UCSF Career Planning Workshop

Participant Guide

Presented by Human Resources

Learning & Development
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Stress Test

1. Do you frequently neglect your diet? Yes____ No____

2. Do you frequently try to do everything yourself? Yes____ No____

3. Do you frequently blow up easily? Yes____ No____

4. Do you frequently seek unrealistic goals? Yes____ No____

5. Do you frequently fail to see the humor in situations others find funny? Yes____ No____

6. Do you frequently get easily irritated? Yes____ No____

7. Do you frequently make a "big deal" of everything? Yes____ No____

8. Do you frequently complain that you are disorganized? Yes____ No____

9. Do you frequently keep everything inside? Yes____ No____

10. Do you frequently neglect exercise? Yes____ No____

11. Do you frequently have few supportive relationships? Yes____ No____

12. Do you frequently get too little rest? Yes____ No____

13. Do you frequently get angry when you are kept waiting? Yes____ No____

14. Do you frequently ignore stress symptoms? Yes____ No____

15. Do you frequently put things off until later? Yes____ No____

16. Do you frequently think there is only one right way to do something? Yes____ No____

17. Do you frequently fail to build relaxation into every day? Yes____ No____

18. Do you frequently spend a lot of time complaining about the past? Yes____ No____

19. Do you frequently race through the day? Yes____ No____

20. Do you frequently feel unable to cope with all you have to do Yes____ No____.
Scoring

Your score is the number of Yesses

Scores of 1 – 6 = Few Hassles

Scores of 7 – 12 = Pretty Good Control

Scores of 13 – 17 = Danger Zone. Watch out!

Scores of 18+ = Stressed out. You may need help.
SKILLS ASSESSMENT

Rate each skill with a whole number 1 to 7, with 1 being the lowest and 7 the highest. When you are finished, identify your strongest skills.

<table>
<thead>
<tr>
<th>MENTAL SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gathering or Creating It:</strong></td>
</tr>
<tr>
<td>Compiling, searching, or researching.</td>
</tr>
<tr>
<td>Gathering information by interviewing or observing people.</td>
</tr>
<tr>
<td>Gathering information by studying or observing things.</td>
</tr>
<tr>
<td>Having an acute sense of hearing, smell, taste, or sight.</td>
</tr>
<tr>
<td>Imagining, inventing, creating, or designing new ideas.</td>
</tr>
<tr>
<td>Total for Gathering or Creating It:</td>
</tr>
<tr>
<td><strong>Managing It:</strong></td>
</tr>
<tr>
<td>Step by Step:</td>
</tr>
<tr>
<td>Copying and/or comparing similarities or differences</td>
</tr>
<tr>
<td>Computing; working with numbers, doing accounting</td>
</tr>
<tr>
<td>Analyzing, breaking down into its parts</td>
</tr>
<tr>
<td>Organizing, classifying, systematizing, and/or prioritizing</td>
</tr>
<tr>
<td>Planning, laying out a step-by-step process for achieving a goal</td>
</tr>
<tr>
<td>Total for Step by Step Managing It:</td>
</tr>
<tr>
<td><strong>Holistically Managing It:</strong></td>
</tr>
<tr>
<td>Adapting, translating, (includes computer programming), developing</td>
</tr>
<tr>
<td>Or improving</td>
</tr>
<tr>
<td>Visualizing, drawing, painting, dramatizing, creating videos</td>
</tr>
<tr>
<td>Or software</td>
</tr>
<tr>
<td>Synthesizing, combining parts into a whole</td>
</tr>
<tr>
<td>Problem solving or seeing patterns among a mass of data</td>
</tr>
<tr>
<td>Deciding, evaluating, appraising, or making recommendations</td>
</tr>
<tr>
<td>Total for Holistically Managing It:</td>
</tr>
<tr>
<td><strong>Storing, Retrieving It:</strong></td>
</tr>
<tr>
<td>Keeping records, (including recording, filming, or entering</td>
</tr>
<tr>
<td>On a computer).</td>
</tr>
<tr>
<td>Total for Storing, Retrieving It:</td>
</tr>
</tbody>
</table>
Storing or filing, (in file cabinets, video, audio, or computer)  
Retrieving information, ideas, data  
Enabling other people to find or retrieve information  
Having a superior memory, keeping track of details

Total for Storing, Retrieving It:

<table>
<thead>
<tr>
<th>INTERPERSONAL SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>With Individuals:</strong></td>
</tr>
<tr>
<td>Taking instructions, serving, or helping</td>
</tr>
<tr>
<td>Communicating well in conversation, in person, or on the phone</td>
</tr>
<tr>
<td>Communicating well in writing</td>
</tr>
<tr>
<td>Instructing, teaching, tutoring, or training individuals</td>
</tr>
<tr>
<td>Advising, coaching, mentoring, counseling, empowering</td>
</tr>
<tr>
<td>Diagnosing, treating, or healing</td>
</tr>
<tr>
<td>Referring people or helping 2 people link up</td>
</tr>
<tr>
<td>Assessing, evaluating, screening, or selecting individuals</td>
</tr>
<tr>
<td>Persuading, motivating, recruiting, or selling to individuals</td>
</tr>
<tr>
<td>Representing others, interpreting others’ ideas or language</td>
</tr>
</tbody>
</table>

Total for Individuals

<table>
<thead>
<tr>
<th><strong>With Groups, Organizations, or the Masses:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating effectively to a group or multitude</td>
</tr>
<tr>
<td>By using words expressively in speaking or writing</td>
</tr>
<tr>
<td>By making presentations in person, or on TV or film</td>
</tr>
<tr>
<td>By performing, entertaining, amusing, or inspiring</td>
</tr>
<tr>
<td>“Signing”, miming, acting, singing, or playing an instrument</td>
</tr>
<tr>
<td>Playing games, or a particular game, leading others in recreation</td>
</tr>
<tr>
<td>Or exercise</td>
</tr>
<tr>
<td>Teaching, training, or designing educational events</td>
</tr>
<tr>
<td>Guiding a group discussion, conveying warmth</td>
</tr>
<tr>
<td>Persuading a group, debating, motivating, or selling</td>
</tr>
<tr>
<td>Consulting, giving advice to groups in your area of expertise</td>
</tr>
<tr>
<td>Managing, supervising, or running (a business, fund drive, etc.)</td>
</tr>
<tr>
<td>Following through, getting things done, producing</td>
</tr>
</tbody>
</table>
Leading, taking the lead, being a pioneer
Initiating, starting up, founding, or establishing
Negotiating between two parties, or resolving conflicts

Total for Groups, Organizations, or the Masses

**PHYSICAL SKILLS:**

**Skills with the body**
Using my hands or fingers (including “signing”, or massaging)
Having great finger dexterity (e.g. with keyboards)
Using my eyes & hands in coordination
Motor/physical coordination with my whole body
Having agility, speed, strength, or stamina

Total for skills with the body

**Skills with materials**
Crafting, sewing, weaving, hammering, etc.
Cutting, carving, or chiseling
Fashioning, modeling, shaping, or sculpting
Finishing, painting, refinishing, or restoring
Precision working with my hands

Total for skills with materials

**Skills with objects**
Washing, cleaning, or preparing
Handling, or expediting
Making, producing, manufacturing, (or cooking)
Maintaining, preserving, or repairing
Precision working with tools or instruments

Total for skills with objects

Skills with equipment, machinery, or vehicles
Setting up, or assembling
Operating, controlling, or driving
Tending, minding, feeding, or emptying
Maintaining, cleaning, or repairing
Breaking down, disassembling, or salvaging

Total for skills with equipment, machinery, or vehicles

Skills with buildings or rooms
Constructing or reconstructing
Modeling or remodeling

Total for skills with buildings or rooms

Skills with growing things or animals
Having a green thumb causing growing things to flourish
Having skills with animals (raising, training, or treating, etc.)

Total for skills with growing things or animals

Narrowing it Down......
Go back over the list and circle those skills receiving the highest scores. E.g. if you had some 7’s, circle those. If 4 was your highest score, circle those.

The whole idea is to identify your strongest skills.
Who am I (and where do I want to go?)

To begin the career planning process, it is important to assess your interests, values, the type of people you like to work with, and working conditions.

**People / Environments**

(Adapted from *What Color is Your Parachute?*, Richard Bolles)

The following is one way of looking at different types of people and the work environments they create. Everyone typically has 3 favorite types of environments. Choose your top 3. Use the chart on the next page to help you compare People-Environments.

1. **The Realistic People-Environment**: filled with people who prefer activities involving “the explicit, ordered, or systematic manipulation of objects, tools, machines, and animals.”

   R = people who like nature, or athletics, or tools & machinery.

2. **The Investigative People-Environment**: filled with people who prefer activities involving “the observation and symbolic, systematic, creative investigation of physical, biological or cultural phenomena.”

   I = people who are very curious, liking to investigate or analyze things.

3. **The Artistic People-Environment**: filled with people who prefer activities involving “ambiguous, free, unsystemized activities and competencies to create art forms or products.”

   A = people who are very artistic, imaginative and innovative.

4. **The Social People-Environment**: filled with people who prefer activities involving “the manipulation of others to inform, train, develop, cure or enlighten.”

   S = people who are bent on trying to help, teach, or serve people.

5. **The Enterprising People-Environment**: filled with people who prefer activities involving “the manipulation of others to attain organizational or self-interest goals.”

   E = people who like to start up projects or organizations, and / or persuade people.

6. **The Conventional People-Environment**: filled with people who prefer activities involving “the explicit, ordered, systematic manipulation of data, such as keeping records, filing materials, reproducing materials, organizing written and numerical data according to a prescribed plan, operating business and data processing machines.”

   C = people who like detailed work, and like to complete tasks or projects.
People who have athletic or mechanical ability, prefer to work with objects, machines, tools, plants, or animals, or to be outdoors.

People who like to observe, learn, investigate, analyze, evaluate, or solve problems.

People who have artistic, innovating or intuitive abilities, and like to work in unstructured situations, using their imagination, or

People who like to work with people — influencing, persuading or performing or leading or managing for organizational goals or

People who like to work with people — to inform, enlighten, help, train, develop or cure them, or are

People who like to work with data, have clerical or numerical ability, carrying things out in detail or following through on other’s instructions.

People who like to work with people — to observe, learn, investigate, analyze, evaluate, or solve problems.

People who have artistic, innovating or intuitive abilities, and like to work in unstructured situations, using their imagination, or

People who work with people — influencing, persuading or performing or leading or managing for organizational goals or

People who work with people — to observe, learn, investigate, analyze, evaluate, or solve problems.
Interests
(Adapted from What Color is Your Parachute?, Richard Bolles)

Answer the following 10 questions to start to get a better idea of what your favorite subjects/interests are.

1. List your favorite hobbies, e.g. gardening, computers, woodworking, etc.

2. What do you find yourself talking about the most?

3. When you pick up a magazine, what types of articles do you like to read?

4. Try the same with newspapers. What subjects do you find yourself reading about the most?

5. What section of the bookstore or library do you tend to gravitate towards?

6. What internet sites do you visit the most often?

7. For television, think about the categories of a game show that you would tend to select, or what types of PBS programs you would tend to watch.

8. Pick up a copy of the City College course offerings. What courses draw your attention?

9. What do you feel you know enough about to write a book?

10. Have you ever lost track of time doing something? What was it?
Values
(Adapted from *What Color is Your Parachute?*, Richard Bolles)

Choose the top 5 values for yourself from the following list. This may take a little time, but a simple process of elimination will probably work best. First go through the list and label those most important with an H (High). Then choose those least important with an L (Low). Mark the remaining values with an M (Medium). Review the H’s and try to number them in rank order to choose your top 3.

<table>
<thead>
<tr>
<th>Individual Values</th>
<th>High/Med/Low</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACHIEVEMENT (attaining goals, sense of accomplishment).</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ADVANCEMENT (progress, promotion)</td>
<td></td>
<td></td>
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<tr>
<td>ADVENTURE (new and challenging experiences, risk)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFFECTION (love, caring, fondness)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMPETITIVENESS (striving to win, being the best)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COOPERATION (collaboration, teamwork)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CREATIVITY (being imaginative, inventive, original)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ECONOMIC SECURITY (steady, adequate income)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FAME (renown, distinction)</td>
<td></td>
<td></td>
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<tr>
<td>FAMILY HAPPINESS (close relationships with family members)</td>
<td></td>
<td></td>
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<tr>
<td>FREEDOM (independence, autonomy, liberty)</td>
<td></td>
<td></td>
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<tr>
<td>FRIENDSHIP (close relationships with others, rapport)</td>
<td></td>
<td></td>
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<tr>
<td>HEALTH (physical and mental well-being)</td>
<td></td>
<td></td>
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<tr>
<td>HELPFULNESS (assisting others, improving society)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td></td>
</tr>
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<td>--------------------------</td>
<td>--------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>INNER HARMONY</td>
<td>being at peace with yourself and others, tranquility</td>
<td></td>
</tr>
<tr>
<td>INTEGRITY</td>
<td>(honesty, sincerity, standing up for beliefs)</td>
<td></td>
</tr>
<tr>
<td>INVOLVEMENT</td>
<td>(participating with and including others, belonging)</td>
<td></td>
</tr>
<tr>
<td>LOYALTY</td>
<td>(commitment, dedication, dependability)</td>
<td></td>
</tr>
<tr>
<td>ORDER</td>
<td>(organized, structured, systematic)</td>
<td></td>
</tr>
<tr>
<td>PERSONAL DEVELOPMENT</td>
<td>(learning, strengthening, realizing potential)</td>
<td></td>
</tr>
<tr>
<td>PLEASURE</td>
<td>(fun, enjoyment, good times)</td>
<td></td>
</tr>
<tr>
<td>POWER</td>
<td>(influence, importance, authority)</td>
<td></td>
</tr>
<tr>
<td>RECOGNITION</td>
<td>(respect from others, acknowledgement, status)</td>
<td></td>
</tr>
<tr>
<td>RESPONSIBILITY</td>
<td>(accountability, reliability)</td>
<td></td>
</tr>
<tr>
<td>SELF-RESPECT</td>
<td>(belief in your own abilities, self-esteem)</td>
<td></td>
</tr>
<tr>
<td>SPIRITUALITY</td>
<td>(faith, strong spiritual and/or religious beliefs)</td>
<td></td>
</tr>
<tr>
<td>WEALTH</td>
<td>(abundance, getting rich)</td>
<td></td>
</tr>
<tr>
<td>WISDOM</td>
<td>(discovering knowledge, insight, enlightenment)</td>
<td></td>
</tr>
</tbody>
</table>
**Working Conditions**

(Adapted from *What Color is Your Parachute?*, Richard Bolles)

List the most recent places you have worked. Start to think about the types of things that de-motivated you the most, or disliked the most. (Don’t worry if you absolutely liked your past jobs, no job is perfect, so think about things that were least likable.) Choose the top 3 de-motivators and rank them.

In the last column, think of the opposite of the qualities or things that you listed in the second column.

<table>
<thead>
<tr>
<th>Places I have worked</th>
<th>I</th>
<th>II</th>
<th>III</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Things I dislike the most about previous jobs</th>
<th>Ranking</th>
<th>My primary motivators at work are:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>


SMART Goal Worksheet

Today’s Date: _________ Target Date: _________ Start Date: _________________
Date Achieved: ______________________________

Goal: __________________________________________
________________________________________________________________________
________________________________________________________________________

Verify that your goal is SMART

Specific: What exactly will you accomplish?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Measurable: How will you know when you have reached this goal – how do you define “success” in achieving this goal?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Achievable: Is achieving this goal realistic with effort and commitment? Have you got the resources to achieve this goal? If not, how will you get them?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
Relevant: Why is this goal significant to your work life and/or personal life?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Timely: When will you achieve this goal?______________________________

This goal is important because:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

The benefits of achieving this goal will be:

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Take Action!

<table>
<thead>
<tr>
<th>Potential Obstacles</th>
<th>Potential Solutions</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

16
Who are the people you will ask to help you?

____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

**Specific Action Steps:** *What steps need to be taken to get you to your goal?*

<table>
<thead>
<tr>
<th>Action</th>
<th>Target Completion Date</th>
<th>Actual Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>
# Development Plan

Name: ________________________________ Date: ______________

## Short-Term (1 year)

<table>
<thead>
<tr>
<th>Goal #1:</th>
<th>Competency / Competencies:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources:</td>
<td>Target Date:</td>
</tr>
<tr>
<td>Measurement:</td>
<td>Results:</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal #2:</th>
<th>Competency / Competencies:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources:</td>
<td>Target Date:</td>
</tr>
<tr>
<td>Measurement:</td>
<td>Results:</td>
</tr>
</tbody>
</table>
### Goal #3:

<table>
<thead>
<tr>
<th>Competency / Competencies:</th>
<th>Resources:</th>
<th>Target Date:</th>
<th>Measurement:</th>
<th>Results:</th>
</tr>
</thead>
</table>

**Long-Term (1+ years)**

### Goal #1:

<table>
<thead>
<tr>
<th>Competency / Competencies:</th>
<th>Resources:</th>
<th>Target Date:</th>
<th>Measurement:</th>
<th>Results:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal #2:</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Competency / Competencies:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resources:</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Target Date:</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Measurement:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Results:</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Goal #3:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Competency / Competencies:</td>
<td></td>
</tr>
<tr>
<td>Resources:</td>
<td></td>
</tr>
<tr>
<td>Target Date:</td>
<td></td>
</tr>
<tr>
<td>Measurement:</td>
<td></td>
</tr>
<tr>
<td>Results:</td>
<td></td>
</tr>
</tbody>
</table>
Create Your Action Statements

<table>
<thead>
<tr>
<th>Action Verb + What You Did &amp; How + Result = Accomplishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.___________________________________________________________________________________</td>
</tr>
<tr>
<td>2.___________________________________________________________________________________</td>
</tr>
<tr>
<td>3.___________________________________________________________________________________</td>
</tr>
<tr>
<td>4.___________________________________________________________________________________</td>
</tr>
<tr>
<td>5.___________________________________________________________________________________</td>
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<tr>
<td>6.___________________________________________________________________________________</td>
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<tr>
<td>7.___________________________________________________________________________________</td>
</tr>
<tr>
<td>8.___________________________________________________________________________________</td>
</tr>
</tbody>
</table>
SAMPLE RESUMES

[Your Name]
[Street Address], [City, ST ZIP Code]
[phone]
[e-mail]

Summary

- Demonstrated achiever with exceptional knowledge of international markets, business practices, and trade regulations.
- Strong marketing and finance background combined with fluency in several languages, including “Advanced Level” U.S. State Department certification in Russian Language Reading Comprehension.
- Skilled at learning new concepts quickly, working well under pressure, and communicating ideas clearly and effectively.
- Extensive computer training, including knowledge of multiple networking environments and business software packages.
- Enthusiastic and experienced in overseas travel.

Education

Masters Degree in Russian & East European Studies
Oak Tree University, Washington, D.C. 2000

B.A. Degree in Foreign Languages
Elm College, Coral Gables, FL 1998

Concentration in Russian, Spanish, French, & Italian; graduated cum laude with 3.8 G.P.A.

Completion of Intensive Language Training Program
Maple Grove Institute, London, England 1999

Career History & Accomplishments

Assistant to the Director of Business Development, Fabrikam, Inc. 2004

- Worked directly with Director of Business Development and Director of Strategic planning of this large, publicly-traded provider of home healthcare services.
- Researched and wrote marketing, financial, and feasibility reports concerning new business acquisitions and acquisition prospects.
- Played key role in preparing a successful $5 million federal grant proposal to provide the company’s home therapy products to rural U.S. areas.
- Prepared corporate financial reports and service contracts for the CFO.
**Russian and East European Coordinator, A. Datum Corporation** 2003

- Held key responsibility in this small import/export company for helping facilitate trade deals with former Soviet Union and Eastern European countries.
- Served as interpreter and translator for Vice President in major business negotiations. Reviewed company compliance with all applicable customs laws and procedures.
- Initiated multiple overseas joint ventures and served as liaison for foreign customers on business in the U.S.

**Administrative Assistant to the Vice President, Contoso, Ltd.** 2001-2002

- Handled administrative functions for the Vice President of the Executive Car Lease Program, a sales division catering primarily to the diplomatic community and the federal government.
- Assisted in preparing contracts and sales proposals for customers.
- Established reports to track products throughout the United States and develop further customer contacts for Contoso, Ltd.

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**Memberships & Affiliations**

- Founding member of the Former Soviet Union Florida Chamber of Commerce
- Member, American Association for Advancement of Slavic Studies
- Member, World Affairs Council
Susan W. Eaton

14 Any Street
Brooklyn, NY 22222
someone@example.com
(718) 555-5555

OBJECTIVE

- Dedicated, service-focused professional seeking to transition into healthcare as a nursing assistant.
- Highly motivated to launch nursing career; future goals include education leading to NA certification and, ultimately, an RN license.
- Reliable worker with the ability to quickly learn new concepts and skills.
- Backed by a solid work history, reputation as a team player and passion for helping others.
- Background includes experience caring for terminally ill cancer patient.
- Current on all immunizations (including tuberculosis and hepatitis B).

WORK EXPERIENCE

Waitress


- Received "exemplary" and "exceeds expectations" ratings on all performance reviews. Cited for excellence in interpersonal communications, teamwork, customer service, flexibility and reliability.
- Demonstrated the ability to interact with customers from diverse cultures and backgrounds.
- Transformed "difficult" customers into loyal, repeat guests by leveraging strengths in premium service delivery and ability to find win-win resolutions.
- Commended for multitasking abilities; frequently assigned the largest section of restaurant during peak dining hours.
- Recognized for superior performance and dedicated service commitment through four-time awards as "Employee of the Month."

Primary Care Provider


- Shared joint responsibility (along with mother) for the care of terminally ill grandparent suffering from cancer.
- Learned the basics of assessing patient vital signs under the tutelage of home healthcare nurse.
- Assisted home nurse and hospice staff with all aspects of daily care, including bathing, feeding and dressing.
- Helped to ensure grandparent’s last year was as comfortable, dignified and enriching as possible.

AFFILIATIONS

10/2003-present: Humane Society, Volunteer
1/2001-1/2002: Big Brothers, Big Sisters of Brooklyn and Queens

SKILLS

- MS Word
- MS Excel
- MS Outlook
- Activities of Daily Living (ADL)
• Quality Patient Care

ADDITIONAL INFORMATION
Available for all shifts, extended hours and weekend assignments.
Brian H. Valentine
15 Main St • Sometown, NY 55555 • Phone: 555-555-5555 • someone@example.com

Marketing Communications Manager

- Nationally award-winning marcom professional with 14 years of experience leading corporate marketing and internal communications for multimillion-dollar companies across diverse industries.
- Respected leader of creative teams, multimedia divisions and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response-rates and execute successful product launches.

Skills

- Marketing Strategies & Campaigns
- Corporate Communications
- Creative Team Leadership
- Product Positioning & Branding
- Web & Print Content Development
- Focus Group & Market Research
- Development of Training Materials
- Sales Collateral & Support
- Public & Media Relations
- New Product Launch

Recent Awards

Award of Excellence for Outstanding Advertising (ABC Co “Road Warrior” campaign), 2008
Gold Award for Outstanding Advertising (ABC Co “Open Road” direct mail campaign), 2008
Award of Excellence for Outstanding Advertising (ABC Co “Automotive Drive” campaign), 2006
Action Award for Outstanding Advertising (ABC Co “Hit the High Road” campaign), 2005

Professional Experience

ABC COMPANY – Sometown, NY
Multimillion-dollar company selling automotive supplies and parts
Marketing Communications Manager, 5/2003 to Present
Manage corporate marketing and communications functions, overseeing a $2.3M budget and 8-member team. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

Selected Accomplishments:

- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that propelled sales from $3.2M (2003) to a projected $9.5M by 2008 year-end.
- Led market launch of 21 new products. Identified opportunities, researched new product possibilities, collaborated with engineering team and created campaigns generating $2.6M in annual sales.
- Created web portal to transform previously archaic intranet into a dynamic website improving communication flow and adding an effective sales tool for field reps.
• Wrote catalogs, course guides and training brochures that enhanced the sales reps’ understanding of complex product features and helped them sell more effectively.
• Performed ongoing customer/market research and demographic profiling to identify and capitalize on unmet market needs ahead of the curve.
• Produced media kit that demonstrated key marketing analytics and demographics for use in sales presentations. Efforts were credited as instrumental in closing numerous high-level deals.
• Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year an average of 15% under-budget (without compromising business growth goals).

DEF COMPANY – Sometown, NY
Full-service advertising, marketing and PR agency
Marketing Supervisor, 2/2000 to 5/2003

Developed marketing programs for a variety of business-to-business clients. Used an integrated approach to create balanced programs for clients to build their respective brands and businesses.

Selected Accomplishments:
• Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring complete client satisfaction.
• Closed new accounts as a member of business development team, including a $1.5M win with Action Company and a $1.2M win with JFK Corp.
• Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services

GHI COMPANY – Sometown, NY
Leading advertising, direct marketing and communications agency
Creative Director, 1/1998 to 2/2000

Manager, Creative Services, 8/1996 to 1/1998

Copywriter, 6/1995 to 8/1996

Advanced through a series of promotions, culminating in oversight of group copy division and 6-member creative team. Created concept and copy for journal ads, direct mail campaigns and sales collateral for diverse clients and projects.

Selected Accomplishments:
• Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches.
• Assumed a lead role in pitch team meetings due to strengths in presentation and negotiation skills, and helped close major accounts ($500K to $1M+ initial contracts).
• Generated campaign response-rates of between 6% and 8% (up to 4 times the industry average).

Technology
Software: QuarkXPress, Photoshop, ImageReady, MS Project, Crystal Reports, MS Office (Word, Access, Excel, PowerPoint)
Web/Multimedia: ColdFusion, Flash, Dreamweaver, Fireworks, EMC Documentum, Visual SourceSafe, Search Optimization, Web Server Administration, Content Management Systems

Education
Bachelor of Science, 5/1995

- Major: Communications  
- Minor: English  
- Graduated with high honors

Portfolio on Request  ●  Available for Relocation
April 29, 2010

Mr. Bob Gatter, Manager
Right Administration Office
1234 E. 2nd Street
Anytown, MI 12345

Dear Mr. Gatter:

I am responding to your posting on www.monster.com for the accountant position. Having achieved many goals in my career of public accounting and financial services, I am interested in expanding my professional horizons by seeking new challenges in the area of administration or office support. I am interested in this position with your firm and have enclosed my resume for your consideration.

As you can see from my resume, my career in business, finance, and accounting is extensive. I have enjoyed a reputation as an efficient account and have a knack for immediately establishing a good rapport with clients.

As a team member of your organization, I can provide:

- Efficiency, reliability, accuracy with numbers
- Maturity, honesty, ability to look at challenges as opportunities
- Knowledge of general and legal office procedures
- Ability to develop and lead a team

Mr. Gatter, my objective is to establish a time when we can meet to discuss how my talent, professionalism, and enthusiasm will add value to your operation. Thank you for your consideration. I look forward to speaking with you soon.

Sincerely,

Linda Climber
Mr. Nick Keller, Manager  
Financial Bank of New York  
77 Water Street  
New York, NY 10020  

Dear Mr. Keller:

I learned through our mutual friend Nell Nugget that your branch is currently seeking a customer service representative, and I would very much like to be considered as a strong candidate. After many years of working directly with people in diverse professional settings, I am seeking to leverage my experience in a customer service position within the field of banking at the branch level.

Ideally, this position would allow me the opportunity to utilize my experience gained as an assistant manager with Coffee Table Books. In this capacity, I co-managed this flagship store in all areas of customer relations, sales generation and reporting, banking, workflow management, staff training and supervision. Additional experience includes working in restaurant management and, currently, as an independent sales and marketing coordinator for artists, authors, and small business owners. In this position, I have succeeded in positioning my clients for career growth through coordination of unique public relations opportunities.

Much of my experience is transferable, specifically in the areas of sales and customer support. I look forward to learning broad areas of relationship banking, cross-selling of banking products and services, and banking principals. Give the opportunity, I am confident that my experience and personable disposition would be an asset to your branch.

Attached is my resume for your review. I would welcome the opportunity to participate in a personal interview to answer any questions and better present my qualifications. Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Bob Doowhopper
**Resume Worksheet**

The purpose of this worksheet is to gather all of the information you’ll need to put on your resume in one place. This is not a resume template.

### Heading

<table>
<thead>
<tr>
<th>Name</th>
<th>Street Address, Apt #, City, State, Zip</th>
</tr>
</thead>
</table>

Telephone (Use the number you want to be called at. Indicate if home, cell, or office.)

### Education

<table>
<thead>
<tr>
<th>Award</th>
<th>School Name</th>
<th>City, State</th>
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<tbody>
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</tbody>
</table>

### Skills & Abilities

Skill #1:

Name a skill needed for your occupation

Give an example of how you used it

Give another example

Give another example

Skill #2:
Name a skill needed for your occupation

Give an example of how you used it

Give another example

Give another example

Give another example

Skill #3:
Name a skill needed for your occupation

Give an example of how you used it

Give another example

Give another example

Give another example

**Work History**

Most Recent Employer:

<table>
<thead>
<tr>
<th>Year you left</th>
<th>Your title</th>
<th>Company Name</th>
<th>City, State</th>
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</thead>
<tbody>
<tr>
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</tbody>
</table>

Give your proudest accomplishment

Give another accomplishment

Give another accomplishment

Another Employer:

<table>
<thead>
<tr>
<th>Year you left</th>
<th>Your title</th>
<th>Company Name</th>
<th>City, State</th>
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<th>City, State</th>
</tr>
</thead>
</table>

Give your proudest accomplishment

Give another accomplishment

Give another accomplishment

**Military History**

<table>
<thead>
<tr>
<th>Year separated</th>
<th>Rank / Rate</th>
<th>Branch of Service</th>
</tr>
</thead>
</table>

Security Clearance, if any

Outstanding decorations, awards

Special assignments or campaigns

Special talents or abilities

**Personal & Professional**

Professional certifications or licenses

Special talents, abilities, or languages

Other interests

Ambitions

References: You do not need to write these down here. Do not put them on your resume, but simply say that they are “available on request.”
Resume Checklist

Components:

_____ Personal Contact Information (Heading)
_____ Summary
_____ Education
_____ Work History, including military, internships, other pertinent experience
_____ Skills, Abilities, & Languages
_____ Professional Certifications / Licenses

Other

_____ Includes action statements telling what you accomplished and the skill(s) you used
_____ Is one to two pages at most
_____ Has plenty of white space
_____ Sentences are brief
_____ Uses simple, everyday language
_____ Is positive and enthusiastic
_____ Is honest, not exaggerated
_____ Uses easy-to-read font
_____ Is on plain, good quality paper
_____ Does not contain cutsie artwork or flourishes
_____ Has been proofread for spelling & grammar
_____ Contains no personal data or potentially discriminatory data
_____ No history over ten years
Elevator Speech

Description/Purpose

An “elevator speech” is concise, carefully planned and well-practiced description about yourself, your talents and skills. The purpose of an “elevator speech” is to be able to present yourself effectively in a brief amount of time. It is your commercial and you are quite literally selling “you.” This doesn’t mean you should misrepresent yourself, only that you are highlighting the best that you have to offer. The effect of your speech should be that someone wants to: talk to you further, tell someone else about you, hire you.

Scripting A Speech

A strong elevator speech open’s with a hook, has a compelling pitch, and concludes with a request. The elevator speech should also answer the following questions:

- Who are you?
- What do you offer?
- What problems do you solve?
- What are the main contributions you make/outcomes you affect?
- What do you want the listener to do at the end of the speech?

Additional Guidelines

Be sure to practice many times on many people. The more you give the speech the better you will be. Practice makes perfect, not stilted but organic perfection. But too, keep it fresh. This is a conversation not a formal speech.

When giving your elevator speech, keep the following guidelines in mind:

- smile – this is something you enjoy (or at least want to project that you do)
- maintain eye contact
- speak slowly (this is important, don’t rush, remember to breathe)
- pay attention to the listener’s cues and adjust speech accordingly (ask a questions if they seem to be losing interest, help them see the value in what you have to offer)
Hi, my name is __________________. I am a ______________________ (noun) for _____________________ (adjective, noun). I help/am good at ___________________ (noun) in order to/which provides ____________________ (your impact – as specific and impactful as possible). I am interested in __________________________ (where you want to go). I would like to _____________________ (what you want from them) in order to ___________________ (how this will benefit you both). What are some ways we can continue this conversation/explore this idea/etc?
Preparing for Interview Questions

S T A R Approach

The S T A R approach gives you an easy-to-recall framework for answering interview questions with specific, behavior-based examples.

S  Situation

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________


T  Task

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________


A  Action

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________


R  Result

_____________________________________________________________________________

_____________________________________________________________________________

_____________________________________________________________________________
Questions to Ask at an Interview

The types of questions you ask will be determined by the conversation and types of questions asked of you during the interview. Pay attention to the interviewer’s body language to determine how many questions to ask – relaxed and willing to talk, or in a hurry and running late? Last, make sure your questions are succinct and to the point, demonstrating your knowledge and interest.

- There are a lot of companies laying off right now. How has this company been able to maintain the workforce and continue to hire new employees? (You’ve done your research and know some of the reasons, but are interested in the insider point of view.)
- Could you tell me about the way the job has been performed in the past? And, what improvements you’d like to see happen? (This is an opportunity to convince the interviewer that you have what he/she is looking for by giving a specific, similar past experience story.)
- How would you describe the culture or spirit in this company? (One of the interviewer’s concerns is whether you will fit into the company culture. You need more information to see if this would be a good environment and fit for you.)
- What are the challenges I would face in this position over the next three months? (Your first 90 days on the job is a critical time for any new hire. You need to know what will be expected of you as you start your learning curve.)
- When I responded to your question regarding my past experience handling stress, you commented that you have your share of that here. Could you tell me more about the stress level here? (Clues are given and problems alluded to during the interview – listen carefully and turn up your intuitive. Ask questions if you need clarification.
- May I ask what your background with the company is? (There’s a big difference between showing an interest in someone and grilling them. Interviewers don’t like being cross-examined. Ask friendly questions and be alert to clues regarding this person’s satisfaction with the company.)
- How would you describe your management style and interaction with your staff? (You may need to read between the lines here. Make sure this manager’s communication and style fit with your ideas and values.)
- Ideally, what qualities will it take to get this job done? (This is a chance for you to sell yourself, and tell once more why you are such an excellent fit for the position – the added-value you would bring to the company.)
- I am very interested in pursuing this job further. What is the next step in the hiring process? (It is best to find out what the hiring plan is so that you will know the sense of urgency and how to follow up.)
SAMPLE INTERVIEW QUESTIONS

Q: What are your weaknesses?

A: Do not tell them your weaknesses! Instead, tell them about a skill you would like to develop or identify areas of weakness that could be strength for that employer. E.g., I am very detail-oriented and in some industries that may not be a good fit. But for this accounting position, I think this trait truly will help me excel.

Q: Why did you leave your last job?

A: Be honest, but never, never speak negatively about a past employer "The company just wasn’t a good fit for my innovative personality. "But what I learned is that organizations have distinct personalities just like people do. Now I know to concentrate my job search on companies who value independent thinking and alternative methods."

Q: Why do you want to work here?

A: This question is good reason to do your homework about the company beforehand! "I want to be a part of a global company that last year alone invested $1.4 million in research and development of eco-friendly industrial processes."

Q: Tell me about yourself.

A: This is a chance to brag a little, but don’t give them your life story. List your traits and accomplishments which you feel are relevant to the position. But, keep it at that. "I am very creative and resourceful. I have been a sales manager for the past five years and used my creativity to devise unique incentives to keep the sales representatives motivated. Because of this my sales team earned numerous company awards."

Q: Tell me about the worst boss you ever had.

A: Do not say anything negative about past bosses. "While none of my past bosses were awful, there are some who taught me more than others did."

Q: What are your goals?

A: Tie your goals to the job you are interviewing for and what it might lead to. Do not tell them about how you’d like to open your own business or be President of theirs. "I want to secure a civil engineering position with a national firm that concentrates on retail development. Ideally, I would like to work for a
young company, such as this one, so I can get in on the ground floor and take advantage of all the opportunities a growing firm has to offer

Q: Where do you see yourself in five years?

A: Let the employer know that you’d like to be with this company for a long time. "I want to secure a civil engineering position with a national firm that concentrates on retail development. Ideally, I would like to work for a young company, such as this one, so I can get in on the ground floor and take advantage of all the opportunities a growing firm has to offer."

Q: How would others describe you?

A: You should always be asking for feedback from your colleagues and supervisors in order to gauge your performance; this way, you can honestly answer the question based on their comments. "My former colleagues have said that I’m easy to do business with and that I always hit the ground running with new projects."

Q: What can you offer me that another person can’t?

A: Go into specifics from your résumé; show an employer your value and how you’d be an asset. "I’m the best person for the job. I know there are other candidates who could fill this position, but my passion for excellence sets me apart from the pack. I am committed to always producing the best results. For example..."

Q: Would you be willing to take a salary cut?

A: This is a question you should seriously think about before you go to an interview. Many people are accepting jobs at lesser salaries in order to have a paycheck and benefits. "I'm making $X now. I understand that the salary range for this position is $XX - $XX. Like most people, I would like to improve on my salary, but I’m more interested in the job itself than the money. I would be open to negotiating a lower starting salary but would hope that we can revisit the subject in a few months after I've proved myself to you."

More Q’s to prepare for:

How did you prepare for this interview?

How do you feel you did on this interview?

If I checked your references, what would your current boss say about you?

Out of all of the positions you have had, which was your favorite? Your least favorite? Why?
Interview DOs

- Dress appropriately for the industry; err on the side of being conservative to show you take the interview seriously. Your personal grooming and cleanliness should be impeccable.

- Know the exact time and location of your interview; know how long it takes to get there, park, find a rest room to freshen up, etc.

- Arrive early; 10 minutes prior to the interview start time.

- Treat other people you encounter with courtesy and respect. Their opinions of you might be solicited during hiring decisions.

- Offer a firm handshake, make eye contact, and have a friendly expression when you are greeted by your interviewer.

- Listen to be sure you understand your interviewer's name and the correct pronunciation.

- Even when your interviewer gives you a first and last name, address your interviewer by title (Ms., Mr., Dr.) and last name, until invited to do otherwise.

- Maintain good eye contact during the interview.

- Sit still in your seat; avoid fidgeting and slouching.

- Respond to questions and back up your statements about yourself with specific examples whenever possible.

- Ask for clarification if you don't understand a question.

- Be thorough in your responses, while being concise in your wording.

- Be honest and be yourself. Dishonesty gets discovered and is grounds for withdrawing job offers and for firing. You want a good match between yourself and your employer. If you get hired by acting like someone other than yourself, you and your employer will both be unhappy.

- Treat the interview seriously and as though you are truly interested in the employer and the opportunity presented.

- Exhibit a positive attitude. The interviewer is evaluating you as a potential co-worker. Behave like someone you would want to work with.

- Have intelligent questions prepared to ask the interviewer. Having done your research about the employer in advance, ask questions which you did not find answered in your research.

- Evaluate the interviewer and the organization s/he represents. An interview is a two-way street. Conduct yourself cordially and respectfully, while thinking critically about the way you are treated and the values and priorities of the organization.

- Do expect to be treated appropriately. If you believe you were treated inappropriately or asked questions that were inappropriate or made you uncomfortable, discuss this with a
Career Services advisor or the director.

Make sure you understand the employer's next step in the hiring process; know when and from whom you should expect to hear next. Know what action you are expected to take next, if any.

When the interviewer concludes the interview, offer a firm handshake and make eye contact. Depart gracefully.

After the interview, make notes right away so you don't forget critical details.

Write a thank-you letter to your interviewer promptly.

**Interview DON'Ts**

- Don't make excuses. Take responsibility for your decisions and your actions.
- Don't make negative comments about previous employers or professors (or others).
- Don't falsify application materials or answers to interview questions.
- Don't treat the interview casually, as if you are just shopping around or doing the interview for practice. This is an insult to the interviewer and to the organization.
- Don't give the impression that you are only interested in an organization because of its geographic location.
- Don't give the impression you are only interested in salary; don't ask about salary and benefits issues until the subject is brought up by your interviewer.
- Don't act as though you would take any job or are desperate for employment.
- Don't make the interviewer guess what type of work you are interested in; it is not the interviewer's job to act as a career advisor to you.
- Don't be unprepared for typical interview questions. You may not be asked all of them in every interview, but being unprepared looks foolish.
- A job search can be hard work and involve frustrations; don't exhibit frustrations or a negative attitude in an interview.
- Don't go to extremes with your posture; don't slouch, and don't sit rigidly on the edge of your chair.
- Don't assume that a female interviewer is "Mrs." or "Miss." Address her as "Ms." unless told otherwise. (If she has a Ph.D. or other doctoral degree or medical degree, use "Dr. [lastname]" just as you would with a male interviewer. Marital status of anyone, male or female, is irrelevant to the purpose of the interview.
- Don't chew gum or smell like smoke.
- Don't allow your cell phone to sound during the interview. (If it does, apologize quickly and ignore it.) Don't take a cell phone call. Don't look at a text message.
Don’t take your parents, your pet (an assistance animal is not a pet in this circumstance), spouse, fiancé, friends or enemies to an interview.