PLC RESUME

WORKSHOP

OVERVIEW

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ABOUT ME

- Senior majoring in Aerospace Engineering and Computer Science, minoring in Leadership Studies and Political Science

- NASA Pathways Intern, Intern Chair

- Prev: Congressional Intern, Nonprofit Founder

- Run Professional Development for the President's Leadership Class and CU Gateway, a NASA Pathways Prep Club

- Have helped students get into NASA Pathways, Morgan Stanley, Congressional Internships, and other opportunities.

- Incredibly passionate about facilitating your success!

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KNOWING YOUR AUDIENCE

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KNOWING YOUR AUDIENCE

In order to make an effective resume, you need to know what the person who will be reading your application is looking for. Identify the following things:

- What skills would this position require/benefit from?
  - This is usually evident through the job description, which you should always thoroughly read!

- What is the company culture?
  - Smaller companies may be looking for different traits in a candidate than larger ones. Companies may also state specific qualities they value, like community service, that you can integrate into your resume.

- Is there anything impacting the industry?
  - Understanding industry trends, challenges, and key competitors can help characterize the decisions a company is inclined to make.

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KNOWING YOUR AUDIENCE

After collecting this information, you need to adjust your resume accordingly. Be sure to:

- Include keywords from the job description within your position descriptions.
  - Most resumes go through some sort of automated filter before reaching a human. If your resume doesn't contain certain key words, it will not pass that stage.

- Exemplify characteristics that align with a company's culture/goals
  - If your company prioritizes a certain trait, be sure to highlight any experiences you have that align with that. This is effective at setting you apart from your competition.

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KNOWING YOUR AUDIENCE

Don't forget that:

- Each recruiter is looking for something different. Be sure to carefully note the job description and adjust your resume accordingly.

- What you know about your experience is not what your recruiter knows. Leave no gaps or room for misunderstandings within your resume. Don't assume they know anything niche (like acronyms), and be sure to explain things in reasonable levels of detail.

- Most recruiters only look at your resume for 10 seconds! Ensure that all key points are easily noticeable.

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ASK YOURSELF:

If someone was reading my resume, would they know ____ in the first 10 seconds?

Skills

Your skill set should be immediately obvious within the first few seconds of reading your resume.

Leadership

Competitive positions seek some level of leadership in their candidates, technical or personal. Leadership positions should contribute significantly to your strongest experiences.

Achievements

What success did you provide for the teams and/or projects you worked on? Including specific numbers related to your accomplishment on your resume help with this.

Uniqueness

What sets you apart from other candidates? For competitive positions, you need to clearly display qualities that make your resume pop.
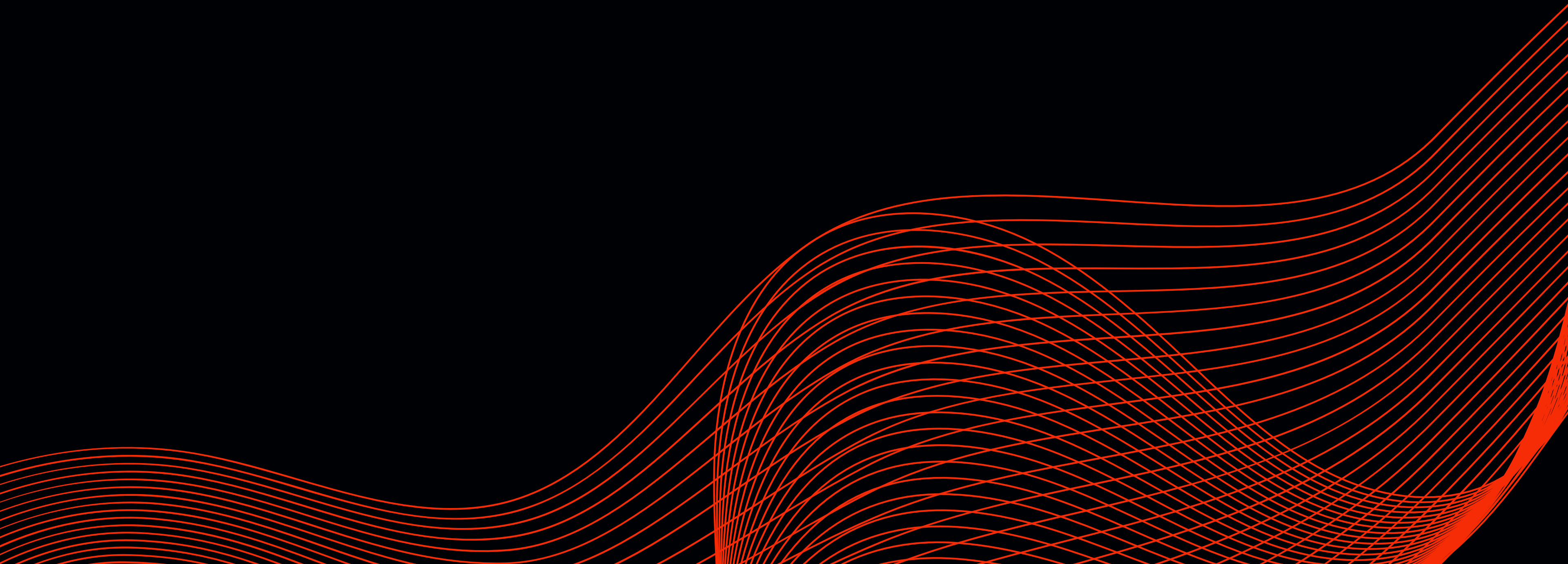
KNOWING YOUR AUDIENCE

A lot of times, people are confused as to what they could do to improve their application, or what opportunities they should take advantage of to make themselves better applicants. In these moments, put yourselves in the shoes of the recruiter. Do the following:

- When deciding between two opportunities, ask what a recruiter would value more in a candidate.
    - Further, ask what a recruiter would value more between two candidates, one that did each of the options you are selecting between.

- Identify parts of your applications that are your strongest, and step back. Identify whether a third party would identify that part as your strongest experience as well.
    - Most importantly, see if the impact of your wording matches your intent. You need to ensure that the recruiter values that experience as much as you do!

COMMON RESUME MYTHS

COMMON RESUME MYTHS

Some common misconceptions plague resumes, like the following:

- Resumes should only include technical information.
  - Again, this depends on who your audience is, but often times, including relevant information about experiences that may not directly tie to your position can be helpful. Think student government, marching band, dance team, et cetera. Be sure to tie it back to a broader statement on leadership development or something related to your position though (but don't force it).

- One resume can be used for multiple applications.
  - It is always beneficial to tweak your resume for each application. The last thing you want to face rejection for is because you didn't word your experiences in a way that showed how applicable they were for the job you applied for.

COMMON RESUME MYTHS

- Fancy, Complex Language is important.
  - Having a well-written resume is important, but many people unnecessarily complicate their resume in the name of 'fancy writing'. Make sure that your resume is concise, but uses elevated grammar.

- One-Page is the only way to go.
  - Multiple pages are okay to have! Again, this changes based on who your audience is and is not holistically applicable. Most government positions, including NASA Pathways, suggest a 3-5 page resume.

- Discussing Responsibilities over Accomplishments
  - Discussing a large volume of responsbilities will often be less valuable than targeting accomplishments. Although knowing how reliable you can be as an employee is important, understanding what you are capable of accomplishing is arguably more imperative.

DEVELOPING YOUR NARRATIVE

What is a narrative?

- A narrative is a single goal-oriented or passion centered statement that represents your interests and experiences.
- A method of consolidating your interests into one definitive statement
- A 'Mission Statement' for you as a professional

Answers the following questions:
- What industries or careers motivate you?
- What unique skill sets do you implement into your work?
- How does your background tie into your future?

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DEVELOPING YOUR NARRATIVE

Every candidate should have a distinct narrative - a story that connects all of your experiences together and is driven by your motivations and career goals. Most, if not all, individuals already have a narrative. Identifying it and understanding how to shape your resumes accordingly is crucial to elevating your ability to explain your background. To identify your narrative, ask yourself:

- What motivates me?
  - Why do I choose to be engaged with the experiences I partake in?

- What do I want my career to look like 5, 10, 15 years from now?
  - What are my career goals?

- What interests me?
  - What specifically about my field of study do I find most captivating?

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DEVELOPING YOUR NARRATIVE

A narrative:

- Adds importance to experiences you might consider 'outside' of your target scope
  - Can even turn 'unhelpful' experiences into defining attributes

- Enables you to present yourself as a candidate with a cohesive skill set

- Offers you an outline for future experiences and development

DEVELOPING YOUR NARRATIVE

If I just envision myself as an aerospace engineering candidate, most of my resume becomes inapplicable. However, if I expand my perspective to include my narrative, I can include my passions and driving motivations into who I truly am as a candidate.

Instead of being just an aerospace engineer, I am an aerospace engineer who has a strong passion for impacting his community and providing effective leadership.

What does this mean? In an interview, I can talk more about how I plan to make positive change on the environments around me (including in the office) and seek out opportunities to take intiative through leadership.

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DEVELOPING YOUR NARRATIVE

How do you use a narrative?

- Resumes
  - Be intentional on wording and framing based on your narrative
  - Write bullet points for experience that exemplify that role's importance towards your narrative
    - i.e. Write about how a community service event helped your leadership skills instead of your organizational skills

- Interviews
  - Use intentionality to solidify the importance of 'tangential' experiences
  - Tie interview questions into your narrative and use your experiences to show aligned skills

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PERFECTING THE ONE-PAGER

PERFECTING THE ONE-PAGER

When do you use a one-page resume?

- Many industries, including business, generally favor a one-page resume. In fact, some industries will absolutely refuse to look at a resume that is longer than one page.

- Entry-Level Positions
  - Most positions that you apply to straight out of college will prefer a one-page resume, unless otherwise specified.

- Career Fairs and Networking Events
  - Handing out your resume to a prospective employer would be harder if it was a novel instead of just one page.

If you are unsure whether to use a one-page or not, err on the side of keeping it shorter.

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PERFECTING THE ONE-PAGER

For a one-page resume, most people struggle with identifying what opportunities to keep, and which ones to leave off. Use this rules of thumb:

- Avoid any experiences prior to graduating high school.
  - Generally, your Sophomore (2nd) year of College is the absolute latest you can have these on your resume, but even that's pushing it.

- Include all professional experience directly related to your desired role.
  - Although you may feel that a past experience would be overshadowed by a newer one, keep all professional, technical experiences on your resume. These help to better show your trajectory throughout your career, and show that you have more experience.

- Avoid nontechnical experiences that you did not have significant achievements in or that did not dramatically impact your personal/professional trajectory.

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PERFECTING THE ONE-PAGER

For a one-pager, staying concise but descriptive is key. Here are some tips to ensure that you meet this requirement:

- Prioritize Action Words
  - What you did should be immediately evident by reading the first 3 words of each bullet point.

- Avoid 'non-descriptive' adjectives
  - In Charge Of, Worked On, etc. These can severely diminish the perspective of your work. On the other hand, using better adjectives to frame an experience can elevate it significantly.

Wording is the most important part of your resume! Remember, a good resume with bad wording is a bad resume, but a bad resume with good wording is a good resume!

PERFECTING THE ONE-PAGER

Instead of...	Try:
• In Charge Of	• Managed, Supervised
• Worked on	• Contributed to
• Responsible for	• Oversaw
• Handled	• Administered
• Participated In	• Engaged in
• Fixed	• Resolved
• Organized	• Coordinated

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PERFECTING THE ONE-PAGER

In charge of multiple employees that worked at my store.

Supervised 15 employees, upholding rigorous safety requirements and production expectations.

PERFECTING THE ONE-PAGER

Worked as a cashier

Managed purchases and ensured customer satisfaction through quick service and attentiveness.

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PERFECTING THE ONE-PAGER

What have you accomplished? (X)

What are your qualitative results? (Y)

What skills or experience did you use to achieve this? (Z)

An example statement would be:

Improved customer retention (X) by 70% (Y) through implementing effective communication strategies and navigating ABC communication platform (Z).

PERFECTING THE ONE-PAGER

Writing Resume Bullets with the XYZ Format

Simplify

BAD: "Analyzed large data sets using BigQuery for actionable insights"

BEST: "Enhanced efficiency by 15% **(X)** by uncovering actionable insights through in-depth analysis of 10 million-record data sets **(Y)** utilizing BigQuery **(Z)**."

BAD: "Managed large budget for university sales club"

BEST: "Managed a $7,000 budget **(X)**, creating contracts with 20+ local vendors **(Y)** for fundraising campaigns **(Z)**."

BAD: "Boosted brand visibility by launching full-fledged social campaign"

BEST: "Achieved a 35% increase in overall impressions **(X)** by implementing a trending content strategy **(Y)** using Google Ads Manager **(Z)**.

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PERFECTING THE ONE-PAGER

Picking a good format is key to ensuring that your resume is able to pass automated checkers and is easy to read. Use the following rules of thumb:

Note: These depend based on your audience. For a graphic design job, a more colorful resume might be more effective than the traditional black and white one that an engineering firm may be expecting.

- Generally, avoid color.
  - Your resume should be easily readable when printed in black and white. This helps avoid any issues with automated screening and ensures that regardless of the format your resume is viewed in, it is accessible.

- Ensure that your resume is effectively spaced out.
  - The last thing a recruiter wants to see is a block of text. No matter how valuable the information you put on your resume is, if it's hard to read, it's not going to be read. Prioritize readability over cramming every last thing onto the page.

PERFECTING THE ONE-PAGER

- Ensure that your experiences are sorted in chronological order.
  - Some templates do a psuedo-chronological system that confuses readers. Be sure that your template has the most recent experience on top, with the rest following in chronological order.

- Avoid pictures of yourself (sometimes)
  - Again, this depends on your audience. It is generally true, though, that resumes should not include pictures (headshots of candidate). Numerous recruiters have mentioned avoiding such resumes to avoid any accusations related to diversity, equity, and inclusion. Avoid the hassle and skip the picture!

BUILDING OUT YOUR CV

BUILDING OUT YOUR CV

What is a CV?

- A CV is an 'exhaustive listing of all of the significant achievements in your career'.
  - This includes education, research, work experience, grants, etc.

- A CV generally has:
  - More detail than a resume
    - Explains responsibilities, accomplishments, and other aspects more
  - A broader scope than a resume (more experiences)
  - A comprehensive presentation of everything that got you to today.

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BUILDING OUT YOUR CV

When do you use a CV?

- Government Jobs
  - USAJobs postings recommend the 'federal resume', which is essentially a CV.

- Academic or Research Positions
  - These positions want to see what your academic/research background has been in detail, generally in the form of a CV.

- Grants and Fellowships
  - These programs also want to see a detailed history of your achievements in the form of a CV.

If you are unsure whether to use a CV or not, err on the side of using a one-pager.

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BUILDING OUT YOUR CV

Although a CV is longer, your wording should still be relatively concise. A common misconception is that with a CV, the more words, the better. A CV is not an opportunity to say the same thing you said on your resume in more words! You still need to strike a balance between being detailed and concise! Use these tips:

- Add context to experiences that would not be included on a resume.
  - Detail on responsibilities, skills learned, etc. Anything that would give a recruiter a better understanding of what you did in a position.

- Add an emphasis on and dig deeper into technical aspects of your roles
  - Discuss exactly what programs you used, what tasks you accomplished, and any other aspect of your role that contributed to your technical skillset.

- Highlight all relevant involvements
  - Clubs, Professional Societies, etc.

BUILDING OUT YOUR CV

CV formatting is quite similar to one-page formatting. Follow similar rules:

- Avoid Color

- Ensure that your resume is spaced out and easy to read

- Stick to traditional fonts (Times New Roman, etc)

I personally recommend the Deedy CV format if you can use Overleaf!

THANKS!

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OH 10:30 - 12:30 @ PLC Office

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BACKUP SLIDES