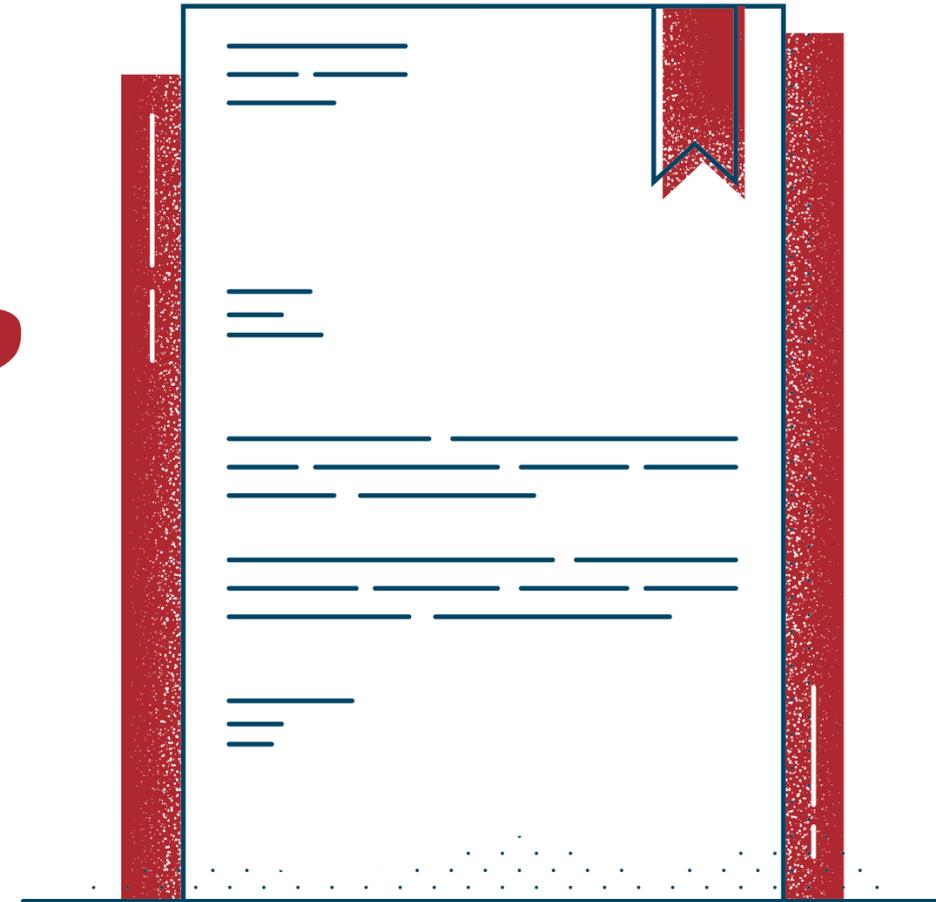


RESUME

MasterClass

Pro-tips to make the most of your resume.



topics

- **Applicant Tracking Systems**
- **Learning your Industry Norms**
- **Readability and Immediacy**
- **Information Architecture**
- **Resume Real Estate**
- **Let's talk about fonts!**
- **Trends to Avoid (*usually)**
- **A/B testing Your Documents**



What is an ATS?

An applicant tracking system (ATS) is software that employers use to find the most qualified candidates for a role. These systems help streamline the hiring process and remove resumes that do not meet the qualifications.

Applicant tracking systems work by scanning your submitted resume and cover letter to find keywords that match the job posting.

250

The average corporate job gets 250 applications

98%

98% of Fortune 500 companies use applicant tracking systems that scan for keywords.

30%

Only 30% of job applications are read!

What kind of keywords are they looking for?

Look at the job posting, and use the same keywords in your application in a way that naturally highlights your experience and skills.

Consider looking up similar jobs to get ideas for other terms you can include that may pique the interest of the applicant tracking system and hiring manager.

To determine the most important keywords, make a note of specific software, education, certifications and experiences that a job posting mentions.

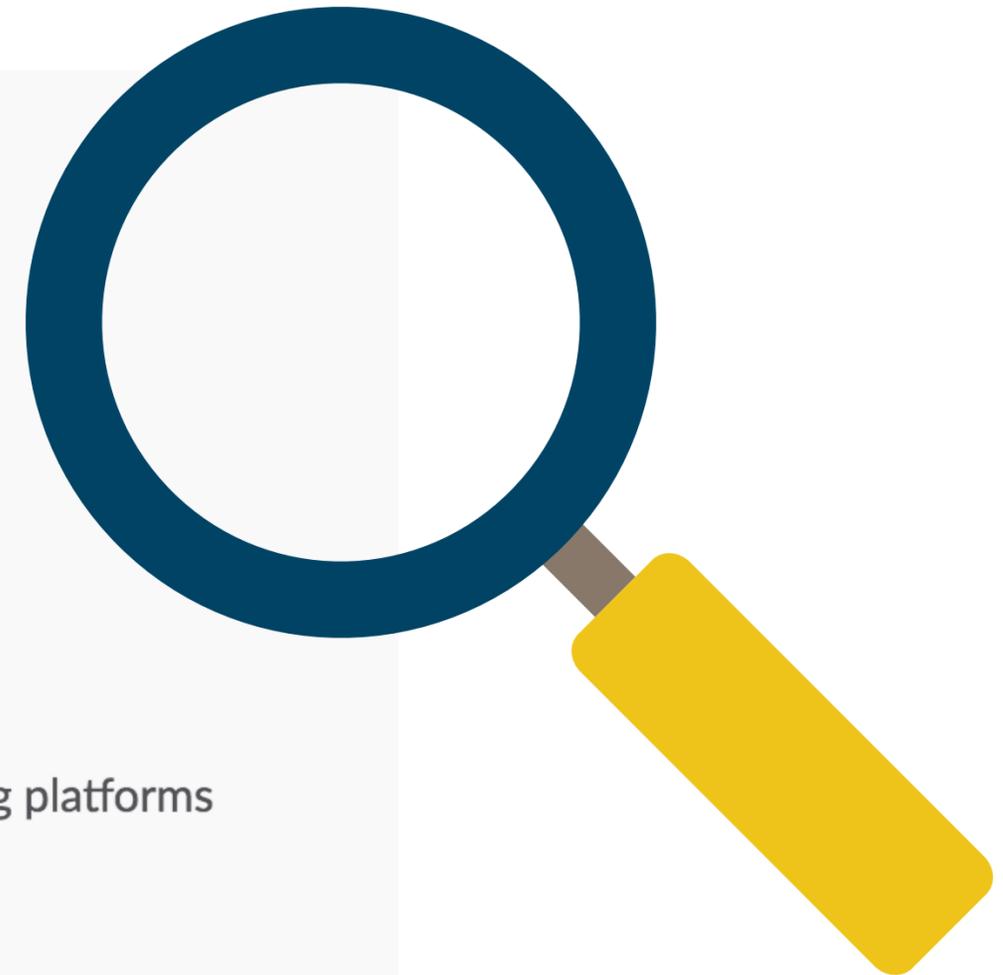
- Experience with Google Analytics and SEO
- Proficiency with Adobe Creative Suite
- Comfortable working with Facebook Ads, Google AdWords, Twitter
- Experience integrating websites with marketing automation tools
- Highly analytical and able to derive meaning from data
- Able to work and thrive in a fast-paced, rapidly changing environment
- Excellent people and management skills to interact with staff, clients, and third parties – a team player!

Example: twistle

DIGITAL MEDIA SPECIALIST

Requirements:

- Bachelor's degree in marketing, digital media or relevant field
- 5+ years of experience in digital media
- Experience in web design and content management systems including Word Press
- Experience with Google Analytics and SEO
- Proficiency with Adobe Creative Suite
- Comfortable working with Facebook Ads, Google AdWords, Twitter Ads and other advertising platforms
- Experience integrating websites with marketing automation tools (Pardot) a plus
- Highly analytical and able to derive meaning from data
- Able to work and thrive in a fast-paced, rapidly changing environment
- Excellent people and management skills to interact with staff, colleagues, clients, cross-functional teams and third parties – a team player!



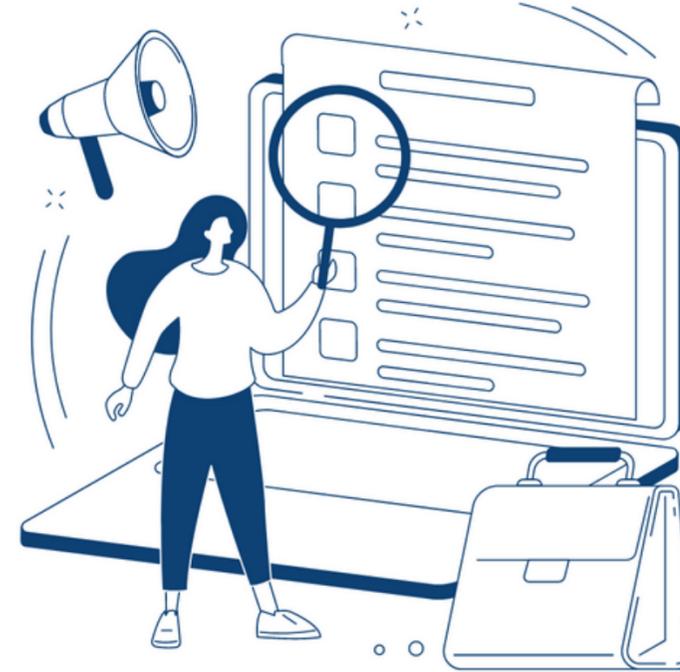
Where Do Skills Fit?

Skills in the Experience section

EXPERIENCE

Marketing and Events Intern

DePaul University Career Center | Chicago, IL



- Collaborate with five team members and the DePaul Career Education team to coordinate and **host networking events** for students and alumni
- Plan and participate in weekly project management meetings in order to effectively organize events and reach project goals; **design event assessments**
- Creating **marketing strategy** to promote Career Center programs to students in order to encourage student use of professional development resources
- **Design and create social media** and blog posts; **monitor social media analytics**

Where Do Skills Fit?

Skills in the Technology section

TECHNOLOGY

- Adobe Creative Suite (Acrobat, Photoshop, InDesign, Illustrator)
- Social Media Tools: Snapchat, Instagram, Facebook, TikTok
- Microsoft Office (Excel, Word, Outlook, PowerPoint)
- Google Suite (Docs, Sheets, Slides, Forms)
- Asana



Where Do Skills Fit?

Skills in the Resume Summary

Emerging PR professional with skills in **copywriting**, **social media strategy**, and **analytics**. Experience with **content creation**, **video editing**, and online **community management**.



Learning your industry norms...

In some industries, you can be successful with an eye-catching resume that really sets you apart from other applicants! Other industries have a strong preference for a more traditional design.

It's important to map out the spectrum of acceptable resume design, from creative to traditional, for the types of roles you're seeking. You can gain this knowledge from informational interviews, conversations with recruiters, and by seeking resume samples from peers and the colleagues.



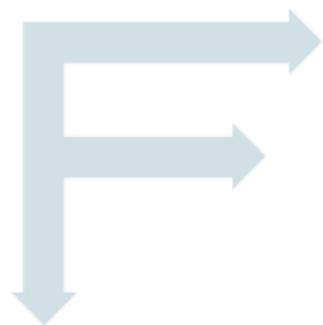
Readability and immediacy

The design of your resume is a big factor in the reader's experience and comprehension.

You can labor over word choice and accomplishments to include, but unless you have considered the design of your resume, you risk the reader skipping over the most important content.

0:06

On average, recruiters spend only **six seconds** reviewing a resume.



People read screens in an **F-shaped pattern** that consists of two horizontal stripes followed by a vertical stripe.



CONTACT

(910) 285-8640
HI@JEREMYMARSH.COM
WWW.JEREMYMARSH.COM

PROFILE

I am an experienced social media manager seeking a full-time position in the field of social media and marketing communications, where I can apply my knowledge and skills for continuous improvement.

SKILLS

- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Copywriting
- Corporate blogging
- Project management
- Layout design
- Photo editing
- Market research

EXPERIENCE

SOCIAL MEDIA PRODUCER

NEW MEDIA COMPANY | FEB 2013 - DEC 2014

- Managed social media accounts and created social media for daily postings
- Increased social media following and clicks by 200%

COMMUNICATIONS INTERN

RICH MEDIA INTERACTIVE | APR 2012 - JAN 2013

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for one of the company's new products

COMMUNICATIONS INTERN

RICH MEDIA INTERACTIVE | APR 2012 - JAN 2013

- Developed a social media strategy to increase the following of the company website
- Spearheaded a viral campaign for one of the company's new products

EDUCATION

BACHELOR OF ARTS, MAJOR IN COMMUNICATION

UNIVERSITY OF DUNDEE | 2009 - 2013

GPA: 3.9

AWARDS

NEW MEDIA COMPANY

MOST OUTSTANDING SOCIAL MEDIA PRODUCER
DEC 2014

RICH MEDIA INTERACTIVE

BEST INTERN

JAN 2013

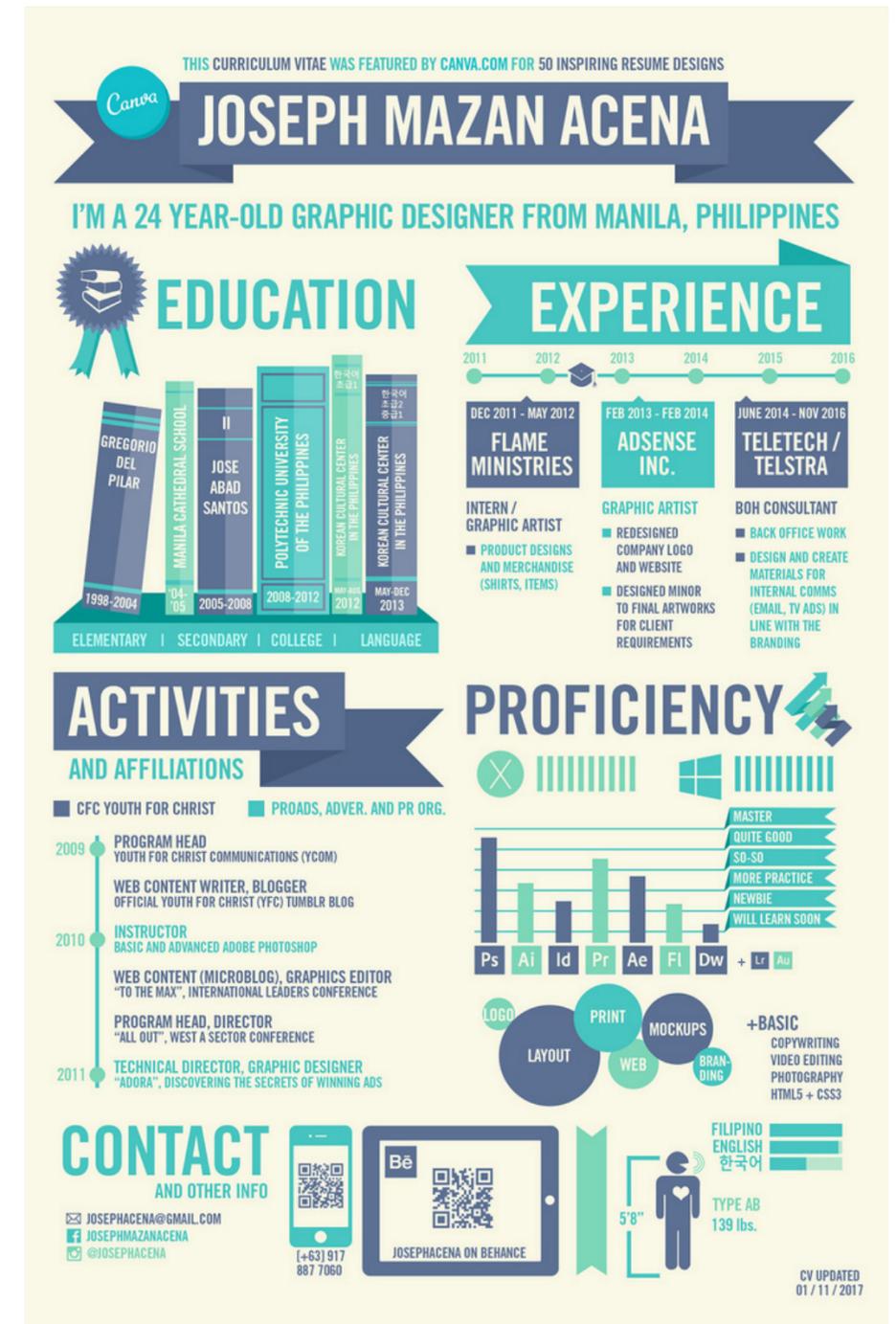
Information architecture

Your goal for the resume is to make it easy for the reader to scan VERY quickly for the most relevant and important experience and skills.

Use formatting— boldface, type scale, strategic use of white space—to make key information easy to find. You can establish hierarchy via these tools:

- Vertical position
- Scale
- Bold
- Italics
- Underline
- White Space
- Dividers

This resume is visually overwhelming and the illustration demands the most attention. →



Resume real estate

In most cases, you only have ONE page to convince a hiring manager that you have the skills and experience that make you a great candidate for a role.

This means that it's important to use that space wisely and to maximize the amount of relevant information you provide - while *not overwhelming* the reader with content.

This resume leaves a LOT of real estate on the table and fails to fully capture the quality of their experiences.



Lets talk about resume fonts.

A poorly chosen resume font can make or break your chances of being taken seriously as a job seeker.

What's the difference?

Serif

- Serif fonts are easier to read in print.
- Serif fonts are generally considered “traditional” or “serious.”

Sans Serif

- Sans-serif fonts are easier to read online.
- Sans-serif fonts are often considered cool, modern, and cutting edge.

Pro-Tip: Don't go too small. Stay as close to 11 as possible!

Davion Johnson

72731 Alexandro Crossroad, San Francisco, CA ♦ Phone: +1 (555) 305 3246

EXPERIENCE

VP OF TECHNICAL MANAGEMENT

Boston, MA

02/2015 – present

- Proven track record of leading customer-facing meetings and engagements at all levels of the organization to create a shared technology vision, plan, and prioritized product and technology roadmap
- Collaboration with other senior executives to define and execute corporate technology strategy and to provide a strong, functional, and cohesive leadership team
- Developing a strong relationship with other technology teams to ensure formulation, communication and adherence to shared vision of our OTA product offering
- Representing Sabre at industry events
- Closely work with the local Major Account team, Product Marketing, and Development groups as well as trade show and user group support
- Generate sales tools and materials that clearly articulate the advantages of SolidWorks electrical design solutions
- Serve as a product liaison for SolidWorks Electrical offering for all types of pre-sales activities

TECHNICAL MANAGEMENT TRAINEE

Houston, TX

07/2008 – 11/2014

- To assist in promoting company Environmental Health Safety Policy
- Updating and monitoring development programmes
- Employee Assistance Programme
- Any jobs which are unsafe shall be stopped and notified to the concerned department head and Asst. EHS / EHS manager immediately
- Support the Technical Co-ordinator(s) & Technical Manager within the department
- To manage people
- Submission of utilities applications for new developments

TECHNICAL MANAGEMENT

San Francisco, CA

09/2004 – 02/2008

- Help develop and answer RFP's
- Provide comprehensive technical pre-sales support to SolidWorks network of Value Added Resellers and employees in North America including developing and training personnel on product demonstrations, product positioning, and competitive overviews
- Deliver product presentations to prospects both at the end user and senior management level. Analyze and track reseller competencies and technical delivery
- Respect GEO Sales strategy (WTS), Corporate guidelines and LEVERAGE process
- Build C-Level relationship with customers / partner
- Participate in Customer Transformation initiatives specifications and implementation
- Influence Corporate guidelines in terms of transformation

EDUCATION

GEORGIA STATE UNIVERSITY

Bachelor's Degree in Engineering

SKILLS

- Knowledge of SolidWorks software and/or SolidWorks Routing is
- Strong knowledge of 2D electrical schematic drawing composition
- Knowledge of, or familiarity with AutoCAD Electrical, Zuken E3, ePlan, Trace Software Elecworks is a strong
- Highly motivated self starter, willing to travel
- Experience with design and documentation of wire harnesses and cable assemblies
- Experience with design and documentation of control systems and panel layouts
- Outstanding verbal and written communication skills

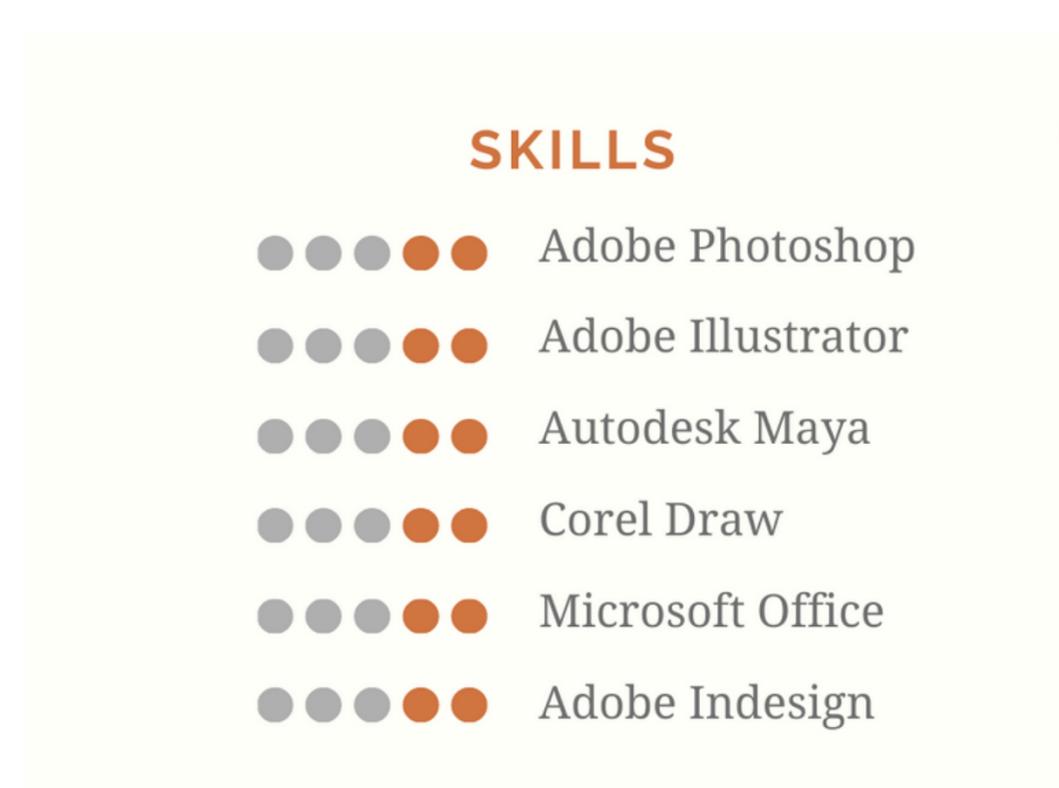
Trends to avoid (usually)

PROFILE PHOTO



Photos on resumes are customary in other countries but not recommended in the U.S.

SKILL VISUALIZATION



Skill visualizations are cliché and they actually create immediacy around weaknesses.

A/B Testing Your Resume

As you're applying for roles, feel free to A/B test the different versions of your resume and solicit feedback from recruiters, hiring managers, and networking contacts.

Eleanor Fitzgerald
Artistic Director
hello@reallygreatsite.com | www.reallygreatsite.com

Experienced and dynamic artistic director with skills in project management, arts administration, and a strong passion for theatre, films, and the arts.

Education
BFA, Stage Management and Production, Theatre Department
Winslow School of | September 2015 - May 2019

- Graduated with Latin Honors, Cum Laude
- President, Dramaturgy Club

Experience
Artistic Director
The Rose St. Clair Theatre | October 2020 - Present

- Developed and organized seasonal plays, annual performances, and tours
- Supervised and evaluated the performance of artistic and technical personnel
- Oversaw the production and technical elements of each production
- Supervised and monitored the production staff

Development Assistant
Bijou Theatre Company | July 2019 - June 2020

- Assisted in the direction and production of the company's plays
- Worked closely with the Board of Directors
- Helped supervise the junior artistic and technical staff
- Casted all of the artistic and technical personnel
- Assisted in the creation of materials and scripts for the company productions

Technology

- Asana
- Trello
- Salesforce
- Skype
- Microsoft Office (Word, Outlook, Excel, PowerPoint)
- Canva
- HTML
- Adobe Creative Cloud (Photoshop, InDesign)
- Blackboard
- Campaign Monitor



Eleanor Fitzgerald
ARTISTIC DIRECTOR

PROFILE SUMMARY
I am an artistic director with experience in managing a project from concept to launch, ensuring it meets milestones, deadlines, and budget requirements.

EDUCATION
Porowski University
BACHELOR OF SCIENCE IN DIGITAL ARTS, 2016
Attended from 2012 to 2016
Graduated Magna Cum Laude
Treasurer of the Student Government, 2016
Founder of the university's DigiArt Organization

EXPERIENCE
Senior Designer
GRIMAULD DIGITAL | JAN 2018 - PRESENT

- Creates proposals and contracts for projects
- Prepares and sends final artwork to vendors
- Communicates with clients to ensure visuals are acceptable

Junior Designer
EICREA DESIGNS | MAY 2016 - JAN 2018

- Developed and implemented designs to existing and new standards
- Used Adobe Creative Suite, Photoshop, and Illustrator to deliver quality work

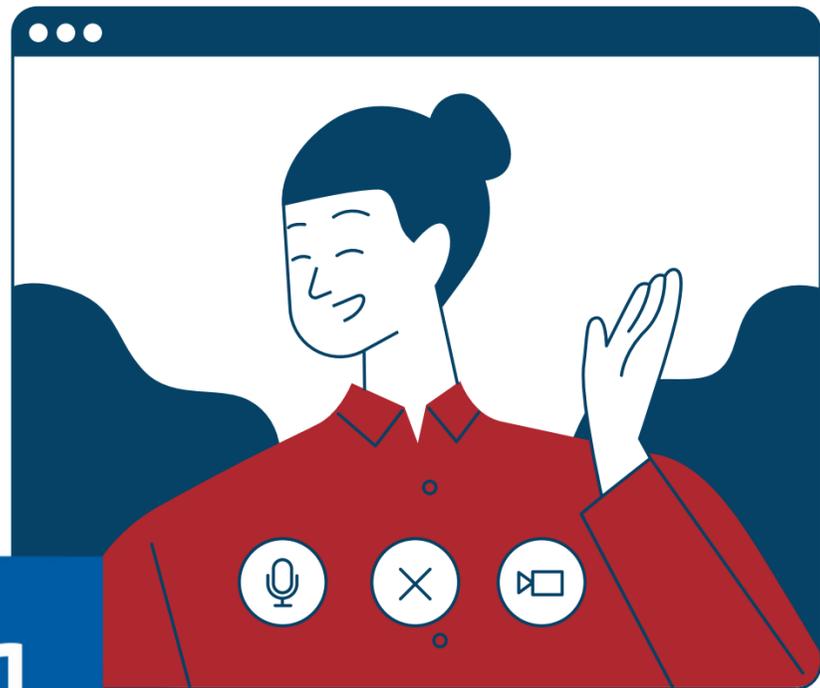
SKILLS AND TECHNOLOGY

- Project Management
- Data Visualization
- Budget Forecasting
- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere)
- Microsoft Office (Word, PowerPoint, Outlook, Excel)
- Asana
- Slack
- Drupal
- Wix

LET'S WORK TOGETHER!
Mobile: (123) 456-7890
Email: hello@reallygreatsite.com
Website: www.reallygreatsite.com
Address: 123 Anywhere Street, Any City, State, Country 1234

Spectrum of Traditional to Creative

WHAT CAN THE CAREER CENTER DO FOR YOU?



- Drop-In Career Coaching (no appointment necessary!)
- Virtual Appointments with Career Community Advisors
- Email Resume Review
- Access a Career Library of 50+ Handouts and Videos
- Search for opportunities on Handshake, our careers platform
- Network with Alumni on (ASK) or Alumni Sharing Knowledge

careercenter.depaul.edu

CAREER LIBRARY



The DePaul Career Center recently created a library of 50+ handouts and 14 two-minute videos focused on every career readiness topic, ranging from resume basics to exploration to building your brand!

INFORMATIONAL INTERVIEWS

Informational interviews are a low-pressure, highly productive way to learn about a field, get career advice, build your network and hone your interviewing skills. Reach out! It's easy and fun.

Informational interviews are an opportunity for you to talk with professionals about their career path, profession, organization and industry. These conversations can take place via phone or email, but it's much more fruitful when conducted in person.

Follow these simple steps to get started:



Step 1

LOCATE THE PEOPLE YOU WANT TO MEET

Search for emerging, mid-career and established professionals in roles or organizations that interest you. Recent graduates that are emerging in their careers have first hand knowledge about existing pathways. Mid-level and advanced professionals have large networks and can share their views about how industries are changing.

- Definitely consider targeting DePaul alumni. They are often the most open to speaking with students and recent graduates of their alma mater.
- If you're still in school, DePaul faculty are an excellent place to start—ask your professors if they know of any contacts in your field of interest.
- DePaul's ASK (Alumni Sharing Knowledge) network and LinkedIn are excellent places to find professionals whose pathways align with your passions.
- Don't be afraid to be bold—is there a well-known person in your field of interest whose perspective would be helpful, interesting or inspiring? Reach out to them! You have nothing to lose and much to gain—the worst that could happen is you get a "no."

GRADUATE SCHOOL 101

In many fields, earning a graduate degree or certificate is a benefit and competitive advantage. In some, it's necessary for advancement.

Getting accepted into your preferred program requires research, differentiation and extreme project management skills. Here are some tips:



Selecting the right institution and program

Chances are, you'll want to apply to multiple programs to maximize your options. Which are the right ones? There are a number of factors to consider.

- 1 Faculty** Your relationship with faculty will be a huge factor in the educational experience. Learn the names, departmental positions and academic credentials of the professor or professors you'd be working with.
- 2 Resources** Research can require significant out-of-pocket costs. Find out if there are resources available at the institution that can reduce these costs.
- 3 Community/Location** Take a look at the on-campus and off-campus communities. Is the on-campus culture—faculty access, social life, etc.—what you're looking for? Does the local area have the amenities you want and need? Is it in a city or a small college town? Does the program offer online courses? How would these factors contribute to your quality of life?
- 4 Cost/Funding** The tuition and fees will be an obvious consideration, but you should also take into account living expenses, which can vary widely by region. What sort of stipends and funding programs are available? What are the work requirements?
- 5 Career Outcomes** What are the career outcomes for program alumni and how does the program support students and alumni in professional development?

PERSONAL IDENTITY AND YOUR BRAND

Your identity, whether based on your gender, sexual orientation, ethnicity, culture, faith, or another element of your background, is fundamental to who you are. Deciding when and/or how to integrate your identity into your brand and job search can be a meaningful part of navigating your professional life.



In the Career Center, we often work with students and alumni who ask about the risks and benefits of sharing personal details about their identities. Whether it's a recent alum who is non-binary, or a single mother who returned to school to complete her degree after spending years caring for her children, every individual has the power to shape a specific and compelling authentic professional identity that includes (or does not include) personal information.

While we understand that identities are intersecting and not binary, below are some general tips that we hope are helpful in navigating discussions around career development.

Connect who you are to what you do.

If your identity or background links to why you have selected a career path or professional interest, you can differentiate yourself from other applicants with a "why statement," which illustrates your personal commitment to that role or career. For example, in a cover letter, you might include a statement like this:

"As a first generation college student navigating the opaque space of higher education without the insights of parents or a network of college-educated adults, I am passionate about providing support to under-resourced students, helping them succeed academically and thrive socially."

"I am particularly interested in this role because I recently returned to college to complete my degree in Health Sciences after providing care for my disabled sister for five years. This experience taught me the value of a holistic approach to caregiving, and I am eager to use these skills to enhance the patient experience at Good Samaritan."

DRESS FOR SUCCESS

You never get a second chance to make a first impression. That's why it's important to put careful thought into how you dress for job interviews and meetings with business contacts.



General Guidelines

Dress codes in the workplace have relaxed considerably in recent years, which can make it tougher, not easier, to decide what to wear. While it's definitely better to over-dress than under-dress, looking too formal for an interview can suggest that you're not a good fit for the culture. That said, here are some general guidelines:

- Clothes should be in good condition, fit correctly, and be clean and lint free
- Wear dress shoes that are comfortable and clean
- Hair should be well groomed
- Fragrance—a light touch is better
- Bring essentials only—a professional bag, briefcase or portfolio
- Cellphone off

HOW TO RESEARCH EMPLOYER DRESS CODES

If you have an interview or it's your first day at work or at business functions, look for everyday-type images (not dressy corporate events) to get a sense of the culture. Be sure to look for staff in functions similar to yours, as some teams' dress codes vary.

✓ **Check out their social media accounts** Many employers post images of employees at work or at business functions. Look for everyday-type images (not dressy corporate events) to get a sense of the culture. Be sure to look for staff in functions similar to yours, as some teams' dress codes vary.

✓ **Call the hiring manager or HR department** You can ask explicit questions about an employer's dress code. Questions like: "How formal is the dress code?" or "Do most interviewees wear a suit?"

WORKING REMOTELY: THE BASICS

Working from home is common now, and with the pandemic, it's even more so. The number of remote roles has increased by 173 percent since 2005, and most experts expect this trend to accelerate. This is the future of work.



Set up your workspace for success.

Whether it's a home office, a commercial co-working space, or a table in a coffee house, your workspace has a lot to do with your effectiveness. Make sure your space:

- Is comfortable and ergonomically sound
- Is quiet and able to accommodate phone conversations or video conferencing without distractions
- Gives you room to move around—cramped quarters can increase fatigue!

Get the right equipment.

Make sure you have the right tools and technology to do your job well:

- A computer with a camera.
- A reliable internet connection—nothing is more disruptive to a video meeting than a connection that drops.
- Remote-work software
- LinkedIn Learning is an excellent source for technology tutorials and tips, including entire courses, to support remote-work success.

SOFTWARE SUGGESTIONS

Video conferencing/screen sharing: Zoom, Skype, GoToMeeting, JoinMe or others

Communication: Slack or others

Project Management: Asana, Trello, Mondays

Cloud Computing/team sharing: Basecamp, Google Drive, Microsoft Teams, Box

Check it out here: go.depaul.edu/careerlibrary



Thank You!

