
RESUME WRITING

For Young Professionals

By Dan Klamm, Director of Young Alumni Engagement – SU in NYC

RESUME WRITING

AGENDA

- ▶ **Three Universal Truths**
- ▶ **Creative Examples**
- ▶ **The Basics**
- ▶ **Advanced Techniques for Highlighting Skills & Experience**
- ▶ **Questions and Discussion**

WHO AM I?

- ▶ **Dan Klamm**
 - ▶ **Director, Young Alumni Engagement – SU in NYC**
 - ▶ **I help Syracuse University students and young alumni connect with SU's expansive alumni base.**



Daniel E. Klamm

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Alumni Relations & Marketing Experience

Syracuse University – Joseph I. Lubin House • New York, NY
Director of Young Alumni Engagement, October 2012 – present

Create and implement strategy to engage and support 12,000+ young alumni in New York with the goal of increasing their volunteer and philanthropic participation in the short- and long-term; strategy includes special events & programs, communications, relationship cultivation, and one-on-one advising.

Launched a young alumni professional development event series, generating 70 to 90 young alumni attendees per event and 500 unique attendees over the course of twelve months; successfully integrated live streaming and social media into events

Cultivated relationships with more than 110 young alumni, matching up their talents with volunteer roles in support of Admissions, Career Services, Development, and New Student Programs; developed a Leadership Society to heighten engagement and giving among top 30 young alumni leaders

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Wrote, designed and produced the 24-page *Syracuse University Career Guide* publication; sold more than \$6,000 in advertising space to corporate contacts

Spearheaded efforts to engage students, alumni, and corporate partners via social media, ultimately developing channels that reached more than 3,000 constituents

Presented workshops to students, alumni, faculty, and staff on the topics of resume writing, interviewing, and using social media for career success

Recent Alumni Events Planned

Syracuse at LinkedIn
Career Networking Event

First-Time Manager Success
Professional Seminar

Syracuse at Google
Career Networking Event

Making Career Transitions
Alumni Panel Discussion

I'm on LinkedIn...Now What?
Professional Seminar

Relevant Skills

Proficient with
Microsoft Office Suite
Adobe Creative Suite
Cascade Management System
WordPress

Education

New York University, 2013
School of Continuing & Professional Studies

Course in Fundraising Principles

Syracuse University, 2008
S.I. Newhouse School of Public Communications

B.S., Advertising & Sociology
GPA: 3.7

Distinctions:
Study abroad: London, England
2007 SU Homecoming King

WHO ARE YOU?

- ▶ **What career fields do you work in?**
- ▶ **How do you feel about your current resume?**
- ▶ **What do you hope to gain from tonight's seminar?**

THREE UNIVERSAL TRUTHS

UNIVERSAL TRUTH #1

THERE'S NO ONE-SIZE-FITS-ALL RESUME TEMPLATE

- Your resume should look different from your best friend's resume.
- Your resume will look wildly different in format and structure over time.

UNIVERSAL TRUTH #2

YOUR RESUME IS A PERSONAL MARKETING PACKAGE

- Your audience matters!
- You will likely have multiple versions of your resume.
- The name of the game is *RELEVANCE*.

UNIVERSAL TRUTH #3

YOUR RESUME WILL NOT GET YOU A JOB

- › Getting a job comes down to networking and interviewing.
- › Your resume is a supplemental tool; it can open (or close) doors, but you need to walk through them.

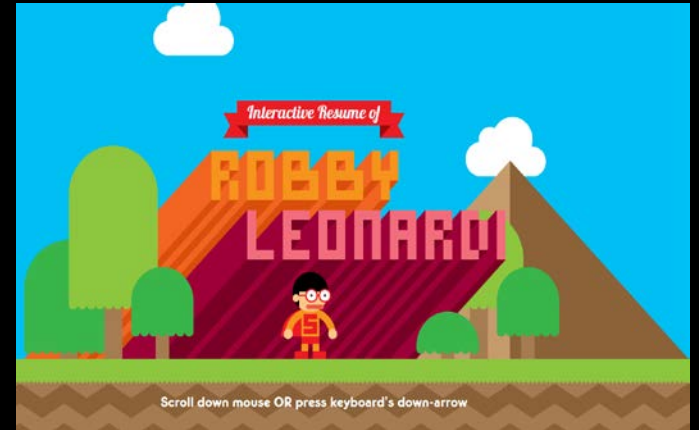
CREATIVE EXAMPLES

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LET'S PUSH THE BOUNDARIES OF CONVENTIONAL RESUMES

[The interactive resume of Robby Leonardi](#)

[Philippe Dubost's Amaz'ing resume](#)



THE BASICS

THE BASICS

QUESTIONS TO ASK YOURSELF BEFORE GETTING STARTED

- › What is the purpose of this resume?
- › Who will be reviewing this resume?

THE BASICS

WHAT CONTENT SHOULD YOU INCLUDE?

- ▶ **Name, phone, email, local address, digital contact information**
- ▶ **Education**
- ▶ **Relevant experience, which can include: paid employment, internships, volunteer work, consulting projects**
 - ▶ **Relevant community organizations and involvements**
 - ▶ **Relevant skills**
 - ▶ **Relevant awards and achievements**

THE BASICS

FOR EACH “EXPERIENCE” ENTRY, WHAT INFO NEEDS TO BE INCLUDED?

- ▶ **Position title**
- ▶ **Company**
- ▶ **City, state**
- ▶ **Dates of the experience**
- ▶ **List of relevant responsibilities & associated accomplishments**

THE BASICS

WHAT ABOUT AN OBJECTIVE OR SUMMARY STATEMENT?

An objective is me-focused:

I want to work in a marketing role for a mid-sized company where I can directly apply my talents to make an impact. I also want an office with flowers, rainbows, and happy colleagues.

A career profile is reader-focused:

Organized sales manager with 10 years of experience within the automotive and travel sectors. Proven ability to lead teams toward dynamic growth and identify synergies within an evangelistic sales environment.

THE BASICS

SHOULD YOUR RESUME BE SIX PAGES LONG?

In almost all cases, no.

Junior level

Keep it to one page!

Mid-career level

Try the compact one-page approach; if it doesn't work for you, go to two pages.

Senior executive level

Two-plus pages will likely be necessary to capture the breadth and depth of your experience... but think critically about what you choose to include!

THE BASICS

HOW SHOULD YOU ORGANIZE YOUR RESUME?

The amount of time an employer spends looking at your resume before deciding to keep reading or throw it in the trash

7 seconds

This means... your most relevant, impressive stuff needs to **POP!**

THE BASICS

TIPS FOR ORGANIZING CONTENT

- › **Position the most relevant, impressive content on the top third of the page**
- › **Give content appropriate proportion based on its relevance and timeliness**
- › **Consider customized headings to organize content**

THE BASICS

Customized
heading

Fashion Marketing & Communications Experience

Marketing Manager, Bergdorf Goodman / July 2011 to present / New York, NY

- Led marketing campaigns by doing X, Y, and Z, including digital outreach and social media promotions
- Initiated A, B, C improvements with the spring 2013 campaign, resulting in 400% increase in sales
- Accomplished M, N, O through T, U, V
- More details and accomplishments from this very relevant job

Marketing Coordinator, Barneys / October 2008 to July 2010 / New York, NY

- Supported the Marketing Director with traditional marketing initiatives and took ownership of social media initiatives, ultimately growing the Barneys online community from 250 to 250,000 people
- Successfully implemented the first-ever A, B, C campaign, leading to X, Y, Z
- Pitched stories to major media outlets, resulting in coverage within L, M, N magazines and newspapers

Other Experience

Retail Professional, J.Crew / July 2010 to July 2011 / San Francisco, CA

FYI: He/she is applying to a Marketing Director job at Bloomingdales

In this example, the less relevant experience is minimized. It's relegated to the bottom and given no bullet point description, despite being more recent than the Barneys job. This is smart!

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Don't use MS Word templates! If possible, use Adobe InDesign or a similar program which will let you customize your design and organize content in a way that makes sense for your particular needs.

Specialty headings are great! They should mirror the needs of the jobs to which you are applying. "Experience planning alumni events required." OK!

ADVANCED TECHNIQUES

ADVANCED TECHNIQUES INCORPORATE KEYWORDS FROM THE JOB AD

GENERAL ASSEMBLY [Apply Now](#)

Product Manager, Community

at General Assembly ([View all jobs](#))

New York

Who are we?

General Assembly is a venture-backed, NYC-based startup focusing on education for individuals and enterprises in the areas of technology, design, and entrepreneurship. We currently have physical classrooms in 9 cities across 4 continents and a suite of online content totaling tens of thousands of students.

Job Description

Many different people interact offline with General Assembly on any given day - students, alumni, instructors, hiring managers. The PM of Community is responsible for crafting how these different groups of people will interact online. This includes the profiles that students will use to engage with hiring managers, the platform alumni will use to connect with each other, and the systems we will use to designate the quality and abilities of our users.

General Responsibilities

- Build rapport with our communities and understand their needs better than they do. Have a deep understanding of the user behavior, especially an awareness of human behavior and incentives in group or community settings.
- Define a product roadmap at the 3-6 month level after working with the GM to set goals, translate that roadmap into a backlog, and manage the day-to-day execution to launch the right product at the right time with the right quality.
- Identify needs and opportunities, prioritize them aggressively, and iterate on the product to fulfill these requirements.
- Work closely with designers to create and refine UX, wireframes, and mock-ups.
- Collaborate with developers to evaluate technical architecture recommendations by the Tech Lead. No coding ability necessary but candidates should have a general sense of how technology works, what is complex and what is not, and what scales and what doesn't.

Qualifications

- You have previous product management experience, including working directly with engineers to ship the right product at the right time with the right quality.
- You love creating awesome experiences that users love.
- You are excited by the idea of working across multiple communities, fostering communications, connections, and relationships.
- Your analytical mind is combined with creativity and confidence to understand the challenges the others face and invent solutions they hadn't thought of that surpass expectations.

Your resume should ideally include these terms:

- ▶ Product roadmap
- ▶ Product manager
- ▶ User behavior
- ▶ Worked closely with engineers and developers
- ▶ UX Wireframes

ADVANCED TECHNIQUES

QUANTIFY WHENEVER POSSIBLE

Numbers help the reader determine the scope of your work:

Did you plan events for 30 people or 3,000 people?

Did you manage a Facebook page with 100 likes or 1.1 million?

Numbers help objectify and clarify your accomplishments:

“Drove a 70% growth in sales” is much more impactful than “Drove a tremendous growth in sales”

ADVANCED TECHNIQUES

TALK RESULTS, NOT DUTIES

“Responsible for creating and implementing alumni events.”

VS.

“Developed and implemented sixteen alumni events during 2013, engaging 1500 alumni – a 50% increase over 2012’s engagement totals.”

Don’t just lift language from your current job description. If you’ve been in your role for awhile, you should have concrete accomplishments to share!

ADVANCED TECHNIQUES

USE: ACTION VERB + PROJECT + RESULT

Start bullet points with *action verbs* – avoid the passive and deadly “responsible for...” or “was tasked with...” – and follow up with identifying the project and its result.

“Spearheaded a company-wide audit of expenses, saving the firm \$420,000 in Fiscal Year 2013.”

EXAMPLES

Led, built, established, created, oversaw, initiated, spearheaded, implemented, crafted, monitored, supported, gathered, negotiated

ADVANCED TECHNIQUES

ARTICULATE TRANSFERABLE SKILLS & EXPERIENCES

- › If making a career switch, identify which skills of yours will be relevant in your new field.
(Hint: there will probably be many!)
- › Learn the key words of the new career field and apply them to past experience.

Switching from non-profit fundraiser to customer service manager? No problem!

“Cultivated and sustained relationships with donors to raise \$1.2 million” might turn into “Listened carefully to constituents’ needs and developed strategies to address their concerns, leading to \$1.2 million in funds raised and the establishment of long-term, sustainable relationships between constituents and the organization.”

ADVANCED TECHNIQUES

FINAL REMINDERS

- › **Review your resume for typos and unclear language, then have 2-3 trusted professionals do the same.**
- › **Save the file for submission with a simple, professional name (DKlamm_Resume.docx).**
- › **Double-check that you upload the correct resume and cover letter for each job! (Don't write "Dear Fox News," when applying to a job at NYU.)**

ADVANCED TECHNIQUES

DON'T DO THIS!

- ▶ ***DON'T:*** Include a photo of yourself, your pet, or your significant other.
- ▶ ***DON'T:*** Use an unprofessional e-mail address (glittergal505@aol.com).
- ▶ ***DON'T:*** Include the reason for leaving former jobs, salary, or your supervisor's name and contact information.
- ▶ ***DON'T:*** Lie or fabricate job duties.
- ▶ ***DON'T:*** Use subjective self-describers (“amazing interpersonal skills”).
- ▶ ***DON'T:*** Write “References available upon request” or “Available for interview.”

RESUME WRITING

Q&A