



Yoni Abreu

TIRED TO HIRED

YOUR GUIDE TO FINDING A JOB (NO BS!)

TIRED

TO

HIRED

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Published in United States of America by Yoni Abreu

ISBN: 978-1-716-30955-7

Edited by Illumination Press
Cover Art by Yoni Abreu
Book design by Yoni Abreu
Published by Yoni Abreu
Distribution by Lulu Books

First paperback edition 2020

www.tired2hired.com

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ACKNOWLEDGEMENTS

So many to thank, but I want to give a special shout out to these amazing people in my life:

To my kiddos, Arlysse and Jr
I love you to the moon and back. You help me become a better person and mother each day.

To my parents
I love you sooooo much! Thank you for always pushing me and being an amazing support.

To my cousin, Michelle
PRIMA, I DID IT! If it weren't for you, this idea would not have come to fruition. Thank you for inspiring me to create this book.

And the best for last, I cannot go without thanking my heavenly father for everything he has given me!

INTRODUCTION

Navigating the job market has consistently been a daunting task. Ideally, we'd all love to effortlessly land in our dream roles. However, for most of us, that's a far cry from reality. Our dream jobs don't just conveniently come our way. It demands dedication, effort, and often an emotional journey, sometimes feeling like it's more tears than triumph, to secure that desired position.

Various circumstances might necessitate a job search. It could result from unexpected job termination, being laid off, or perhaps it's simply time for a change and to move on from your current company.

Regardless of the reason, searching for a job is never a fun process. Trust me, I know! The STRUGGLE IS REAL! I've climbed the job search mountain a few times in my life. No matter how many times you are at it, it never gets smoother. As we go through so many transitions in this world, from technological advancements to a pandemic, we must stay ready to roll with the punches.

With over ten years of experience working in Human Resources; naturally, many of my friends and family ask me questions about their resume

or inquire about best practices on how to ace their upcoming job interview.

It never becomes bothersome; I feel it's my duty to help. Which is why this book was created. Especially in these trying times, it was necessary to provide you with all the ins and outs of the job hunt process with a few Human Resources secrets to help you gain the advantage. No B***S*** fluff included! Let's just get straight to the point, RIGHT?

In the upcoming chapters, you'll delve deep into subjects that are pivotal for both virtual and face-to-face job opportunities. We'll explore areas such as refining your resume, maintaining motivation, strategies for seeking a promotion, job hunting techniques, adeptly handling tricky interview questions, negotiating job offers, understanding your legal rights as a candidate, and so much more. I've designed this book to be interactive – I encourage you to use the note pages for your reflections and thoughts. Also, the bullet points can serve as a personal checklist; feel free to tick off milestones as you accomplish them.

Now stop wasting time and
move on to the next page!

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1

The Climb

“The hardest mountain to climb is the one within.” - J. Lynn

You have been on the job hunt for weeks (or months) with no luck. Maybe the issue is that you just have not been able to seal the deal within the interview. You are probably moping around, wondering, "Why can't I find a damn job already!"

Well, now is the time to switch up your job search game plan!

No one ever, and I mean EVER, finds pleasure in the job search. It's such a daunting task. But the very first step towards your success is changing your mindset. You need to view the job hunt as if it were a job within itself. Think of it as just another mountain you are climbing. With a new mindset, discipline, and consistency you will reach the peak before you know it.

Another key step is preparation. Having a good job search system in place and creating disciplined habits will help make the hike much easier. Now understand this, you WILL go through a roller coaster of emotions throughout the search. You will feel scared, frustrated, intimidated, annoyed, happy, excited, etc. But, if you follow the tips displayed in this book, you may find your dream job very soon.

Below are a few of the common reasons many are unsuccessful and feel discouraged from the job hunt process.

- **Not Taking it Seriously!** As mentioned before, you must look at the job search as a job itself. Change your mindset and get your head in the game.
- **Attitude Problem.** Your attitude and/or behavior may project an image of not being fully interested in the opportunity. For example, failing to return the hiring manager's phone calls promptly or inappropriate body language at an interview can reflect this image.
- **Lack of Confidence or Intimidation in the Interview.** Have faith in yourself, only you know the wealth of knowledge and experience you bring to the table. This is your opportunity to show them what you can do in this role. This all goes back to changing your mindset, if you walk into an interview with fear and shame, trust me it will show. Remember they are looking to fill a vacant job opening. **YOU ARE THAT PERSON THEY NEED!** Walk in with confidence (not cockiness) and let them know you are the next big thing. The job interview is a two-way street, they are interviewing you, but you are also assessing if this company is the right fit for you as well. **CHANGE YOUR MINDSET!**
- **Poor Communication.** You might talk excessively or perhaps not enough. You might stray off the subject of the question. Or maybe, you just can't get your points

across correctly. Once you fix your communication skills and you WILL see a noticeable improvement.

- **Unprepared and Unorganized.** Organization and preparation are extremely important. Make sure you are prepared the day before any interview.
- **Carelessness.** Not fixing grammatical errors on your resume, cover letter, or even emails sent are a huge NO NO! It is imperative to always have someone else proofread your work.
- **Unrealistic expectations.** Are you qualified for that job? Many times, I would come across applicants such as recent college graduates applying for a manager or CEO position in my company with no experience. This may be why you are not receiving call backs. Please make sure to read the job description and qualifications for every position you may be interested in before applying.
- **Apply, Apply, Apply.** Apply to as many positions as you can (that relate to your career goals, of course). If you place all your eggs in one basket, in other words, all your hopes in one job application, you may be disappointed.
- **You Are a Salesperson!** Technically, the purpose of the interview is to convince the hiring manager of all your amazing skills and experience. In essence, you are

marketing your skills to them.

- **Overqualified.** Applying to entry-level positions while having extensive work experience and education may also cause a lack of call backs. You may be seen as overqualified for the position – but there is a way to overcome this.
- **Horrific Resume.** Companies receive a ton of resumes daily. A hiring manager takes about 5 seconds to skim through your resume. If your resume does not stand out, you may have lost the opportunity for an interview. Fix your resume!
- **Fear of rejection.** How many of us love rejection? I do not, do you? The job-hunting process is nothing but several rejections with an unexpected piece of good news eventually. Getting rejected does not imply you are doing it incorrectly or that anything is wrong with you! It just means you are being pushed closer and closer to your ultimate blessing.
- **Self-Doubt.** Self-doubt is the number one killer of dreams. Get out of your head and go for it!

Once you become aware of the common reasons one may be negatively impacted in the job search process, it will be easier to address them so that you may now move towards success.

The job hunt offers a nerve-racking amount of uncertainty. But one thing is certain, only you can improve your techniques, only you know how bad you NEED this, and only you can determine how serious you are going to take the job search. You are running an independent operation. Do not be discouraged, **YOU GOT THIS!** There may be a few times when you may have the urge to give up.

...BUT YOU CANNOT GIVE UP!

Keep at it. Stay motivated and positive. You will reach your goal before you know it. Here are a few ways to stay motivated and encouraged:

- **STOP & Breathe.** When you find yourself close to burning out, just stop! Take a deep breath and a few minutes for yourself. Take a small break from the process, if needed. Sit back and think about what is causing your stress. Is it a physical burn out or emotional? Once you have figured out what is causing it, find ways to help you work through it.
- **Learn.** Take classes, attend local workshops, join industry associations—these are just a few of the many methods to increase your skills and network.
- **Self-assess.** Create a vision for your career. Think about what would truly make you happy.

- **Get a Part-Time job.** If you are stressing out about your financial situation, obtaining a temporary part-time position can help you relieve the tension while you continue your search.
- **Volunteer.** Volunteering allows you the opportunity to give back to your community, distract you from the hunt (just a bit), and add additional transferable skills and experience to your resume.
- **Pursue a Hobby.** Do you have a hobby? If so, spend a few minutes or hours on it during the week. Sometimes it is best to get involved in something, especially if it is your passion. Use your hobby to distract you from the madness of the job hunt.
- **Change your perspective.** A refreshed mind can help adjust your course. To move forward, approach your job search journey with an optimistic mindset.
- **Create a weekly or daily routine to help you stay organized.** Set clear daily or weekly goals to help with the organization. Also, create a schedule to which you can commit. For example, Tuesday to Thursday from 9 am to 12 pm can be dedicated to the job search.
 - Each week review your resume and cover letter to make sure it is appropriately selling your experience. Review the job description for each position.

- Spend at least 1-2 hours weekly researching your ideal employers.
- Spend 2-4 hours weekly applying to jobs. Track the jobs you have applied for, and any communication received. You can use Excel or a notebook.
- Spend at least 1-2 hours each week networking.
- Spend time in front of a mirror or with friend/family members practicing your responses to common interview questions.

Does Your Personality Match Your Career Choice?

Have you ever felt unfulfilled in a position? Just an overall feeling of unhappiness, but you just cannot figure out why? When we look for a job, we tend to focus on its pay, location, or the skills required; but we fail to see if it properly matches our personality. You should find a career that speaks to your personality. The Myers-Briggs Type Indicator is one of the most widely used personality assessment tools. Another common personality indicator tool is the Enneagram. Many people take these personality tests to narrow their list of career options.

To make it easier to understand, below, you will find the nine personality types as detailed in the Enneagram with a few suggested positions that may fit your personality type. Do not take these suggestions as restrictions on what you can achieve. This list is just meant to provide some

guidance. To truly discover which personality type you may be, visit www.enneagraminstitute.com and take the Enneagram Type Indicator.

1 – The Reformer

The Reformer is purposeful and has a powerful desire to achieve excellence. Sometimes they find it tough to relax; they can become obsessive with perfection (but you cannot deny that they really never miss the mark!). They are into rationality and precise rules. They appreciate straight-forward communication. This type would thrive in an environment that allows them to utilize their fine attention to detail and problem-solving abilities. A Reformer may feel resentment and impatience.

Suggested Jobs: Professor

- Financial Planner
- Judge
- Attorney
- Architect
- Manager
- Surgeon
- Police Officer
- Event Planner

2 – The Helper

The Helper has a HUGE heart. One of my favorite leaders, Tav, is a #2 with a heart of gold. She is always ready to help her team. This type genuinely loves to help others so much that they sometimes put others before their own needs or

feelings. Making others happy brings them joy. This type would need to avoid careers where their helpfulness will be taken for granted, leading them to feel unappreciated and resentful. The Helper is great at bringing people together and creating meaningful relationships. They are excellent at being empathetic and giving.

Suggested Jobs:

- Teacher
- Nurse
- Nonprofit Owner
- Therapist
- Doctor
- Life Coach
- Social Worker

3 – The Achiever

The Achievers are energetic, hardworking, success-oriented folks with a competitive spirit. They truly feel their best when they are striving to be at the top of their game. Achievers find fulfillment when a goal is accomplished. They get intense satisfaction from crossing things off their checklist. They love staying busy and inspiring others to meet their full potential. An Achiever may worry about what others think of them and overwork themselves.

Suggested Jobs:

- Attorney
- CEO
- Manager/Director
- Entrepreneur

4 – The Individualist

The Individualist is more in tune with their emotions. They are sensitive and artistic. They thrive in surroundings that inspire individuality; they have an appreciation for aesthetic beauty and originality. The Individualist will not succeed at working for a company they do not believe in. They can be moody at times, and they experience challenges with self-pity and a need to discover their purpose.

Suggested Jobs:

- Designer
- Musician
- Yoga Instructor
- Artist
- Social Media Manager
- Writer
- Chef

5 – The Investigator

The Investigator always wants to be knowledgeable. This personality type is highly intelligent and loves to learn. They enjoy applying logic and putting ideas into action. Absorbing complex ideas and theories is simple for this type because they have a highly analytical brain. The Investigator enjoys alone time. They prefer to work in a structured environment with space for themselves.

Suggested Jobs:

- Detective
- Construction Worker

- Scientist
- Analyst
- Journalist
- Engineer
- Finance Director

6 – The Loyalist

The Loyalists are hardworking and committed people. They tend to foresee problems and point out possible red flags. The Loyalist is slow to trust and is continuously assessing the risks in any situation. They are the most loyal people, and they look at every angle before taking any steps. The Loyalist dislikes change: they are not fans of surprises. At times, they can be anxious and defensive.

Suggested Jobs:

- Caretakers
- Paralegal
- Lawyer
- Business Manager
- Security Guards
- Executive Assistants

7 – The Enthusiast

The Enthusiast is the type to make friends everywhere they go. They are fueled by new experiences, enjoy the zest of life, and are fun to be around. They are not too keen on authority or following rules and tend to be spontaneous. At times, they may not think an idea fully through or may appear scattered. The Enthusiast follows the

road less traveled. They thrive in fast-paced environments and areas that allow them to be creative. The Enthusiast can be impulsive and self-centered.

Suggested Jobs:

- Event Planner
- Travel Writer
- Actor
- Photographer
- DJ
- Life Coach
- Fitness Instructor

8 – The Challenger

The Challenger loves to be the boss. They are logical and rational people that constantly seek meaning and truth. They know how to command attention as soon as they walk into a room in the best way possible. The Challenger does not work well in environments that are micro-managed or too controlled. The Challenger sometimes has issues with their temper. It may be hard to allow themselves to be vulnerable. They are future-oriented and appreciate an elevated level of communication. One of my amazing and favorite former coworkers, Nat, showed me the amazing heart a #8 has. She always looked after her team as an amazing leader of the pack. She was always concerned about the needs of our team. The #8's are true protectors! They care deeply about doing what is right, especially for their own people. They stand for justice.

Suggested Jobs:

- Military Personnel
- Manager
- Director
- Activist
- Real Estate
- CEO
- Governors

9 – The Peacemaker

The Peacemaker is optimistic and enthusiastic. They bring an amazing vibe of morale and team spirit into the work environment. They want everything to go smoothly. This type can be complacent and tend to be a conflict avoider. The Peacemaker does their best to look at every angle before deciding. They can get overwhelmed when the work feels too demanding.

Suggested Jobs:

- Mediator
- Activist
- Student Counselor
- Social Worker
- Human Resource Manager

Job Search "Toolbox"

Having a well-equipped Job Search Toolbox is crucial to seize any arising opportunity. This toolbox ensures you stay organized and proactive during your job hunt. Here's what you should have in your essential job search toolkit:

- Resume
- PDF Version of your LinkedIn Profile
 - This is great only if you have a complete profile. Even better if it contains references.
- Cover Letter
- Professional References (minimum of three)
- Educational certificates, licenses, and degrees
- ID and/or Driver's License
- Awards, Certificates, and any other form of recognition received either from your department head or guests/clients.
- Letters of Recommendation
 - Collection of letters detailing the amazing work you have done.
- Samples of your work
 - Should include your best work such as reports, art, projects, presentations, etc.
- Small calendar
 - You can also use Google Calendar or Outlook to receive reminders on any upcoming interviews or pending tasks.
- Stationary: Notepad, Pens, Whiteout, Paperclips
- Veterans/Military Personnel can include their badges, ribbons, etc.
- Briefcase/Purse
 - This will help you store all the items listed above.

Social Media Presence

A crucial consideration in today's job market is your online presence. Many employers turn to social media to vet potential candidates. Thus, it's essential to ensure your digital footprint reflects professionalism and credibility.

Adopt the principle: don't post anything online you wouldn't show to your grandmother. Personal details can quickly surface online, whether through articles, background check sites, or tagged photos. Here are some strategies to manage your digital reputation:

- Type your name within an online search engine.
- Make a note of any websites that may contain your personal information.
 - If you have access to these accounts, go to each link and remove the unwanted content.
 - If you do not have access, you will need to contact the person holder or organization directly and request to have your information removed.

INSIDER INFO: I routinely search my name online every month. This practice has helped me discover tagged photos and articles I wasn't aware of. I recommend giving it a try!

Stay informed about any content posted online without your consent by setting up a Google Alert. This tool will notify you immediately via email if anything appears online with your name.

NOTES

2

Tools

"There are so many things you can learn about. But you'll miss the best things if you keep your eyes shut." - Dr Seuss

Your resume is a pivotal component of your job search, offering a snapshot of your experience, education, skills, and attributes. It's your ticket to landing that first interview. The presentation and structure of your resume are paramount as it forms an employer's initial impression of you.

Here are expert tips to set you apart from the competition:

Read the job description. Most job ads will contain the position's job description. Review the job description for each position you are considering. The job description will give you amazing insight into the company's expectations of the role. Take that information and update your resume to highlight your achievements as it pertains to the role. Never lie on your resume.

Design Flow. Make sure your resume is easy to read and flows nicely.

- **Typography.** Stay as consistent as possible with your fonts. Avoid using fonts that are too big in the body of the resume. The best font size to use is 11 or 12 points. Big fonts are typically used to just highlight your name. The most used font styles are Arial or Times New Roman. Do not overuse capital letters as well.
- **Use bullet points.** Employers take only 5 seconds to skim through each resume. Resumes with too many paragraphs may be too much for the employer. Use bullet points and short sentences to describe your experiences, skills, and educational background.

- One or two pages. Typically resumes should contain one or two pages at maximum (if possible).

The Basics. Your name and contact information should be listed at the top of the page. Your name should be bold and with a larger font than the rest of the text.

- Your Name. Do not use any nicknames. Make sure to use your full name.
- Contact Information:
 - Email Etiquette. You should not use your current work email address or an inappropriate email address, like "youknowyouwantme143@gmail.com." Instead, find any variation of your first and last name as your professional email address.
 - Location, Location, Location. Do not include your home address in your resume. Some employers will look at your address and assume that you may arrive late due to the distance between your home address and the employer's location. At minimum you should list your city and state.
 - Phone Number. The number should be a valid working number. Only one number should be listed.
- One Size Does Not Fit All. A common mistake that applicants make is to create one general resume and send it to every job opening. Unbelievably, this will reduce your chances of getting that position you want. Employers are looking for a quality resume

that is tailored to the position they are looking to fill.

- Pronouns. Your resume should not contain the pronouns "I" or "me." Since your resume is a document about you, using these pronouns is not necessary.
- Don't be a Negative Nancy! The last thing you want to do in your resume, cover letter, emails to employers, or even the interview is detail any type of information that may portray your past employers in a negative light. Think about it, if you can talk trash about a past employer to the potential employer, they may feel as if you would do the same to them.
- NO SLANG, BRO! Slang should never be used in a resume.
- No lies! You would be surprised by the number of applicants that lie on their resumes. Just tell the truth, this may be the reason you might lose out on that opportunity.

Avoid Discrimination

- No pictures. You should avoid placing your picture on your resume. Sometimes pictures may prevent you from obtaining the job you want due to discrimination based on age, ethnicity, etc.
- Age discrimination. Employers should not discriminate against applicants because of their age. To avoid this, you should not include your age on your resume. Also, avoid including your high school graduation date. The employer may try to calculate your age based on the graduation year. All that matters is that you received your

diploma. They do not need to know when it was received.

The Meat & Potatoes

- Use keywords. Most companies skim through a resume in search of keywords that reflect the needs of the position. Other companies use AI that filters their candidates based on these keywords. Make sure to include all major keywords related to your position (as needed).
- Ditch the Objective Statement. Instead use a Summary Statement (aka Professional Summary). The summary statement is just a short paragraph that summarizes the candidate's experience and skills. This is ideal for any applicant looking to transition career paths. It would help explain why your experience and skills are transferable into this role.
- Use effective titles. The job titles should grab their attention and should relate to the position you are looking to apply for.
- Use Action Verbs. Action verbs are verbs that would help enhance your resume. Later in this chapter, you will find examples of keywords to use.
- Accomplishments. Just listing out the basic responsibilities of your past jobs on your resume will not cut it. It is not enough! You need to focus on your accomplishments. For example, If I hire someone as a receptionist, the last thing I want to see on the resume is, "Answers phones." I mean, c'mon! Instead, tell me how many calls you can answer in a day or a program you implemented to help answer calls more efficiently. The employer would, in turn, see

the empowered individual that you are and a true asset for their company. Try to use quantifiable achievements when possible. For example, do not simply just state that you increased sales, instead state that you increased sales by 60%. Make sure your numbers are legit. REMEMBER, do not lie! You should have a log of your work accomplishments as they come up so that it will be easy to access when putting together or updating your resume.

- Work Experiences. There are many ways you can structure your resume. However, the best one, in my opinion, is chronological order. This means you list your most recent positions first. The functional resume format is most ideal for anyone looking to transition careers.
- Promotions. If you have been promoted at any point within your company, make sure to list them all - Along with any accomplishments in each role. This shows your new employer, your loyalty to past companies and your hard work. The way to properly list your promotions would be to place them all under one company versus having a separate focus on each role while mentioning the same company name over and over again.
- No Experience, that is OK! If you have never had any "real" work experience, that is no problem at all. Think back to any summer jobs, volunteer opportunities, or even any time you helped a family member in their business. Believe it or not, that will serve as experience and can boost your resume.

- Career Change. If you plan to transition from your career path, make sure you highlight your transferable skills within your resume. The best resume format for this would be a functional resume. The functional resume would highlight your skills and relevant work abilities.
- Gaps in Work History. Gaps in your work history are typically red flags to hiring managers. The best way to disguise work experience gaps is to use a functional resume format. This format can turn your work experience into a strength rather than a weakness by focusing on your skills and accomplishments versus the dates in which the experience took place. However, if you choose to use a chronological resume, the best way to hide the gaps would be by listing the employment start and end dates for each position in years only (example 2010-2012).
- Omit Short-Term Jobs. Do not be afraid to remove any jobs that you were not too fond of or possibly spent a brief period working with.
- Education. As stated before, there is no need to list the year in which you received your High School diploma. If you attended a college or university, you are not required to mention your high school education on the resume. If you have received a degree from a college or university, you can list the type of degree, college/university name, and the year it was obtained (though listing the year really isn't necessary). If you have not graduated yet but are currently in college or university, just mention the

degree type and estimated completion date. You do not need to list your GPA.

- Skills. Keep your skills section filled with the keywords related to the position. Make sure to breakdown your soft skills versus your technical skills.
- Irrelevant Information. Information such as religion, hobbies, or family details will not help you. Remove anything that is personal information that does not relate to the job.
- Duh! Details. Funny enough, people like to use the statement, "Available for interview" (Well DUH! That is the whole point of the resume, you are looking to lock down an interview). Another statement detailed within the resume is, "References available upon request" (Well DUH! If the employer needs it, you will need to provide it – or you at least better have it ready). These are your typical DUH! Details that are commonly stated in a resume. Please avoid placing this in your resume as it shows how outdated your resume may be.
- Social Media. It is acceptable to include your LinkedIn link within your resume. However, links to social media accounts such as Instagram and Facebook are not acceptable to include within your resume.

The Final Touches

- Get Help. Online you will find many free templates to help you properly structure your resume. Another option may be to use a professional resume writer.
- Get someone else to review your resume. It is always good to have a second pair of

eyes. Sometimes we do not notice even the most notable mistakes. Another person will be able to analyze your resume and provide feedback, so that you may correct any errors found immediately. Avoid submitting any documentation with grammatical errors to the employer.

- Paper Copies. If you print your resume, make sure that it prints properly on neutral-colored paper. Also, make sure not to staple or tape anything to your resume. Presentation is key. If you must attach something to your resume, use a paperclip. Present your resume in a neutral-colored folder.
- Save as a PDF. Submit your resume in a PDF format. PDFs retain their formatting regardless of how they are viewed.
- Name Your File. Save it under your name instead of "Resume." It is much easier for the hiring manager to find your resume within their emails.

Think of your resume as a dynamic document. Regularly update it with fresh and pertinent details from your career journey. It's easier to capture accomplishments while they're still top of mind.

INSIDER INFO: Once, someone I previously employed applied for a role I was hiring for, unaware I was the recruiter. Her resume listed her as a manager, but she'd been a Café Attendant. Did she get an interview? No. Always be truthful on your resume!

Key Words to Use

Keywords are critical to getting your resume and cover letter noticed by potential employers. Keywords relate to potential job requirements that can be used to define one's skills, education, and work experience. Many hiring managers typically skim resumes to find keywords needed for the positions they are looking to hire. Other companies use automated applicant tracking systems (ATS), also known as talent management systems, to screen resumes. If your resume or cover letter does not contain the required keywords, your application may not be considered for the role. If you review the position's job descriptions (usually on the job post) you may find a few of the keywords they may be looking for.

Basic Sections:

- **Education.** MBA, Ph.D., BS, honors, cum laude, certifications, Associates, Six Sigma, professional development.
- **Companies.** Make sure to list out the full name of your prior companies. Sometimes, employers will hire candidates that have worked for certain companies, even competitors.
- **Soft Skills.** Problem-solving, negotiation, interpersonal communication, decision making, detail-oriented, adaptability, time management, communication, creativity, critical thinker, leadership, teamwork.
- **Hard Skills.** List any software programs used, foreign languages.

Industry-Specific Key Words:

- **Administration:** billing, back-office operations, records management, data

- entry, workflow prioritization, shipping, executive support, meeting planning, project planning, calendar management.
- **Banking:** Transaction processing, asset management, branch operations, commercial banking, consumer credit, foreign exchange, investment management, loan processing, risk management, credit administration.
 - **Construction:** Quality control, budget management, residential/commercial construction, quality assurance, forklift, contract management, equipment maintenance, remodeling, managing crews, plumbing, carpentry, electricity.
 - **Consulting:** Capital projects, corporate development, corporate image, cost reduction, customer driven management, efficiency improvement, new business development, organizational culture, policy development, P&L Management, start-up venture, tactical planning.
 - **Customer Service:** Compliant resolution, Customer communications, customer retention, customer satisfaction, order processing, sales administration, service delivery, procedure standardization, strategic business planning.
 - **Finance/Accounting/Purchasing:** Accounts payable, accounts receivable, general ledger, audit controls, capital budgets, corporate tax, credit and collections, investor relations, P&L analysis, revenue gain, risk management, shareholder relations, acquisition management, commodities purchasing, inventory planning and forecasting.

- **Healthcare:** Assisted living, nursing, case management, clinical services, electronic claims processing, grant administration, outpatient care, patient relations, first aid, CPR, BLS, rehabilitation services, risk management, wellness programs.
- **Hospitality:** Catering operations, forecast, event planning, loyalty program, club management, food and beverage operations, guest retention, member development, menu pricing, occupancy, resort management, increased guest satisfaction, Trip Advisor, ADR.
- **Human Resources:** Benefits administration, employee opinion survey, training development, compensation, employee relations, equal employment opportunity, grievance proceedings, incentive planning, labor arbitration, labor contract negotiations, recruitment enhancements, union relations.
- **Human Services:** Advocacy, behavior management, facilitator, behavior modification, casework, counseling, discharge planning, psychological counseling, social services, substance abuse, treatment planning, vocational placement.
- **Information Technology:** Data communications, data recovery, database design, server, disaster recovery, document imaging, coding, security, troubleshooting, e-learning, end user support, firewall, hardware engineering, network administration, operating system,

real time data, remote systems access, systems configuration.

- **Law:** Acquisition, employment law, administrative law, briefs, case law, copyright law, depositions, due diligence, intellectual property, joint venture, judicial affairs, legal advocacy, legal research, legislative review, licensing, mediation, memoranda, settlement negotiations.
- **Manufacturing:** Computer integrated manufacturing, cycle time reduction, distribution management, efficiency improvement, environmental health and safety, inventory control, inventory planning, materials planning, multi-site operations, order fulfillment, product development, workflow optimization.
- **Nonprofit:** Corporate giving, donation management, fundraising, endowment funds, community outreach, grant, board relations, budget oversight, event management, programming, research foundation, volunteer recruitment.
- **Real Estate:** Asset management, deal closing, CRM, market analysis, customer relationship management, competitive bidding, contract administration, leasing management, preventative maintenance, lead generation, property management, real estate appraisal.
- **Retail:** Buyer awareness, product knowledge, sales objectives and goals, store operations, customer loyalty, distribution management, in-store promotions, inventory control, loss prevention, mass merchants, pricing, retail sales, security operations.

- **Sales/ Marketing/ Public Relations:** competitive analysis, consultative sales, customer loyalty, customer retention, direct mail marketing, incentive planning, market launch, market positioning, product launch, SEO, public speaking, sales forecasting, e-commerce, advertising communications, broadcast media, referral marketing, corporate sponsorship, crisis communications, event management, fundraising, media scheduling, press releases, print media, trade shows.
- **Security/Law Enforcement:** Asset protection, event security, corporate security, loss prevention, crime prevention, crisis communications, investigations, firearm safety & handling, electronic surveillance, public safety, emergency preparedness, interrogation.
- **Teaching/ Education:** Classroom management, standardized testing, curriculum development, learner assessment, special needs students, field instruction, holistic learning, K-12 education, higher education, e-classroom protocol, peer counseling, scholastic standards, student services.