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# Quick Tips to Tweak Your Resume

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for the 2020 **No Fear Job Search Webinar Series** topic:  
*How to Create a Resume that Stands Out During a Recession*



# Real People Questions

## CONFLICTING ADVICE?

There is so much different resume advice out there, how do I know what's right?

## WHAT KEYWORDS?

How do I know what keywords to use to get through the online Applicant Tracking Systems (ATS)?

## CONSTANT OVERHAUL?

Do I have to change my resume for every single new job I apply to?



# What We'll Cover

**Intro**

Section 1: **Resume Core Concepts**

Section 2: **How to Find (and Use) the Right Resume Keywords**

Section 3: **The 20/20 Rule of Resume Re-targeting**



# [ResumeLezlie.com/jobscan](https://ResumeLezlie.com/jobscan)

## **Free Downloads**

- Full Course Slide Deck
- Resume Insights eBook
- Expert Resume Checklist
- Resume Blueprint Guide

## **Additional Free Resources**

- Covid-19 Resources
- Job Searching During a Pandemic
- Career Change Action Plan
- Top 50 Transferrable Skills (& Soft Skills)

# What Makes Me Qualified to Take Up an Hour of Your Time?

## Lezlie Garr

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- Certified Career Transition Coach (CCTC)
  - Certified Professional Resume Writer (CPRW)
  - Started career in 2008 - several pivots
  - Started my own business after an unexpected layoff
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[ResumeLezlie.com/about](https://ResumeLezlie.com/about)

# Differences of Job Searching During a Recession

## **BEST PRACTICES ARE MORE IMPORTANT**

- Competition is higher

## **SOFT SKILLS ARE MORE IMPORTANT**

- Companies are hiring whole humans

## **STRATEGY IS MORE IMPORTANT**

- Protect yourself by planning ahead

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# Section 1:

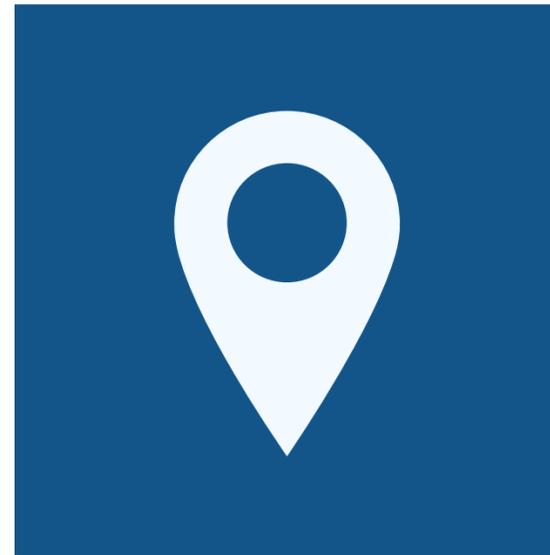
## Resume Core Concepts

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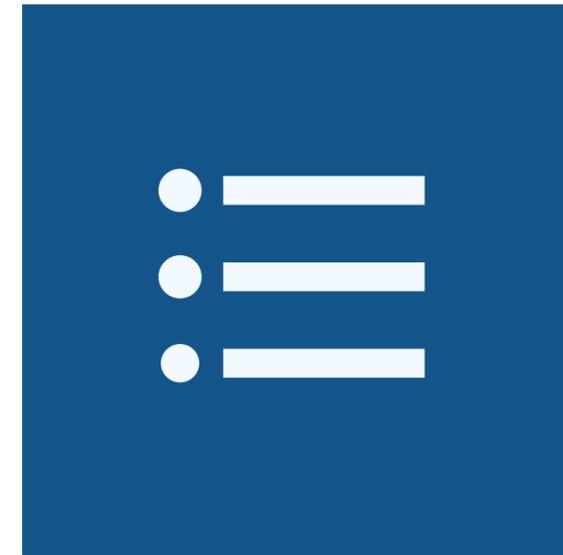
# Top 3 Core Concepts



**Formatting**



**Keyword Targeting**



**Showcasing Results**

# Concept 1: Formatting

Your First Impression

# Formatting Doesn't Get Enough Credit

**Before anyone reads your content, they see (and judge) your formatting.**

Clean.  
Easy to read.  
Guide the eye.

# Formatting Best Practices

## FORMAT

- Reverse chronological

## LENGTH

- 1-2 pages

## MARGINS

- 0.5 - 1"

## EMPLOYMENT DATES

- Along the right-hand margin

## BULLET POINTS

- In your job descriptions

# Profile / Summary Section

## Before

**Debbie L. Smith, Esq.**  
777 Black Stone Drive  
Austin, Texas 73301  
Tel. 555.323.9898  
E-mail: your.name@gmail.com

### EDUCATION

Your University School of Law, J.D., 2000

Your University, B.A. in Political Science & Environmental Science, 1997

### PROJECT MANAGEMENT EXPERIENCE

Austin Health Solutions. Austin, Texas

January 26, 2015-October 2015: Sr. Project Manager for Regulatory and Compliance Projects

- Project Manager for TCPA Program
- Project Manager for CFPB Project

October 2015-Present: Director over Shared Services Projects for the PMO

- Oversight of 9-12 Shared Services Projects
- Management of 4 direct reports and other PMO team members
- Project Manager for Consumer Protection Compliance Program

### LEGAL EXPERIENCE

March 2013-November 2014: Max & Taylor, P.C., Georgetown, Texas

September 2012- March 2013: Law Offices of Debbie L. Smith. Austin. Texas

## After

### DEBBIE SMITH, J.D.

777 Black Stone Drive, Austin, Texas 73301  
Phone: 555.323.9898 Email: your.name@gmail.com

#### PROFESSIONAL PROFILE

##### Legal Compliance & Project Management

Excellence-driven professional and licensed attorney with 15 years' experience practicing law and an additional 4 years in project management. Consummate leader who offers the unique ability to leverage a combination of legal expertise and business acumen to fuel the success of organizations across a variety of industries. Through in-depth research and analysis, devises high-impact strategies to mitigate risk. Skilled at consensus building and rallying organizations behind a plan. Drives top performance and creates team cultures to which others gravitate.

**Cross-Functional Leadership | Enterprise Planning | Project Management | Program Control  
Legal Acumen | Regulatory Compliance | Strategic Planning | Process Improvement | Research & Analysis  
Executive Relationships | Speaking & Presenting | Talent Development | Client Relations & Advocacy**

#### LICENSES & CERTIFICATIONS

**6sigmastudy**, Six Sigma Blue Belt –ID: 987654, July 2019

**SCRUM Study**, SCRUM Fundamentals Certified (SFC) – ID: 123456, June 2019

State Bar of Texas, License to Practice Law – Bar No.: 132435, May 2002

#### PROFESSIONAL EXPERIENCE

**Austin Health Solutions**, Austin, TX

**January 2015 – July 2019**

*Healthcare business solutions and revenue cycle management organization.*

Overview: Hired with no project management experience and repeatedly delivered numerous successful projects over a 5-year tenure. Consistently entrusted with key leadership responsibilities and sought out to develop high-performance teams and spearhead complex projects. Built a reputation as an effective organizational influencer with an innate ability to communicate the essentials of complex concepts.

**PROGRAM DIRECTOR, Program Management Office**, 2017 – 2019

# What Comes Next?

## *Option 1*

### Education or Certifications

#### DEBBIE SMITH, J.D.

777 Black Stone Drive, Austin, Texas 73301  
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**PROGRAM DIRECTOR**, Program Management Office, 2017 – 2019

# What Comes Next?

## Options 2 & 3

## Professional Experience

### MARILEE DOUGHTY

El Paso, Texas 79835

Phone: 412.555.1088 Email: your.name@gmail.com

#### PROJECT MANAGEMENT & PROGRAM MANAGEMENT

Secondary & Higher Education | Nonprofit | Corporate

Performance-driven leader with 10+ years' broad-ranging experience across higher education, nonprofit, and corporate organizations. Drives projects through to completion by blending a robust creative energy with compassionate leadership and strong attention to detail. Propels top performance in people and programs by emphasizing milestones and motivating all constituencies in accomplishing organizational objectives. Innovative thinker who spearheads change and thrives on conceptualizing and implementing sustainable, purpose-driven initiatives.

All-Scale Project Management | Program Coordination | Implementation Strategy | Risk Management  
Global Leadership | Multi-Cultural Acumen | Cross-Functional Communication | Interpersonal Relations  
Strategic Planning | Performance Assessment | Process Improvement | Trend Identification

#### PROFESSIONAL EXPERIENCE

Career Overview: Recognized as a strategic project and program manager with proven success in pioneering cause-driven programs locally and abroad. Consistently sought out to lead program implementation strategies, improve processes, and develop high-performance teams.

Advantage Mobility Services, Inc., Lubbock, TX

September 2019 – Present

#### ASSOCIATE CONSULTANT

Provide administrative support to Consultants and Senior Consultants and help facilitate the relocation process. Serve as the primary back-up contact-point for transferees/assignees, clients or service providers.

- **Manage all aspects of relocation projects**, including providing administrative and accounting support, reducing administrative burden, providing complete and accurate documentation, and ensuring data integrity
- **Assist in the delivery of services**, coordinate and track real estate closings, and utilize proprietary web-based technology to maximize productivity; quickly learn company procedures, client policies, and regulations

Doe College Alumnae Association Advisory Board, New Haven, CT

2014 – 2018

#### BOARD DIRECTOR / CO-CHAIR (Volunteer)

Co-chaired Inclusion and Diversity Committee, leading 8-10 Board Members (alumna) in developing programs and strategies to engage a highly diverse alumnae base.

- **Collaborated with the college President to spearhead the 1st annual Diversity Conference**, creating awareness through a grassroots Facebook social media campaign and ultimately hosting 170 attendees
  - **Served as the face of the conference** online and throughout the event

## Special Circumstance

### JACOB B. STRAUSS

1104 Bell Spring Court, Dallas, Texas 75001

Phone: 555.345.5432 Email: your.name@gmail.com

#### PROFESSIONAL PROFILE

**Pursuing: Sales, Sales Management, & Business Development**

Performance-driven professional with 20+ years' unique career experience including solid tactical leadership across business, sales, marketing, and training and development activities. Proven history of strong talent acquisition, relationship building, and identifying new talent through coaching and developing others. Commitment to achieving organizational goals and maximizing profits through motivation and creating an atmosphere of exceptional employee morale. Persuasive communicator with a direct, open style.

Opportunity Identification | Sales Strategies | Marketing Communications | Revenue Generation  
Customer Relationship Management | Territory Development | Brand Building | Strategic Planning  
Cross-Functional Leadership | People Management | Team Building | Training & Development  
Client Relations | Complex Negotiations | Communication

#### CAREER OVERVIEW

As a Talent Scout for Professional Baseball, has been consistently recognized as a leader in high-value, high-ROI opportunity identification, evaluation, and development. Leaves a legacy of increasing revenue by maximizing opportunities and training and developing high-performance talent.

#### PROFESSIONAL EXPERIENCE

Chicago Cubs Baseball Club, Dallas, TX

2011 – Present

#### SCOUTING SUPERVISOR

Free Agent scouting coverage of North Texas and Oklahoma Regions, plus extended seasonal coverage for all teams in Arizona. Identify habits of top performers to develop an understanding of each key component and its future implications to the organization.

- Cultivate and maintain strong working relationships with prospects and other decision-making partners to create a partnership that yields success, credibility, and predictable results

# Job Descriptions

## 1 Job per Employer

### PROFESSIONAL EXPERIENCE

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- **Worked cooperatively with Alumnae Relations** in the selection of conference speakers and content

**Austin Doe College Alumnae Club, Austin, TX**  
**CO-FOUNDER / PRESIDENT (Volunteer)**

**2007 – 2018**

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- **Led and managed an event averaging 40 attendees** and numerous other events, including faculty, alumnae, and speaker coordination
- **Oversaw daily operations**, website maintenance, and communications with volunteers, alumnae, and the Office of Alumnae Relations; provided administrative support to alumnae volunteers for events
- **Served as chief representative for the college**, providing performance updates to senior leadership on new initiatives, events, admission statistics, and notable alumnae and students for the year
- **Tracked performance and provided performance updates** to senior leadership and club attendees

## Multiple Jobs per employer

### PROFESSIONAL EXPERIENCE

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*Healthcare business solutions and revenue cycle management organization.*

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- Pilot a robust, complex, and mission-critical regulatory compliance and risk management portfolio
- Provide strategic oversight to numerous concurrent high-profile, high-impact projects and programs to advance the company mission, values, and strategic initiatives
- Strategically develop talent and performance excellence in PMO team members
- Report to C-level leaders on opportunities, risk, and performance of programs and projects that have a substantial impact on company regulatory and compliance results
- Influence key leadership across the enterprise to articulate and quantify the value of the PMO function in meeting organizational objectives
- Achieve key project deliverables and program results under extremely rigid deadlines set by state and federal government agencies
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**Executed and provided program oversight to Consumer Protection Compliance Program with Executive Sponsorship and Ownership that included regulatory and compliance projects.**

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**Executed and provided Project Oversight for CFPB Consent Order with Executive Sponsorship that included management of \$5 million remediation of accounts and other civil penalties.**

**SENIOR PROJECT MANAGER, 2015**

Evaluate trends, support root cause analysis, and provide oversight of actions and responses for compliance-related complaints.

# Concept 2: Keyword Targeting

Key areas for Resume Keywords



# Keywords

Keywords play a major role in resume success

## **Especially in Online Applicant Tracking Systems (ATS)**

A software application that enables the electronic handling of recruitment and hiring needs.

# Key Areas for Resume Keywords *Profile & Skills*

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# Key Areas for Resume Keywords

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# Concept 3: Showcasing Results

Your Unique Differentiator



# Results prove your value

Anybody can claim they have skills,  
but without proof it means nothing.

**Don't just claim you can do  
something. Prove it.**

Establish your value.  
Elevate yourself above the  
competition.

# Showcasing Results 2 Different Ways

## In context

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# Section 2:

## How to Find (and use) the Right Resume Keywords

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# Keywords & ATS

Keywords play a major role in  
resume success

## Especially in ATS

There are **200**-ish different ATS  
out there, and they're all  
programmable to any given job.

# How do you know which keywords are right for your resume?

## UNDERSTAND YOUR TARGET AUDIENCE

- Identify the types of jobs you're targeting and the required skills and experience for those jobs

## RESEARCH JOB DESCRIPTIONS

- At least 5 (10 is better)
- Run data analysis to find common keywords
- Determine how to incorporate into your own experience

# 3 Options for Data Analysis



**JOBSCAN**



**WORDCLOUD**



**WORDCOUNTER**

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# Section 3:

## The 20/20 Rule of Resume Re-targeting

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## **The 20/20 Rule**

You should only have to make changes to 20% of your resume, and you should only have to do it 20% of the time.

# Right Approach

## RESEARCH

- o Identify target
- o Analyze descriptions
- o Understand requirements

## TARGETING

- o Know your audience
- o Demonstrate your value
- o Use appropriate Keywords

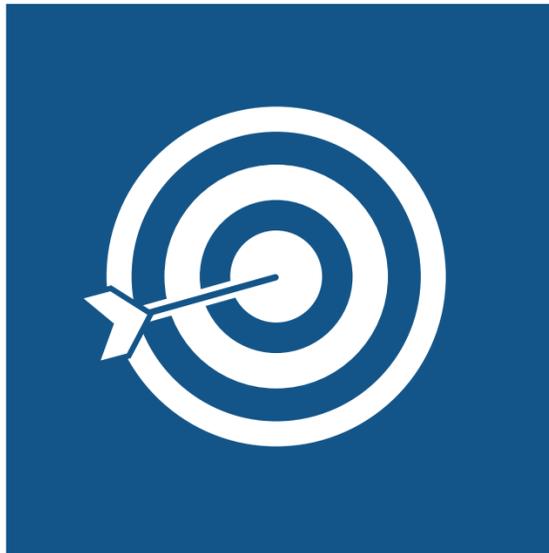
## FORMATTING

- o Clear 'flow'
- o Relevant sections
- o Easy to read

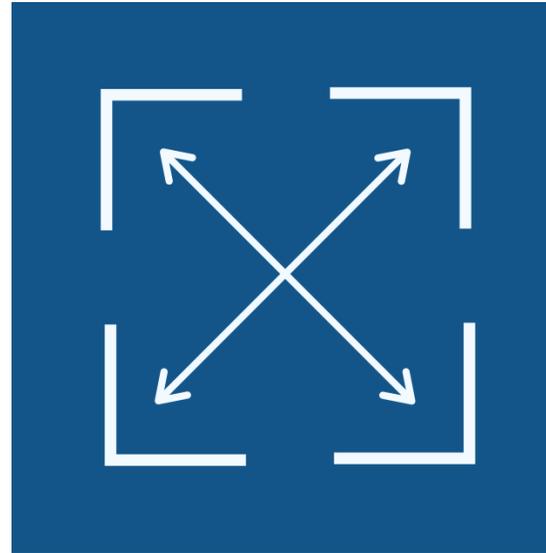
## RESULTS

- o Establish your value
- o Metrics
- o Stand out

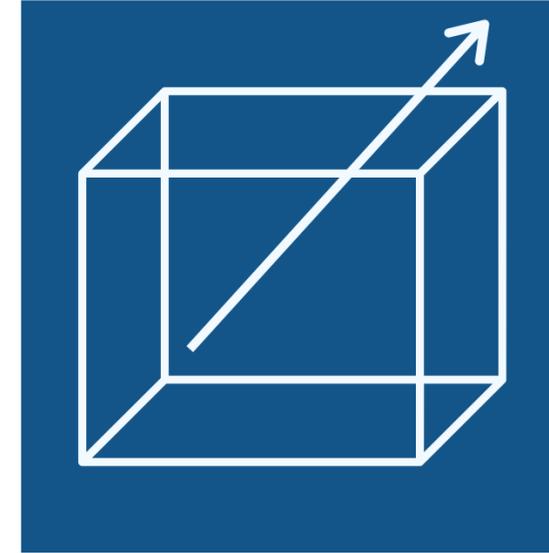
# When *do* you make edits?



**Perfect Job**



**Stretches Limits**



**Outside the Box**



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# QUESTIONS? COMMENTS? LET ME KNOW!

## EMAIL

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[Lezlie@ResumeLezlie.com](mailto:Lezlie@ResumeLezlie.com)

## SOCIAL

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**FACEBOOK**

[facebook.com/resumelezlie](https://facebook.com/resumelezlie)



**TWITTER**

[twitter.com/resumelezlie](https://twitter.com/resumelezlie)



**INSTAGRAM**

[instagram.com/resume\\_lezlie](https://instagram.com/resume_lezlie)

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You Can Do This  
And I'm here to help

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