

# To write an Effective Resume

- ## Agenda
- What should be in the resume
  - Hints
  - Resume process

# Overview

- ## Objective
- To give a brief introduction to resume writing
  - To save time for you – as an applicant and save time for your potential employer's recruitment executives in processing your application

# Resume

- ## What is a resume
- Description of your objective, skills, education, accomplishments and experiences.
  - A marketing piece
  - Purpose: to win you interviews

## What is NOT a resume

DO NOT:

- Include your relatives' information
- Write as a letter

SHOULD NOT INCLUDE

- Interest, hobbies unless relevant to the job

NEED NOT INCLUDE

- Age, birthday

## Types of Resume

1. Reserved-Chronicle order
2. Skill-based
3. Creative

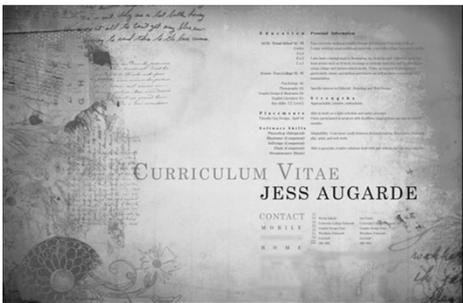
## Reserved-Chronicle order

- Contact: Full Name, Email, Phone, Address, *Hint* of Gender
- Objective(s)
- Skills
- Experience:
  - Latest relevant job
    - Position
    - Responsibilities
    - Details of what you did
  - Second latest relevant job
  - ...
  - First relevant job
- Summary of published research/articles
- Education
- References
- Additional information

## Skill-based Resume

- Contact: Full Name, Email, Address, *Hint* of Gender
- Objective(s)
- Skills:
  - Relevant skill 1
    - Job 1 that helped you improve skill 1
    - Job 2 for skill 1
  - Relevant skill 2
  - ...
  - Relevant skill
- Summary of published research/articles
- Education
- References
- Additional information

## Creative Resume



## Write the Resume

## Where to start

- Research your target organization: business domain, market, technology focus...
- Review all relevant skills, knowledge and experience
- List all abilities and skills you have developed through your education, work experience and community activities
- Make a second list of your major accomplishment, with personal traits that helped you achieve them
- Consider the two lists. Decide which of the traits and abilities you definitely want to use in your next job

## Write the Resume (1/3)

- Objective: short term – the position you want; long term – what you plan to be in 3 – 5 years time
- Experience section: name of organization, location, start and end dates, work experience, responsibilities and achievements
- Education section: degree, major(s), institution(s), dates of attendance, minor(s), special projects, theses, dissertations and outstanding coursework
- Skills section: list your skills in categories
- Reference: name, position, organization, email, phone

## Write the Resume (2/3)

- Experience goes before Education
- Interests, activities, organizations and hobbies should only be included if relevant
- Most significant on top
- Include grade point if it's high: 3.5+/4 or 7.5/10
- Use professional terminologies and popular keywords

## Write the Resume (3/3)

- Start each phrase with a strong, action word
  - "Manage, Direct, Develop, Organize, Establish, Supervise"
- Shorten the phrase when possible
- Quantify when appropriate
- Sell what the employer is looking for
  - Tell how your values would benefit the company
- Verb tense: simple past for jobs you no longer do and simple present for jobs you are doing
- Be consistent with word form
  - LEAD a team of 5
  - TOOK responsibilities for managing group budget
  - CONDUCTED a seminar on Brand Management

## Example 1

- Objective
  - Short-term: To apply for the position of a Finance Analysis
  - Long-term: To become a Finance Manager
- Education
  - Bachelor of International Economics, Diplomatic Academy of Vietnam, 2001 – 2005
    - DID a thesis on Global Crisis – Cause and Effect
    - ASSISTED a doctorate candidate in his research on Economic solution for Vietnam
  - High school for the Gifted, Ho Chi Minh City
- Experience
  - **Worked** as an intern in the Finance Unit, United Nation Development Program, 2004
  - **Consulted** in Finance and Budgeting at newly-established NGO for youth development for 8 months, 2006
  - **Communicated** with donors. **Organized** the donation events

## Example 1 (cont)

- Skills
  - Communication: Communication certificate from Tam Viet Group
  - English: TOEFL 90/120
  - Software: RUP, UML, Design
  - Database: SQLSever
  - Server: IIS, WebSphere, Apache
- Reference:
  - Mr. Duong Anh Duc, Dean of Economic Department, University of Natural Sciences, (email)
  - Ms. Tran Thi A, Project Manager, FPT Elead, (email)

## Presentation

- Clearly separate sections and emphasize section titles
- More bullet-points than lengthy paragraphs. No ending periods for bullet points
- Avoid Italic. Sometimes it weakens the words
- Clear font, text color and background color
- One-page resume is appropriate for fresh graduates.

## Pitfalls

DON'T

- Include skills which you are not confident that you can handle interview questions on the subject
- Use first-person words: I, me, my
- Put non-relevant information
- Spelling, typo, grammar mistakes
- Write sentences. Use phrases instead
- Use colors and too fanciful decorators, unless you're a designer
- Use exquisite and flowery words
- Refer to salary information

## Review your work

- Read through several times
- Eradicate spelling, typo and grammar mistakes. Use spell-checkers.
- Ensure consistency between sections
- Have your mentor checked it
- Look at your resume, assume that you are the employee, see if you can immediately get what you expect in less than 15s

## Advanced (1)

- One page rule?
  - No, if your experience has been enriched
- Reflect your traits by using experience
  - Instead of "Have leadership potentials", use "Lead many groups in Young Union to complete charity projects"
- Use Action-Benefit statement
  - "Managed a group of 10 software engineers to complete 3 projects, increasing the company's reputation"
- Use synonyms rather than repeating words
- Are you recognized in the industry? Include the information

## Advanced (2)

- If your potential employer search for you via search engines or read your blogs or see your social networking profile, what information will they obtain?
- Choose a professional email address
  - Avoid these kinds of email:
    - [NaughtySexy1990@gmail.com](mailto:NaughtySexy1990@gmail.com)
    - [KutiePig@yahoo.com](mailto:KutiePig@yahoo.com)
  - Should include Name. No birthday, avoid numbers
  - If your name's taken, including the industry you're in. example: DuongBanking@gmail.com

## Example 2

Fair	Better	Reason
I can code Java and C++	Programming skills: Java, C++	- Avoid "I" - Should not write sentences
Study at Aptech for 2 years	Diploma in Information Technology, FPT Aptech, 2004	- Emphasize the qualification - Include the time
I have organization skill and leading skill	- Organized 2 cultural fairs at college - Lead 3 software groups to compete 5 projects	- Clarify experience and the experience shows your skill - Use strong, action verbs: organize, lead

## Make it work for you

## Publish your Resume

- Send directly to your target companies, even when they don't announce vacancies
- Send your resume to head hunters
- Publish on employment portals like monster, jobstreet, vietnamworks, LinkedIn
- Your own website, blog

## How recruiters process resume

- HR executive scans your resume
- One person may have to read through hundreds of resumes per day => make yours distinctive
- Resume at a glance: 15 second rule
  - How do you fully sell yourself in 15 seconds
- HR do reference check with your old companies and colleges
- They may Google your name. They may read your blog. They may view your Facebook profile

## More than a Resume

- Most important: networking works!
- A cover letter
- A well-prepared job application
- Knowledge of the job
- Knowledge of the industry
- Information on the company

## A standard job application

- Cover Letter
- Resume
- Letters of reference from previous employers, academic coordinators
- Transcript of grades
- Certificates (CFA, MCSD...)
- Foreign language certificates
- Health examination result & other legal document
- Should submit e-copy for their convenience

## What if I am a fresh graduate without experience

- List your social activities, voluntary activities
- Emphasize your academic achievements
- Show that you are a quick learner and that you are willing to be trained
- Be confident as companies, at time, look for fresh graduates

## Bibliography

- Resume help:  
<http://www.jobwerx.com/resources/ResumeHelp.html>
- How to make a standard CV:  
<http://www.bdjjobs.com/career/resume1.htm>
- CV form: <http://pdfcv.com/>

Thank you

*“Marketing is being honest about selected facts of the truth”*

.....and good luck