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# PowerPoint Objectives



- ◉ Explain the purpose of a resume
- ◉ Inform you on what is involved in writing a Targeted Resume
- ◉ Provide detailed instructions for writing each section of the resume
- ◉ Provide handout for starting your resume
- ◉ Increase your awareness of Career Planning resources for veterans

# The Resume Purpose

- Targeted Marketing Tool – sells YOU
- Summarizes how your skills, experiences and abilities can contribute to the employer
- Serves as an employer screening tool
- Provides structure for the interview
- Justifies hiring you



# Career Decision Making: Essential to Writing a Resume

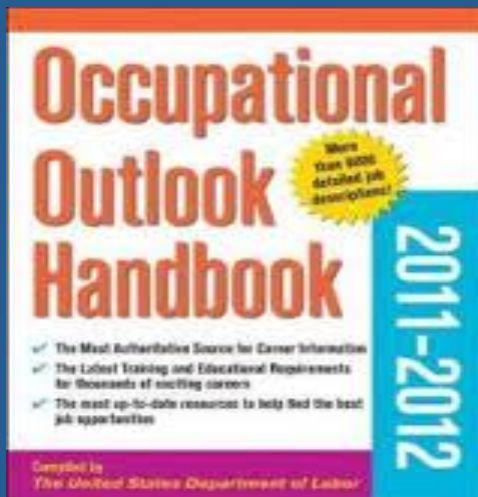
To write the most effective (**targeted**) resume,  
you need to decide on a career field.

## Research:

- ◉ The career field you would like to pursue
- ◉ Qualifications and credentials needed
- ◉ Where the jobs are and who is hiring
- ◉ Employers
- ◉ Position descriptions

# Research Resources

- Informational Interviews/Network
- Resources to Guide you, e.g.
  - Occupational Outlook Handbook [www.bls.gov/oco](http://www.bls.gov/oco)
  - ONET: [www.onetonline.org/](http://www.onetonline.org/)
  - Zoom Info: [www.zoominfo.com](http://www.zoominfo.com)



# Formatting

XXXXXXXXXXXXXXXXXXXX

1031 E. Sub Station Rd  
Temperance, MI 48182

Cell number: (734) 819-8553

E-mail: [scarp1505@yahoo.com](mailto:scarp1505@yahoo.com)

*Quality Service  
Customer Satisfaction*



## OBJECTIVE

Seeking a Claims Adjuster - Auto Damage position that utilizes my extensive automotive industry experience and skills to provide accurate vehicle damage estimates and quality customer service

## AUTOMOTIVE INDUSTRY EXPERIENCE

25 years of automotive repair shop experience included estimating repair work and repairing all automotive make and models

10 years of experience with ALLDATA, repair management software system

Demonstrated ability to organize and prioritize multi-tasks resulting in optimal work flow

Ensured customer satisfaction by providing effective communication and quality service

Proficient in excel, word, access, and internet skills

Professional, positive, and helpful attitude

## AUTOMOTIVE CERTIFICATIONS

Michigan Certified Master Mechanic, 1987- presents

General Motors repair training modules (100 hours)

Ford repair training modules (80 hours)

Honda training modules (120 hours)

Heavy Duty Truck Certifications (repair, painting and fabrication)

**Certificates:** Engine repair, drive train, electrical, supplemental restraints systems, steering and suspension, computer control systems, and anti-lock braking systems

## AUTOMOTIVE CLAIM ADJUSTER SKILLS

### Customer Needs Assessment:

Assessed the individual needs of each repair order determining parts, time and labor required to complete the repair

Consulted with customers when determining their repair needs and course of action  
Performed work that has been adjusted by insurance companies

Knowledgeable and skilled with the coordination of the disposal process of salvaged vehicle

Maintained successful customer rapport and retention while working along-side other automotive technicians

Informed customers on the repair process, the cost, and repair time

### Records Maintenance/Policy Compliance:

Maintained accurate documentation of the repair process by completing timely estimates, supplements, and inspections

Complied with all departmental policies, procedures, and standards

Assured client confidentiality

XXXXXXXXXX

2608 Bellevue Ave  
Syracuse, NY 13219  
Cell: 315-396-9838

Email: [Brakawac19D@pcs.atsd.edu](mailto:Brakawac19D@pcs.atsd.edu)

**OBJECTIVE:** To gain admission into the Syracuse University Masters of Business Administration program.

**EDUCATION:** B.S., State University of New York at Potsdam, Potsdam, NY (Anticipated May 2010)

Major: Business Administration

Minors: Pre-Law, Employment Relations

Overall G.P.A.: 3.26 Major G.P.A.: 3.4

Special Projects: Advertising and Promotion (MKTG 320)

• Collaborated with teams to create advertising campaigns for Apple, Inc.

Strategic and Global Management (MGMT 490)

• Worked with teams to create a business

**HONORS:** President's List (1 Semester), Dean's List (3 Semesters)

Member, Omicron Delta Kappa- National Leadership Honor Society

(Induction Ceremony to be held December 2009)

1<sup>st</sup> Place Award, Intercollegiate Business Ethics Case Competition International, All

Ethics Competition

**RELEVANT EXPERIENCE:** Participant, Intercollegiate Business Ethics Case Competition, Chicago, IL (September 2009)

• Selected with only three other students from Business Administration department

• Collaborated with teams to produce proposal for the conference

• Presented on Ethical Issues of Physicians Assisted Suicide, Oregon Health Care Plan

• Received professional feedback from senior management executives

President, Inter-Sorority Council, SUNY Potsdam, Potsdam, NY (Fall 2009-Spring 2010)

• Acted as a mediator for all sororities recognized by the school

• Enforced rules and regulations provided by SUNY Potsdam

• Led weekly business meetings with representatives from each sorority as attendees

• Planned and promoted ISC Events held on campus

Treasurer, Inter-Sorority Council, SUNY Potsdam, Potsdam, NY (Fall 2008-Spring 2009)

• Responsible for overall management of ISC Funds

• Collected dues and payments

**LEADERSHIP EXPERIENCE:** President, Alpha Sigma Tau National Sorority, SUNY Potsdam (Fall 2008- Fall 2009)

• Maintained positive relationships with National Headquarters, SUNY Potsdam Greek Advisor,

and Alpha Sigma Tau Gamma Epsilon Alumnae

• Completed and submitted Chapter Excellence Program reports for National

• Control and manage all dues and finances of sorority

• Conducted weekly business meetings with up to 28 members

• Mediated

Participant, Officer Training Academy, Duquesne University, Pittsburgh, PA

• 3-Day conference that focused on leadership skills and traits

**VOLUNTEER EXPERIENCE:** Member, Service Committee of All Greek Council, SUNY Potsdam, Potsdam, NY

• Assisted with community service projects organized by members of Greek community

**ADDITIONAL EXPERIENCE:** Student Worker, Math Department, SUNY Potsdam, Potsdam, NY (DATES)

Server, Tully's Restaurant, Syracuse, NY

# Sections of a Resume

- ◉ Contact Information
- ◉ Career Objective Statement
- ◉ Summary of Qualification
- ◉ Education/Training
- ◉ Experience

# Contact Information Section

- ◉ Name
- ◉ Address (can include campus and home)
- ◉ Phone Number
- ◉ Email Address
- ◉ Website (if you have one)
- ◉ Social Network Affiliations (if you have them)



# Samples Contact Information

**JANIS JENKINS**

123 Pearl Street

Rockville, Maryland 12345

Home: (301) 555-1111

Cell: (301) 444-2222

[Janis.Jenkins@email.com](mailto:Janis.Jenkins@email.com)

**Alena M. Miller**

1500 Milden Way • Fairly, NY 10000 • (700) 100-2000 • [miller95@potdam.edu](mailto:miller95@potdam.edu)

# The Objective Section

Your Objective should be written in one of the following ways:

1. What position/field you are applying for and the name of the employer.
2. What position/field you are applying for, the name of the employer and the skills you bring to the employer.

## EXAMPLES

1. Account Executive Trainee at (employer name).
2. Obtain (position title) at (employer name) where I can contribute my \_\_\_\_\_ skills, and \_\_\_\_\_ experience.
3. Seeking a position in (field) for utilizing my \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ skills.

The skills and experiences you write in your objective should be those the employer is looking for. They are typically stated in a position description.

# Tips for Writing Objectives

## Hints For Writing Career Objectives:

- List the exact job as listed in the job announcement and company's name .
- Keep your objective short, simple and to the point. Do not make the employer guess what job you are applying for.
- Don't use vague statements such as "seeking a challenging position with a large company with potential for growth and advancement."

## More Examples of Objective Statements:

- "Electronics Technician position with Lockheed Martin"
- "Seeking a position as a Customer Service Representative with Viatech Inc."
- "Seeking a position in the health care field."
- "Front Line Investigator with a security or law enforcement agency."

# Qualifications Section

- ◉ Highlights your key skill areas.
- ◉ Draws attention to specific skills that support your job goal.
- ◉ List your certifications, licenses and your security clearance if you have one.
- ◉ *Be sure to have your resume cleared by your Security Manager.*

**Often the position descriptions lists *required* or *preferred* qualifications. If you possess them, write them in this section. They can be written in a bulleted list.**

**Examples of Qualifications:** For a position such as a Network Administrator or Network & Help Desk Support

- Knowledge of LAN/WAN network administration
- Expert capabilities for hardware, software and networking issues
- Outstanding customer service skills
- Hardware: Desktops, servers, laptops, modems, network cards, printers, scanners, etc.
- Systems: Windows NT/2000, SCO Unix, Windows 95/97XP

# Education/Training Section

- Include all degrees awarded *beyond* high school, highest to lowest (don't include high school).
- List colleges and universities from which you earned a degree. Include location.
- Include: Expected Graduation date, e.g. Expected May/2017
- List special honors you achieved such as: Cum Laude, Competitive Scholarships, GPA (if it is greater than 3.0).
- Include certifications, licenses and course work relevant to the job you are applying for.
- List only military schools or trainings that support your job goal.
- If the job you are applying for requires a college degree place your Education section above Experience or Employment History on your resume.

# Example of Education and Training

Example 1

**M.S.T.**, SUNY Potsdam, Potsdam, NY May 2012

Major: Childhood Education

Example 2

**B.A.**, SUNY Potsdam, Potsdam, NY Expected May 20??

Major: History

Honors: President's List, Cum Laude

Example 3

**U.S. Marine Corps:** Specialized training in explosives, firearms, leadership, diversity, and communication

# Experience Section

Include the following types of experiences in this section. Experiences that are most relevant to the job you are applying for should be written first.

- Experience: Part-time, Full-time, Summer, **Military**
- Internships
- Course Work/Class Projects
- Presentations
- Creative Works
- Research
- Published Work
- Equipment/software proficiency
- Volunteer experiences
- Clubs/Athletics
- Leadership Roles
- Student Organizations
- Workshops and Professional Development Attended
- Memberships in Professional Organizations

# Experience Section

## *Writing Military skills for Civilian jobs*

Military positions such as “Platoon Leader”, “Leading Petty Officer”, “Section Leader” are similar to “Front Line Supervisors” in the business world.

Sample descriptions of how the military experiences correlate to the needs of an employer seeking a “Front Line Supervisor”.

- Supervised & evaluated up to 75 employees
- Conducted high quality training for groups up to 25 employees
- Improved staff productivity and efficiency by 30%
- Planned and executed logistical support for team with outstanding results
- Enforced 100% of company policies and procedures
- Submitted comprehensive and timely reports to supervisor
- Worked under pressure, multi-tasked, and met tight deadlines

The skills sought in the position description will guide you in determining which of your military experiences to comment on.

ONET site resource for translating military skills to civilian skills: <http://www.onetonline.org/crosswalk/MOC/>



# Tips for Writing Action Verb Phrases

- ◎ Use critical thinking skills when writing bullet points
- ◎ Analysis, Synthesis, Evaluation
- ◎ When writing your bullets and describing your experiences use the following steps:

# Step 1

*Be specific. Some topics may include:*

- ◉ A task you performed alone.
- ◉ A project you worked on as a team member/  
team leader.
- ◉ A challenge you overcame in the job setting.
- ◉ A problem you solved.
- ◉ A goal you set and met.

## Step 2

*Identify the **ACTION** you performed.*

- ◉ Planned, organized and directed a four-day training exercise...
- ◉ Troubleshoot, disassembled and repaired over 300 pieces of mobile communications equipment...
- ◉ Recorded, documented and tracked daily, weekly and monthly reports...
- ◉ Formed, created and led special security force...

## Step 3

*End with a positive and **measurable** conclusion. (results, quantify)*

◉ which reduced accidents from 30% to fewer than 2% in two weeks.

◉ which enabled constant communication in four different states.

◉ which increased the training rate of employees by 45%.

◉ that provided search and recovery support for disaster victims.

# Descriptions of Experience

## PEOPLE

Accomplished	Contracted
Activated	Coordinated
Adapted	Delegated
Adjusted	Demonstrated
Administered	Devised
Advertised	Directed
Advised	Distributed
Analyzed	Effectuated
Arranged	Explained
Assembled	Indoctrinated
Assisted	Managed
Calculated	Motivated
Catalogued	Organized
Chaired	Programmed
Coached	Promoted
Conceptualized	Stimulated
Conciliated	Supervised
Conducted	Taught
Consulted	

## THINGS

Built	Generated
Calculated	Governed
Changed	Guided
Compiled	Hired
Completed	Identified
Constructed	Improved
Created	Increased
Designed	Indexed
Drafted	Informed
Edited	Inspected
Enlarged	Installed
Established	Invented
Evaluated	Prepared
Examined	Programmed
Expanded	Revised
Expedited	Specified
Facilitated	Used
Familiarized	Wrote
Formulated	

## IDEAS

Adapted	Modified
Analyzed	Monitored
Coordinated	Negotiated
Created	Obtained
Defined	Organized
Devised	Presented
Educated	Presided
Established	Processed
Executed	Proposed
Explained	Publicized
Illustrated	Recommended
Implemented	Recorded
Initiated	Recruited
Innovated	Related
Integrated	Surveyed
Interviewed	Synthesized
Investigated	Transmitted
Maintained	
Marketed	

# Promote Traits You Possess

- Problem Solver
- Dedication/Loyalty
- Positive Attitude
- Faces Challenges
- Performs Research
- Confident Under Pressure
- Collaborates
- Flexible/Adaptable
- Anticipates Change
- Leadership
- Multi-Tasks
- Takes Initiative
- Powerful Communication Skills
- Handles Conflicting Demands
- Endurance
- Comfortable Operating in a Global Environment
- Self-Motivated
- Committed to Quality
- Embraces Diversity
- “Green” Attitude
- World View
- Integrity
- Logical
- Team Player
- Meets Deadlines

Employers will let you know what they are looking for through their position descriptions and web pages.



# What Not To Include on Resume

- ◉ Marital Status
- ◉ Hobbies
- ◉ Age, Height, Weight
- ◉ Race
- ◉ Salary
- ◉ Photograph
- ◉ Religious or Political Affiliations
- ◉ Names, ages and number of children

# Next Steps

- ▣ Write a rough draft (Resume Worksheet)
- ▣ Critique resume with Checklist (handout)
- ▣ Visit Career Planning to review your resume with a career professional.
- ▣ Print resume on quality paper



# Resources for Veterans

## Career Planning:

- ⊙ ALL Career Planning Services will apply to any individual veteran student or alumni transitioning to civilian workforce, college, or graduate school. (See Career Planning Services Brochure)
  
- ⊙ Library Books:
  - ⊙ “Expert Resumes for Military-to Civilian Transitions”
  - ⊙ “Create and Effective Resume: US Dept. of Labor Veterans Employment and Training Service”
  
- ⊙ Workshops to Veterans Populations: We will work with Patrick Massaro to bring you other workshops as requested
  
- ⊙ Upcoming Events: [www.potsdam.edu/career](http://www.potsdam.edu/career)

# Resources for Veterans

## Internet:

- ⊙ [www.realwarriors.net/veterans/treatment/civilianresume.php](http://www.realwarriors.net/veterans/treatment/civilianresume.php)
- ⊙ <http://www.onetonline.org/crosswalk/MOC/> :  
Translating military experience into civilian language.
- ⊙ [www.militaryhire.com](http://www.militaryhire.com): Helpful articles, samples, and job market information for veterans and active duty military personnel.

# PowerPoint Information Sources

- ▣ “Create an Effective Resume: US Dept. of Labor Veterans Employment and Training Service” was used extensively to develop this PowerPoint.
- ▣ Career Planning professional staff and resources

# Thank You!

- ◉ Questions?
- ◉ Comments?

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