

SF Chamber of Commerce – Job Form Virtual Workshops (May 7 and June 18, 2020)
“How to Get A Resume That Best Sells You” – Questions & Answers including Resources
 Roger Brooks, Barbara Heffernan, Mary Preschutti and Kathy Mark

No.	Category	Question	Responses
1.	Self-Assessment	Can you share some information on self-assessment tools?	You can google and get many results. Here is a sampling of some: <ul style="list-style-type: none"> • Annual reviews from managers, • Customer retention and why, • Myers-Briggs, • Asking people to point out your strengths • SWOT Analysis • https://www.gallup.com/cliftonstrengths/en/strengthsfinder.aspx • LinkedIn Learning • https://www.linkedin.com/learning/me?trk=nav_neptune_learning • Self-record yourself answering questions to practice interviewing.
2.	Accomplishments	How to address/measure if the achievements are not easily quantifiable? How to address the creative field where metrics may not be as distinct? Projects that are not sales driven? Or have a monetary component?	<ul style="list-style-type: none"> • We will address accomplishment statements and give examples during this workshop and this information will be part of the handouts. • Consider the value of your accomplishments. • If in a creative field, ask yourself: were you part of an exhibit, recognized in some way, do you have a gallery? Can you speak to your customer base? • For certain projects, use action verbs such as “collaborated with a large team responsible for delivery.” “Drove consensus in determining the best action course. “ • Consider your unique contributions: contributed your expertise to enable others to lead an initiative.
3.	Recognition, Honors, Certificates	Can we add recognitions, diplomas and certificates achieved?	<ul style="list-style-type: none"> • Education achievements should be included in the Education Section of the resume, e.g., degree, honor, certificate earned. • Include recognitions and special awards in the section where this was achieved (Professional Career or Education). • Remember to include recognitions that strengthen and empathize what you’ve included in your Summary and why you uniquely meet the needs of the position for which you are applying. Only include

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			<p>recognitions and honors if they are relevant for the particular job to which you are applying.</p> <ul style="list-style-type: none"> • Best to include recognitions for different talents such as leadership vs. communication.
4.	Degrees in Progress	How to include a degree in progress? What about education in progress to enhance skills? How is that represented?	<ul style="list-style-type: none"> • In the Education Section, include expected date of completion (e.g., MBA degree targeted for June, 2020). • Might highlight in Summary, if one has minimal work experience and this degree is critical to or a minimum qualification for the position. • During COVID19, employers are interested in seeing that job seekers are continuing their education to gain skills, expertise, degrees, and certificates.
5.	Volunteer Experience	Can we add volunteer experience?	<ul style="list-style-type: none"> • You can include it in your resume in various sections or in its own section depending on which type of resume you use: (chronological, functional or combo.) If included in Work Experience, note as pro-bono. • Consider how the volunteer experience adds to your Value Statement or includes a dimension you think is critical to the job position and is not addressed in your paid work experience. • Consider whether to include or exclude depending on the length of your resume and/or if you have gaps.
6.	Is a functional resume widely accepted?	In your experience does a functional resume work? How common is it? How is it perceived by recruiters and hiring managers?	<ul style="list-style-type: none"> • A functional resume addresses time gaps and has its advantages as discussed in the workshop and covered in the handouts. • It is not as common as the chronological resume format. • It is generally accepted but not preferred by most recruiters and hiring managers. • The key is to consider what format works best for you in selling your strengths. Consider use of the Combo format to stress your strengths and unique skills. It is important to create a resume that you are confident and comfortable with.

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7.	Resume Format 1-2 pages	For a mid-level career resume: is a 2 page resume acceptable or is 1-page resume standard?	<ul style="list-style-type: none"> • A 2-page resume is acceptable based on your work experience and credentials. • If content can be included in a 1-page resume that sells you adequately, a 1-page resume is acceptable (this includes mid or senior level) • Resume Type standard is 1-2 pages.
8.	Resume Tailoring	For customization of the resume, can you define how you would modify the changes based on career changes versus leveling up your career?	<ul style="list-style-type: none"> • Always target the position you are applying for: look for transferrable skills and accomplishments in your work experience. • Customize to the position.
9.	Time Gaps	How to address long gaps? (Especially if making a career change)	<ul style="list-style-type: none"> • You can use a functional or combo resume to address such situations. • If you are making a career change, you need to translate your skills and competencies so the hiring manager can see that you are the best fit. • You might need to consider entry at a lower level until you can prove your value.
10.	Value Proposition	Does a Value Proposition need to speak to achievements in previous positions?	<ul style="list-style-type: none"> • You can use your Value Proposition to speak to achievements in previous positions if it is pertinent to the position you are applying for.
11.	Value Proposition	Is the Value Proposition statement the same as the Summary Statement?	<ul style="list-style-type: none"> • Value Proposition is a version/replacement of your Summary. It’s more specific to the particular position.
12.	Phrases	Also noticing phrases like “minimal employee turnover” and “ahead of schedule”	<ul style="list-style-type: none"> • Highlight achievements using words and phrases that speak to your contribution – leverage action verbs (e.g., delivered quality product successfully 3 months ahead of schedule, freeing resources to other critical projects, saving the company x number of man-hours or equivalent in dollar savings)

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13.	Short-Term Assignments	Is it worth including very short-term assignments on your resume, for example 2-3 month assignments? (many people seem to frown upon them)	<ul style="list-style-type: none"> • Include short-term assignments if you need to: if they speak to relevant accomplishments based on the job position and/or you have minimal work experience. • It’s a balancing act. If you have a long-term assignment that includes the relevant accomplishments and experience, no need to include. However, if you achieved something relevant and outstanding in a short-term assignment, try to include and highlight this accomplishment. It will stand out as you also achieved this in a short time.
14.	Contractors: Client or Agency or Both	For contractors, do you need to include details such as agency name or just the client name?	<ul style="list-style-type: none"> • This may depend on which is the most beneficial to include (e.g., well known and highly acclaimed client vs. agency) • It is your choice – determine if inclusion of both will benefit you. Place client or agency first depending on which will benefit you best.
15.	Key Words: Use of Verbs and Nouns	I've heard that key words are nouns? Is this true or are most action verbs?	<ul style="list-style-type: none"> • Nouns are generally used to describe qualifications and skills, core competencies. • Action verbs are used to describe your accomplishments under your Work Experience. • Use a combo of nouns and verbs in your resume.
16.	Tool for Scanning	Is there a tool that allows you to upload your resume and job sample and scan your resume based on description to see if keywords and phrases are included?	<ul style="list-style-type: none"> • https://www.jobscan.co - jobscan allows you to do this – you may be able to upload up to 5 different resumes • Applicant Tracking Tools (ATS) used by companies to match key words based on their positions and your resumes – can be proprietary software. Typically, such tools, even if off-the-shelf software are not available for purchase by employees – or at least will not be connected to the hiring companies as they pay fees to manage such private data.
17.	LinkedIn Profile	Should one include their LinkedIn Profile in their resume?	<ul style="list-style-type: none"> • Yes, in the Heading. Make sure your LinkedIn profile is current and speaks to your achievements and job experience.

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18.	Applying for a Higher or Advanced Position	How would you create a resume for a position that is a higher job classification or position that you have had to date?	<ul style="list-style-type: none"> • Make sure your resume demonstrates that you possess the minimum qualifications through your accomplishments and competencies. • In your Summary, highlight your experience that matches the level that will be demanded in the higher position. Sometimes job titles do not always reflect the expertise required in a given position. • Make sure you are honest and confident and that you have the skill and expertise for the job at that higher level. • It is good to stretch oneself and apply for such positions if this is your dream job. Leverage informational interviews with people at the targeted (or a similar) company in the position you’re applying for> (if feasible)
19.			Does an all-text (no lines, no special formatting or larger fonts) resume defeat the ATS barriers?
20.	Companies Hiring Now and Related Information	Who’s hiring and additional useful resources/links	<p>The following links include information regarding those who are still hiring and related information:</p> <ul style="list-style-type: none"> • Candor Hiring Freezes, shows some companies who are actively interviewing and hiring https://candor.co/hiring-freezes/?fbclid=IwAR1jkvcr1MA-l75c-7zClletHj12gZCOI3uu-S8XTLCNL9Kyl01v_Sj40ns • https://candor.co/tech-careers/the-state-of-the-global-job-market-in-covid-19 • The SF Chronicle featured an article in their Sunday edition for May 2, 2020 https://www.sfchronicle.com/business/article/Out-of-work-because-of-coronavirus-These-15135747.php

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			<p>https://www.sfchronicle.com/business/article/Good-news-for-Bay-Area-Tech-hiring-despite-the-15180808.php</p> <ul style="list-style-type: none"> • kitlist@yahoogroups.org is an email list that broadcasts job openings to over 70,000 members • Find Jobs at Companies Hiring in SF now, suggestions of companies hiring - updated regularly from the Muse • Laid Off Due to Coronavirus? Here’s what you can do now, Muse • 6 Job Search Tips for the Coronavirus Era - The Muse • Help Your Peers, help those employment have been affected • https://www.layoff-aid.com/, our volunteer, Adam Stober, has this company to accelerate interviews for tech talent • Laid Off List, people who have been laid off ,so they can be found • Layoffs.fyi, real time lay offs • Layoff List, Individuals looking for a job can sign up and ask their friends and former colleagues to nominate them • One Soft Landing, list of recent layoffs and candidates can list themselves • Silver Lining, a support network to tech employees that have been affected by layoffs. • Switch, Laid off talent and businesses still hiring can now find each other • Connecting Talent Affected by Covid-19 with Opportunities by Torch Capital, database of available talent with their emails • Onward CA, One-stop resource for the people of California impacted by job loss • https://www.linkedin.com/feed/news/heres-whos-hiring-right-now-4525187/
21.	Additional Resources		<ul style="list-style-type: none"> • A great resource for introverts on networking: https://www.amazon.com/Networking-People-Hate-Second-Underconnected/dp/1523098538

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			<ul style="list-style-type: none"> • Taprootsfoundation.org - volunteer • Viacharacter.org – help assess one’s strengths • Jvs.org – sign up for free services • www.sfpl.org – or your library career resources • Jobforum.org • Alumni • Toastmasters.org • https://www.coursera.org/ sign up for free courses • https://www.linkedin.com/feed/news/heres-whos-hiring-right-now-4525187/ -Andrew Seaman LinkedIn Editor on who’s hiring now • https://www.facebook.com/groups/findyournextopportunity/ • www.shellygoldenstyle.com • https://access.gaininsight.com/customer-success-chat/ • candor.co has an article on the state of the global job market in COVID19