

Resume Writing Workshop

Tips for Writing Effective Resumes in the Canadian
Professional Environment

Cambrian College @
Hanson International Academy



Toronto Campus
102A – 155 Consumers Rd.



The Résumé



- A **marketing tool**, a way to sell yourself to an employer
- A **summary** of your qualifications, skills, experience and education
- Only **you can build** your résumé, **we will assist you** with format and language
- Every résumé is **similar but different**



The Résumé

As in any marketing piece, emphasize **features, advantages, and benefits.**
Sell your skills!

Features



What are your skills?

Advantages



How can they be used?

Benefits



What results will they produce?



The Résumé

Goal? To get an interview!

How long do you have to persuade an employer to read your resume?

10 – 20
seconds

How do you persuade an employer to read your resume?

You must grab the employer's attention and convince them that you have the qualifications to be a great candidate for the position



John A. Smith

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<http://www.cambridgescanada.com>

OBJECTIVE

To obtain an entry-level administrative position in an organization where effective organizational skills, teamwork ability, and an attention to detail are required.

SKILLS SUMMARY

- Excellent knowledge of Canadian business practices as demonstrated through achieving a 7.6 GPA at Cambrian College
- Proven organizational skills as demonstrated through college event planning
- Effective teamwork abilities as evidenced through student services team collaboration
- Excellent interpersonal skills as proven through effective customer service experiences
- Fluent in written and verbal English and Mandarin
- Proficient in Microsoft Office programs including Word, Excel, and Power Point

EDUCATION

Cambrian College of Applied Arts and Technology Sept 2010 - Expected Dec 2011
Hanson International Academy Campus, Toronto, ON
Ontario College Diploma, General Business

EXPERIENCE

Hanson International Academy, Cambrian College February 2010 - present
Toronto, ON

Student Services Events Intern

- Successfully organized, marketed, and executed events on campus throughout each semester including a Halloween Party for over 1000 students, a Valentine's Day Party for roughly 400 campus students, and a Week of Events to welcome new students
- Developed connections with student associations from Seneca College, Centennial College and Humber College
- Recruited ten international students from other colleges to study at Cambrian College
- Created ten website news reports in English based on student services events

John A. Smith

YMCA of Greater Toronto
Toronto, ON

October 2010 - October 2012

Office Assistant Volunteer

- Assisted office staff with data entry, filing documents, and other clerical duties
- Answered phone inquiries and provided effective customer service to roughly 10 guests per shift
- Created and implemented an Excel spreadsheet that improved data entry efficiency

ACHIEVEMENTS

Hanson International Academy, Principal's Scholarship
Hanson International Academy, Student of the Month Award
YMCA employee of the Month, Customer Service Excellence

November 2011
September 2011
June 2012

References available upon request



Employer 'Hit List'

Appearance:

- Poor paper quality
- Vibrant or unusual paper colour
- Typographical errors
- Attention-getting visual effects (ie. unusual type styles or photographs)
- Paper size other than 8 ½ by 11 inches
- Length of more than two pages in most cases



Employer 'Hit List'

Clarity:

- Description of job responsibilities or accomplishments longer than four lines which makes reading difficult
- Objective or Summary not clear
- Grammatical or spelling errors
- Inconsistencies
- Personal date which is not easily identifiable
- Job history and education not stated in reverse chronological order

Content:

- Excessive space given to items which are not related directly to the position being applied for
- Accomplishments not stated in positions



Targeted Resumes



An effective resume is one that is targeted to a specific position or company!

HOW?

- Objective Statement
- Skills Summary focuses on position
- Education, Experience, and Achievements emphasize connection to the job you are applying for



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References available upon request



1. Personal Information

John A. Smith



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Personal Information:

- Name
- Full Address
- Phone Number (this phone number should be easily answered at all times by the applicant or there should be a working voice mail system)
- Email Address



2. Objective Statement

Objective statement answers these questions:

What position is the applicant applying for?

Does this position fit well with your immediate career goals?

Do you have the abilities to be a good candidate?

Objective Statement:

- Must be clear and concise (keep it in one sentence)!
- Must be free of any errors!
- Should be targeted and not generic!

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OBJECTIVE

To attain an entry-level administrative position in an organization where effective organizational skills, teamwork ability, and an attention to detail are required.



Generic (not very good):

Objective: To attain a job which allows me to enhance my potential while utilizing my experience in new challenges to benefit the organization.

Targeted (good):

Objective: To attain a computer hardware sales position in an organization seeking an individual with an extraordinary record of generating new accounts, who exceeds sales targets, and who generates excellent customer relations.

Formula for stating an objective:

To attain an X position in an organization [or industry] where Y and Z would be required.

[X = the position; Y and Z = qualities and abilities you have that the position would require]



3. Skills Summary

The skills summary communicates that you have the skills, abilities, and professional qualifications to competently perform the job applied for.

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SKILLS SUMMARY

- Excellent knowledge of Canadian business practices as demonstrated through achieving a 3.6 GPA at Cambrian College
- Proven organizational skills as demonstrated through college event planning
- Effective teamwork abilities as evidenced through student services team collaboration
- Excellent interpersonal skills as proven through effective customer service experiences
- Fluent in written and verbal English and Mandarin
- Proficient in Microsoft Office programs including Word, Excel, and Power Point



4. Education

Education Information:

- Begin with your most advanced education
- Name and location of institution
- Major or specialization
- Graduation or expected graduation date
- Any scholarships or awards related to career

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Sept 2010 – Expected Dec 2011



5. Experience

Notes:

- Connect experience to the job applied for
- Minimize space for jobs that do not relate and maximize space for jobs that do relate
- Focus on more recent jobs
- Describing major responsibilities is good; stating major achievements with responsibilities is best
- Reverse chronological order starting from the most recent work experience

EXPERIENCE

Hanson International Academy, Cambrian College
Toronto, ON

December 2010 – present

Student Services Events Intern

- Successfully organized, marketed, and coordinated student events throughout each semester including a Halloween Party for roughly 50 campus students, a Valentine's Day Party for roughly 60 campus students, and a Voice of Toronto karaoke event
- Developed connections with student associations from Seneca College, Centennial College and Humber College
- Recruited ten international students from other colleges to study at Cambrian College
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Writing Effective Accomplishment Statements



Action Verbs

- ✓ Highlight a key transferable skill
- ✓ Create strong, consistent language on your application

Task

- ✓ What you did
- ✓ Choose a task relevant to what you might do in your future role

Results

- ✓ Outcome
- ✓ Goal
- ✓ Product produced
- ✓ Measurable success
- ✓ (e.g. \$\$ raised, # of people at your event, positive feedback)



Power Words

Power Words Are:

- words that employers, résumé screeners and scanners, and HR personnel are looking for.
- words that impact the employer and instill a specific confidence or belief.
- words that inspire employers to give more weight to the considering of your résumé .
- verbs that will help you construct active descriptions of your duties and accomplishments.

Things to think about:

- Begin each statement with a power word-not "I."
- Use past tense in your descriptive statements, even if you're describing accomplishments relating to your current job.



Power Words

Management and Leadership Skills	Communication	Research	Technical Skills	Teaching	Organizational	Financial	Creative	Helping
administered analyzed assigned attained chaired contracted consolidated coordinated delegated developed directed evaluated executed improved increased organized oversaw planned prioritized produced recommended reviewed scheduled strengthened supervised	addressed arbitrated arranged authored corresponded developed directed drafted edited enlisted formulated influenced interpreted lectured mediated moderated motivated Negotiated Persuaded Promoted publicized reconciled recruited spoke translated wrote	clarified collected critiqued diagnosed evaluated examined extracted identified inspected interpreted interviewed investigated organized reviewed summarized surveyed systematized	assembled built calculated computed designed devised engineered fabricated maintained operated overhauled programmed remodeled repaired solved trained upgraded	adapted advised clarified coached communicated coordinated developed enabled encouraged evaluated explained facilitated guided informed initiated instructed persuaded set goals stimulated	approved arranged catalogued categorized chartered classified coded collected compiled corrected corresponded distributed executed filed generated incorporated inspected logged maintained monitored operated ordered organized provided purchased reviewed verified	administered allocated analyzed appraised audited balanced budgeted calculated computed developed forecasted managed marketed planned projected researched	acted conceptualized created designed developed directed established fashioned founded illustrated instituted integrated introduced invented originated performed planned revitalized shaped	assessed assisted clarified coached counseled demonstrated diagnosed educated expedited facilitated familiarized guided referred rehabilitated represented

6. Achievements & Reference Statement

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References:

Generally, it is best not to include the actual names and contact information of your references



More Tips

- **Visually Appealing** – Simple and clean essay structure which is well balanced; easy to read; lots of spacing between sections; no section of writing longer than six lines
- **Uniformity/Consistency** – ensure there is consistency in the usage of italics, capital letters, bullet points, boldface, and underlining
- **No Errors** – No errors in typing, spelling, grammar, or in facts
- **Key Information** - Must have the name and contact information of the person as well as sections regarding experience and education
- **Jobs listed must include a title, the name of the organization, the location of the organization, and the years employed there**
- **Targeted Resume**
- **Emphasize Strengths**



- **Focused** - the reader should understand your focus in your resume quickly and easily
- **Use Power Words** - use the most active impressive verbs that are accurate; avoid repetitive writing
- **Show Results** – show that you have the required qualifications by clearly and confidently stating your accomplishments (ie. “initiated and directed weekly departmental meetings which resulted in a 10% increase in efficiency”)
- **Concise** – make sure your writing is to the point
- **Shorter is Usually Better**
- **Verb Tenses** - be careful to use the same verb tense throughout your resume
- **Telephone Number** – provide a telephone number that will be answered or get an answering machine if you know the telephone will not be monitored during business hours.
- **Experience Usually Before Education** – Generally, experience should come before education unless your experience is minimal or if you are a student or recent graduate.



Do Not Include:

- The word “Resume” at the top
- Fluffy or rambling statements
- Salary Information
- Full address of former employers
- Reasons for leaving jobs
- Names of supervisors
- Reference contact information



Proof-Read

- **Proof-read** your resume
- Have someone else proof-read your resume
- Remember, errors can ruin the impression of a candidate's resume



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