

HOW DID YOU GET THAT JOB?

PSYCHOLOGISTS AT WORK



AN APA VIRTUAL CONFERENCE

October 30, 2018 | 4:00 PM – 4:45 PM EST

Workshop: Resume Writing

R. Anne Hull, Marshall Brown & Associates

THE WEBINAR WILL BEGIN MOMENTARILY



R. Anne Hull

Title, *Marshall Brown & Associates*

Anne is a Career Strategist in Career Management, Change Management and Talent Development - a strategic thinker with practical applications. She holds a Master's Degree in Career Development and has worked with NASA for 5 years. Anne developed the "CareerScope" program for the American Association of Advancement of Sciences (AAAS) and co-authored "Winning Strategies for the Mature Job Seeker."

She established a career resource center in a top-ranked college, worked in outplacement for 12 years and led career management workshops for 20 years. Anne served as adjunct faculty for Marymount University, guest lecturer for Johns Hopkins University and University of Maryland.

She is past president of the Washington DC chapter of Association of Career Professionals International. She is member of Maryland Career Development Association, Career Thought Leaders and Career Directors Institute.

LinkedIn: <http://www.linkedin.com/in/hullstrategies>

Blog: <http://hullstrategies.com/Unfurled/>



HAVE A QUESTION?

While you won't be able to talk during the webinar, please submit your resume questions by using the "Questions" field located in the webinar control panel.



Resumes Today

R. Anne Hull, M.Ed

October 30, 2018

 Hull Strategies, LLC



Resumes Today

Agenda:

- CVs vs Resumes
- Formatting for machines and humans
- What they want to read about you



POLL: What's the typical response when you respond to an online job ad?

- ☐ Phone call requesting your availability for interview.
- ☐ Email requesting phone interview
- ☐ “We got your resume...” (automated response)
- ☐ Crickets
- ☐ Other



What's your biggest challenge in creating your resume?



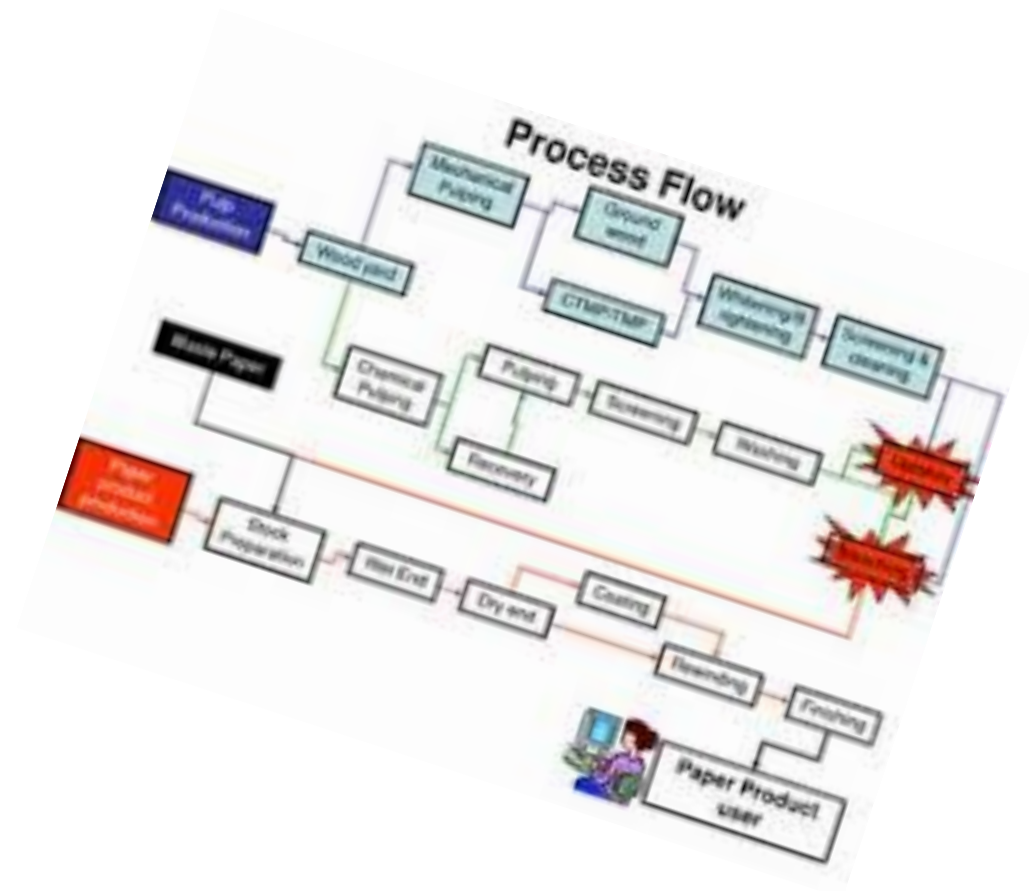
CVs vs Resumes

- US vs EU
- Purpose
- Length
- Content
- Types



Online Uploads

- Automated Tracking Systems
- Typical Process



Electronic / Scanned Resumes

- Simple formatting
- Proof read
- Get another set of eyes
- Finalize
- Submit TXT file to system



Today's Resume Principles

1. Laser-focused
2. Tight writing
3. Integrate key words
4. Improve readability
5. Match design elements and vocabulary to the industry

John Smith
22 Street Rd.
City, State • 00000
T: 222-222-2222
E: email@address.com

IT SECURITY PROFESSIONAL
Highly skilled recent graduate with a Bachelor of Information Technology, specializing in security (BITS) and 2+ years experience in IT Security, analyzing and responding to internet security threats. Demonstrated knowledge and experience in planning, designing, installing, operating, managing and securing information technology infrastructure. Strong understanding of network and security management. Additional skills in international business & management in addition to technical expertise.
Proven record of success diagnosing and resolving technical/customer inquiries. Able to clearly understand problems and find positive solutions through use of troubleshooting, critical thinking, problem solving, teamwork and communication.

CORE STRENGTHS

- IT Policy, Laws & Ethics
- Technical Communications
- Networking & Programming
- Website Design & Management
- Customer Needs Assessment
- Business Analysis & Requirement Gathering
- Process & Procedure Improvements
- Risk Management
- Experienced with High Performance, Mission Critical Real Time Systems
- Quality Control & Quality Assurance
- Web Server & E-Business Security
- IT Security Policies & Procedures
- IT & Network Forensics
- OS Security- Windows, Unix
- Network Management
- Basics of Digital Transmissions
- Cryptography, Malware & Network Security
- Cisco Based Hardware (Switches & Routers)
- Windows Server Based Operating Systems
- CCNA Curriculum Material
- CCNP Curriculum Material

EDUCATION
Bachelor of Information Technology, Specialty in Security (BITS) Sep. 2006-May 2010
University of Ontario Institute of Technology, Oshawa, ON

- Awarded Entrance Scholarship
- Completed a year-long Capstone Project during final year of program; chosen as a team leader for group of 5 students from IT, marketing and finance; compiled a complete business and marketing plan for a local entrepreneur with a unique video game concept; researched different entry points into market including mobile devices, consoles, PCs, etc.; presented idea to professors and classmates

OSSD Diploma Sep. 2001-Jun. 2005
Port Credit Secondary School, Mississauga ON

PROFESSIONAL EXPERIENCE
BD Brand Protect, Mississauga ON Feb. 2008-Present
Incident Response Analyst
Analyze and investigate abusive or illegal web pages and any security events/threats and determine appropriate actions; liaise with worldwide internet service providers to shut down and remove offending websites; respond directly to clients' needs and claims and follow up on client incidents; support endpoint protection and vulnerability management activities reporting to the Incident Response Manager

- Investigate, analyze, manage and mitigate client incidents including Identity Theft and Brand & Trademark Infringements; work in conjunction with legal department to provide Cease and Desist letters to manage copyright infringements
- Initiate website takedown by opening the incident, investigating URLs, locations and owners of the URLs and websites; contact all parties involved via email and phone every 6-12 hrs until contacted

Resume Format

- Appearance/Length
- Reverse Chronology
- Functional
- Graphics



Resume Format

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- Reverse Chronology
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Have mercy on the reader

Don't assume they know - Connect the dots



POLL: Today's resumes should not include which of the following?

- ☐ Generic career objective “...professional looking for opportunities that will allow me to leverage my skills...”
- ☐ Every experience for which I was paid
- ☐ Job duties from my job descriptions
- ☐ “References upon request”
- ☐ All of the above



Resume Format

- Place most important categories toward the beginning.
- Use present tense for current activities, past tense for others.
- Use design formats such as bullets, lines, italics, boldface type, shading for a unique appearance, but don't overdo it.



Summary Statement

Why they should hire you:

1. Potential contributions
2. Track record
3. Unique element
4. Align with organizations and job requirements

Known for creating and implementing training that expands team member capabilities and instructs users on system and process improvements. Works with government, civilian, and corporate stakeholders.

Experience

- Most relevant accomplishments first
- Research
- Include only experience within profession or industry

Tell the story



Experience

What Can You Do for Them?

- Compare to others
- Save time and/or money
- Captured funding
- Why it mattered

Co-managed NASA/Goddard's Career Center contributing to one of the Best Places to Work in the federal government.

Played key role in \$23M project slated to improve operational efficiency, with 45% reduction in call center hold times and expected \$7M annual savings.



Experience: Keywords

Describe critical job qualifications

- ✓ Relevant Titles
- ✓ Professional Skills, Methods, Approaches, Programs
- ✓ Communication, Authority and Interpersonal Skills
- ✓ Similar titles
- ✓ Education and training
- ✓ Software and Technology Competencies
- ✓ Credentials



Experience: Accomplishments

Context, Challenge, Problem

Task, project, challenge, the situation, scope

Actions YOU took

To address the challenge. *Did you develop something? Solve a problem? Make recommendations? What skills, knowledge and abilities did you use?*

Result /Outcome – Numbers matter

Specific examples of results of your actions. *Who was impacted? Why was this important? Quantify*

Experience: Accomplishments

Diffused tense situations as on-call manager amid heightened security after NYC marathon bombing. Received Leadership Award for professional and diplomatic handling of a sensitive issue with an international traveler.

*Avoid “I”
Begin with Action Verbs*

Experience: Accomplishments

Direct 10 Interns in fast-paced clinic environment. Assign and prioritize work, manage productivity, provide timely constructive feedback and annual reviews.

Initiated \$75K funding proposal and managed on-going research study of violence in media on pre-school children. Published in Journal of Criminal Psychology 2017.

Experience: Accomplishments

When using the passive voice, the subject of the sentence receives the action, whereas active voice allows the subject of the sentence to perform the action.

- The project was completed by myself and three interns
- Led three interns to complete the project



Experience: Accomplishments

Reduce Redundancy and Verbosity

Succinct = Strength

- *in order to* → *to*
- *as a replacement for* → *to replace*
- *utilize* → *use*

- ~~*Very pleased*~~
- ~~*Extremely successful*~~



POLL: Describe your work experience in a story-telling format that includes:

1. The problem, situation or challenge
2. The actions you took
3. The results in terms of client satisfaction, time and/or cost savings, frequency or quantity
4. All the names of people on your project or program.
5. 1, 2 and 3



Teaching Experience and Research

- List institution, course level, number and title, date provided and number of students involved
- List title, sponsoring agency or corporation, funding requested, date of submission and outcome of submission



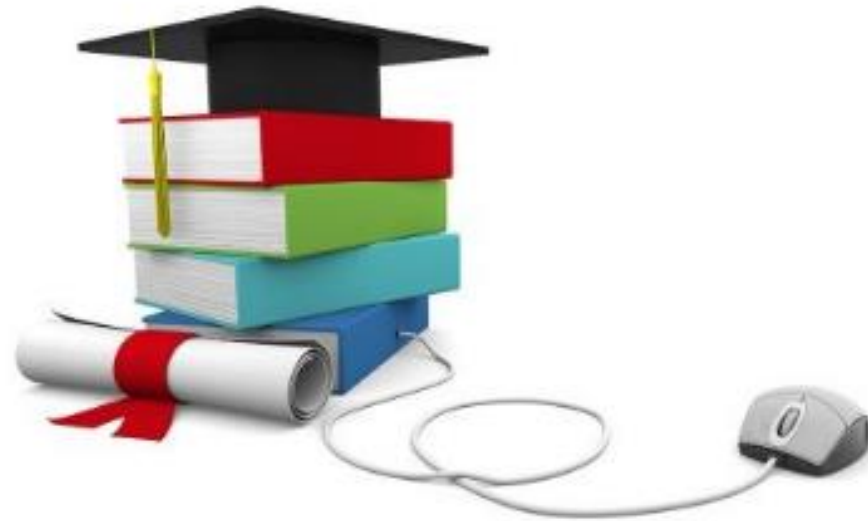
Other Relevant Experience

- Volunteer experience sustained over time and used your professional knowledge and skills.
- Professional or personal efforts to meet needs of the profession or community
- Relevant life experience



Education

- Read the Job Description
- Reverse chronological order
- GPA – only if top of class
- ~~High school~~



Licensure and Certification

- Reverse Chronological Order
- Agency, Number, Issue date and latest renewal date
- Certificate Title, awarding institution and date



Publications and Presentations

Books, Reports, Media

- Use “The Chicago Manual of Style” or the “American Medical Association Manual of Style”
- If lengthy, use an addendum

“Invited” presentations

- Reverse chronological order - provide title, inviting organization, location, date

Professional Memberships

- Include name of organization and inclusive dates of membership: 2014-Present or 2014-2018
- Highlight offices held or note other kinds of participation such as committee memberships or task force assignments



Your References

People who know you and your work

- 2 Professional
- 2 Character



Separate page with your Header

- Reference name, telephone number and e-mail address.
- Brief statement about your relationship and what each reference may be able to contribute concerning your knowledge, skills, and abilities.

Generally provide this list only upon request.

Common Errors

- Weak verbs
- Mixed verb tenses
- Unnecessary articles
- (“a” “the” “of”)
- Not written in first person
- Inconsistent punctuation
- Too little white space
- Font choices are too small, hard to read.
- Justification ruins readability
- Content is too dense for a quick review.
- Boring layout
- Summaries don't grab the reader
- Widowed words or lines
- Typos, misspelled words
- Irrelevant information



Summary

- CVs vs Resumes
- Formatting for Machines and Humans
- What they want to read about you



Resumes Today

Thank You!



R. Anne Hull

Anne@hullstrategies.com

#Ahull7

AUDIENCE QUESTIONS



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Free E-Booklet Offer

Monitor on Psychology: Finding A Job In Industry features psychologists working in business and corporate settings as well as articles on job hunting and interviewing.

Download this free booklet now from the 'Handouts' area of your webinar control panel.

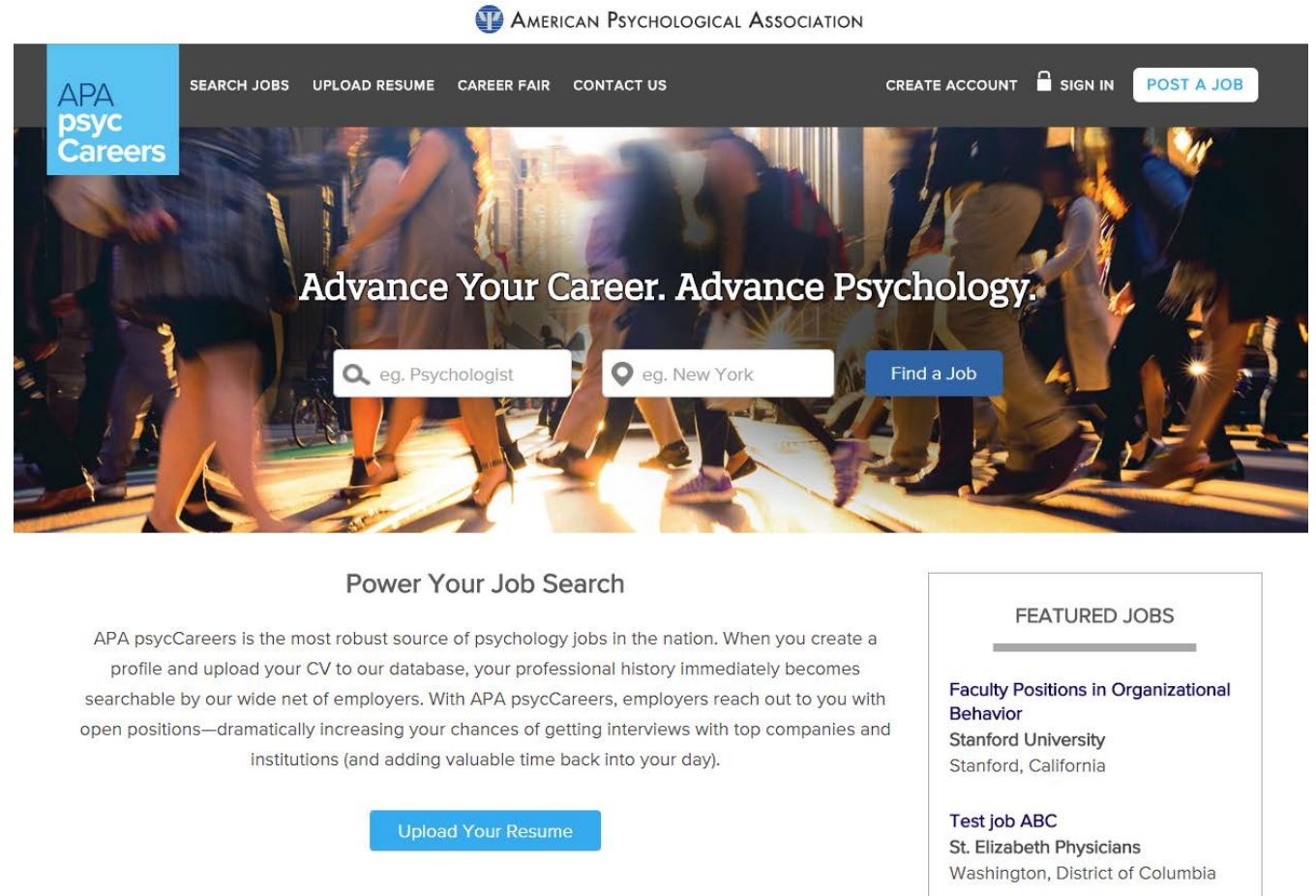


APA Resources

APA psycCareers

APA's job board is packed with academic, clinical, and research psychology positions. Create an account and upload your resume to become instantly searchable by employers and recruiters for all applicable opportunities.

Learn more: www.psychcareers.com/



The screenshot shows the APA psycCareers website. At the top, the American Psychological Association logo is on the right, and the APA psycCareers logo is on the left. Navigation links include SEARCH JOBS, UPLOAD RESUME, CAREER FAIR, CONTACT US, CREATE ACCOUNT, SIGN IN, and POST A JOB. The main banner features a blurred image of people walking and the text "Advance Your Career. Advance Psychology." Below this are search filters for "eg. Psychologist" and "eg. New York", and a "Find a Job" button. A section titled "Power Your Job Search" contains a paragraph about the platform's robustness and an "Upload Your Resume" button. On the right, a "FEATURED JOBS" section lists two positions: "Faculty Positions in Organizational Behavior" at Stanford University and "Test job ABC" at St. Elizabeth Physicians in Washington, D.C.

AMERICAN PSYCHOLOGICAL ASSOCIATION

APA psycCareers

SEARCH JOBS UPLOAD RESUME CAREER FAIR CONTACT US

CREATE ACCOUNT SIGN IN POST A JOB

Advance Your Career. Advance Psychology.

eg. Psychologist eg. New York Find a Job

Power Your Job Search

APA psycCareers is the most robust source of psychology jobs in the nation. When you create a profile and upload your CV to our database, your professional history immediately becomes searchable by our wide net of employers. With APA psycCareers, employers reach out to you with open positions—dramatically increasing your chances of getting interviews with top companies and institutions (and adding valuable time back into your day).

Upload Your Resume

FEATURED JOBS

Faculty Positions in Organizational Behavior
Stanford University
Stanford, California

Test job ABC
St. Elizabeth Physicians
Washington, District of Columbia

APA Resources

Member Content

APA offers a variety of member-exclusive resources and tools to enhance your career.

Learn more: <https://www.apa.org/members/your-growth/career-development/>



TOMORROW'S WORKSHOP...

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Workshop: Networking For Success

Alan De Beck, Marshall Brown & Associates



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THANK YOU

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