- Resume formatting checklist
- Transferrable skills

McGill University C.V. and Cover Letter

<https://www.mcgill.ca/caps/students/prepare/cv>

THANK YOU!

***YOU'LL RECEIVE SLIDES
AND HANDOUTS VIA EMAIL**

Questions? **careerplanning@msvu.ca**

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