

Self Assessment		
Personal Profile		
Your values	Environment	Management style
Goals	Co-workers	Corporate/entrepreneurial
Lifestyle	Travel	Large v. small
Education	Compensation	Liberal v. conservative
Leisure style	Work/Life Balance	Product or service
Creativity	Recognition	Stability
Communication skills	Benefits	Community involvement
Leadership skills	Growth/learning opps.	Environment
Technology/Databases	Responsibility	Location
Languages	Solo v. Team	Commuting distance
Sales/Negotiating	Title	
Personal attributes		
		BST

### Your resume is your marketing tool!

### Why it has to be perfect

- Out of every 100 resumes:
  - 90 will be tossed immediately
  - 5 will be perused for less than 10 seconds
  - The last 5 will be read in-depth

You want yours to be in the last 5!!



### Why this is hard

- 30 40 hours of hard work
- List of accomplishments, not a job description
- Marketing yourself. This is a tool to tell prospective employers what you have to offer
- Design and composition substance, format, readability



### Like great sex and great food – it must leave the reader wanting more!

### Resume styles

- Chronological v. Functional
- CV v. Resume
- Bullet v. Narrative



### How to get started - gathering the basics

- Contact info
- Education
- Professional affiliations
- Publications & speaking engagements
- Employment details company, location, title, dates
- Technology & skills
- Hobbies
- References



### Collecting the hard stuff

For each job, make 2 lists

- 1. Chores, tasks, job responsibilities
- 2. List of accomplishments this is the crucial step!

Your bullet points will come from list #2\_



### Action Verbs Tender hard bard bright bright

## Structure of bullet points Action, purpose, result "Responsible for Lexis/Nexis" Vs. "Renegotiated Lexis/Nexis contract for desktop access for 500 attorneys resulting in \$1 million savings over the life of the contract."

## "Member of renovation committee." Vs. "Chaired the Library Renovation committee, interviewed architects, evaluated plans and costs, made final recommendations to firm management. "

### Points to remember

- Make your bullet points count
- Write up everything all points for all jobs
- List cost savings if appropriate
- Use buzzwords relevant to job
- Watch your adjectives
- Watch jargon and acronyms



### Writing the Grabber!

- Self-assessment statement
- Bullet points
- Job description



### Grabber example 1

### **SUMMARY OF QUALIFICATIONS**

Experienced information professional with expertise in digital information management, including controlled vocabularies, search technologies, navigation systems, and categorization. Understanding of the basics of relational database management systems. In-depth knowledge of Autonomy/Verity K2 and Endeca Information Access Platform. Meticulous and detail-oriented, with strong communication skills and a high level of comfort working with both technical and non-technical people.



### Grabber example 2

- Professional researcher with more than 20 years experience conducting, or consulting on, research issues pertaining to litigation or a law firm client's legal or business needs.
  Founder and manager of a public service educational Web site.
- Skilled writer of numerous articles on online and Web-based research strategies, a newsletter on current Internet-related research issues, and a book on intellectual property research
- Experienced speaker and teacher of research skills and public records
- Organized, creative and self-motivated individual with leadership capabilities



### Grabber Example 3

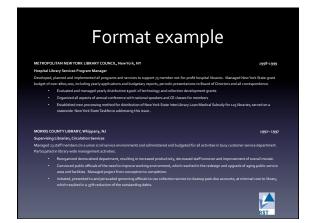
Library/Knowledge Management/Research Librarian with 20 years of diverse corporate and association experience in information services and research products. Proven expertise in business knowledge, healthcare, pharmaceuticals, biotechnology, patent research, business development and research oversight. MLS/MBA.

- · Database & internet searching
- Written and verbal communication



# Grabber #4 Highly effective, self confident, results driven business development professional, recruiter, and manager in highly service oriented environment. Strong sales, entrepreneurial, planning, organizational, interpersonal and verbal communication skills. Skilled at team building and project management. Creative and flexible personality with unique sense of humor enhances an open, encouraging, fair and cooperative management style.

## Getting it down on paper Name and contact info (personal not work) Grabber Jobs in reverse chronological order with 5-8 points (max) for each job Technology & skills Education Professional associations Publications – as a separate document if necesary References – as a separate document



### Getting it down on paper – part 2

- 2 pages maximum
- Label 2<sup>nd</sup> page with name only
- Reference and publication pages with full info
- Readable fonts
- No schmaltzy decorations, borders or graphics
- Appropriate use of white space



### What not to include

- Lies, exaggerations and misrepresentations
- Local company addresses
- Salaries
- Supervisors and contact info
- GPAs and graduation dates
- "References available upon request"
- Anything in 1st person
- Personal activities/hobbies (with a caveat)



### Proofing your resume

- After you have done it 100 times, have a friend do it
- Read it from bottom to top
- Watch tenses
- Double-check dates and numbers
- Font/formatting consistency
- Grammar and punctuation
- Spell-check



### **Cover letters**

- Three paragraphs
  - 1. Introduction, where you found the job, etc.
  - 2. Why you are so wonderful and appropriate for the job
  - 3. How to get in contact
- Different cover letter for each application
- Pay attention to the details





