



Step 1:  
Assessment

***“To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness.” - John Dewey***

## INTRODUCTION



Learning about yourself is the BEST starting point for any career. There is nothing more comforting than knowing what kind of worker you are, and aren't. It's ok to be good at a few things and not good at others - other workers will have strengths in your weak areas.

This curriculum walks you through the different ways career counselors evaluate a client to determine their career instincts, the type of worker they are meant to be, and evaluate the kind of work that will fit them best.

In this curriculum you will learn about how work is categorized, evaluate your strengths and interests in those categories, and assess your core thinking skills.

People are complex, and the world of work is vast. It's easy to feel lost in the breeze of where you fit, and these tools are designed to orient you to a where YOU meet WORK.

Knowledge is power! Once you complete this step, you can move to Step 2: Entry Level Jobs to consolidate the results of these assessments into an Entry Level Job title. I know if you work systematically through each step in my process, you will feel great about your career path, your resume, and doors will open for you.

Sincerely,

A handwritten signature in black ink, appearing to be "Julie LaCroix", written over a horizontal line.

Julie LaCroix, M.A. Ed., M.C.C.

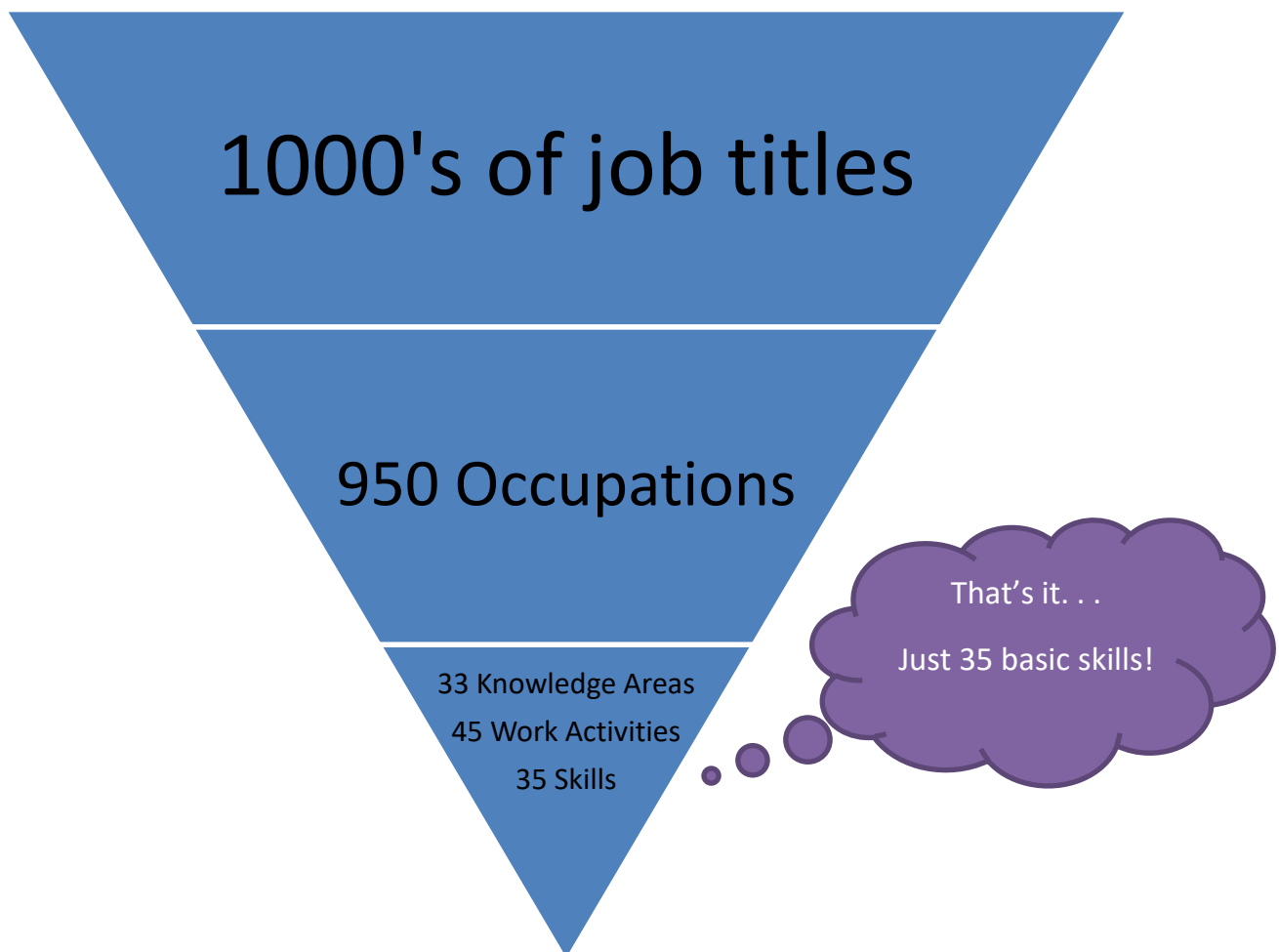
# What kind of worker are you?

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We are going to assess you in 5 important areas:

1. General Career Interests
2. Work Orientation
3. Knowledge Areas
4. Skills
5. Work Abilities

Before we do, it's important to understand how the world of work is structured:



Job titles are grouped into Occupations, which are basic categories of work. Each occupation is expressed as any number of job titles, so job titles can be very confusing. Most people start by looking online at the 1000's of job titles and get thoroughly confused. I would too. Instead, let's start with evaluating your skills instead of picking from 1000's of job titles.



## **HOW THE ENTRY LEVEL JOB MARKET REALLY WORKS:**

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Guess what. It's not your fault you can't figure out where to start. The starting point is not online. It comes from within you. We find the worker traits, instincts, interests and skills that come naturally to you and align them with an occupational channel. THEN, you look online at jobs. That's for STEP 2: Entry level Job Titles.

Here is what you need to know about the Entry Level job market:

- Entry level jobs are not online
- You can't see jobs, and employers can't see you which makes the job market invisible
- Just because the entry level job market is invisible, doesn't mean it's out of reach
- Entry Level workers get hired because of POTENTIAL, not EXPERIENCE
- 2 years of experience can usually be collected from Work, Leisure and Learning experience
- A resume outlining the results of the following assessments of your skills, preferences and interests will be a very effective resume (STEP 3: Resumes) because it will showcase what they are looking for – your POTENTIAL!

So how do you find the Entry Level jobs?

Companies mostly rely on the word-of-mouth network to find their Entry Level workers. You and your POTENTIAL are of great value to them. You will find some Entry Level jobs posted on the career pages of large companies, but most companies hope you will seek them out directly.

Once you follow the steps to writing your resume and job searching, you will be a high value candidate with the potential they are looking for.

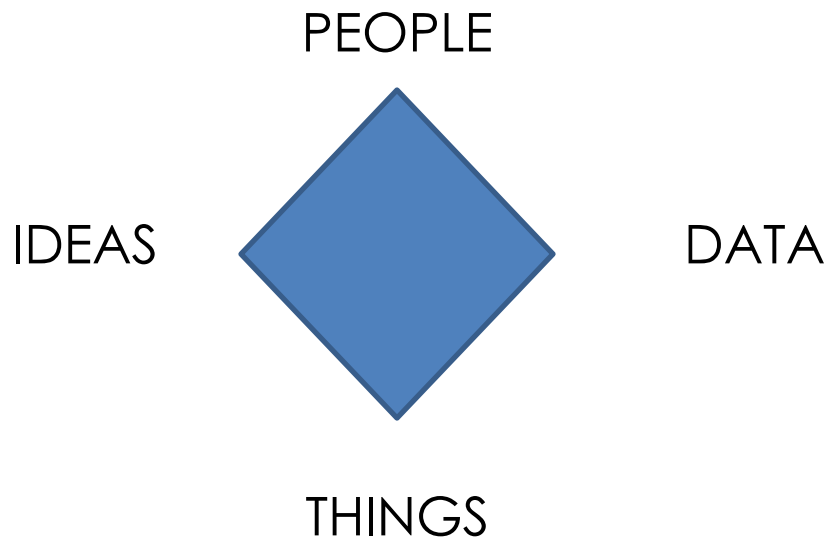
Let's begin figuring out your puzzle.

## Work Orientation

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Work is focused on 4 basic orientations. What is your orientation? Read the following question *very carefully* and think honestly about it.

Which of the following would you primarily enjoy working with?



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Don't jump to conclusions! Stop and think about it. Would you really like working **PRIMARILY** and **DIRECTLY** with people all day? Not everyone would. Do you have a college degree but still secretly wish you could work with **THINGS** part or all of the time? What about **DATA** are you happiest when you're working with information like numbers, lists, research data or compiling information into reports?

### **EXAMPLES:**

**People Jobs:** Therapist, Counselor, Teacher, Salesperson, Customer Service, Sales

**Data Jobs:** Database Administrator, Programmer, Financial analyst, Accountant, Researcher, Scientist, Lab Tech, Soil Scientist, Search Engine Optimization Analyst, Business Analyst, Operations Analyst

**Ideas jobs:** Operations Manager, Marketing Specialist, Program Director, Event Planner, Art Director, Graphic Designer, Business Development Director

**Things:** CAD Designer, Mechanical Engineer, Skilled Trades, Manufacturing Specialists, Industrial Designers, Interior Designers, Space Planners, Product Managers, Research and Development

Which is your Work Orientation?

## CAREER INTERESTS

What are your career interests? All jobs, and all people, fall into 6 very broad, general interest categories. Read the descriptions below, then select and rank your top 3 interest categories.

\_\_\_\_\_ **Realistic : “The Doers”**

Work that is hands-on, physical, outdoors, with structure and progressive responsibilities  
Examples: Firefighting, Police, Military, Professional Athletes, Skilled Trades, Mechanical Jobs

\_\_\_\_\_ **Investigative: “The Thinkers”**

Work for information seekers, often found in the sciences, research, and data analysis  
Examples: Biomedical Engineer, Immunologist, Surveyor, Fire Investigators, Market Research Analysts

\_\_\_\_\_ **Artistic: “The Creators”**

Work highly valued on self-expression, often found in performing or visual arts  
Examples: Actors, Craft Artists, Industrial Designers, Landscape Architects, Fashion Designers, Cooks

\_\_\_\_\_ **Social: “The Helpers”**

Work that is focused on the personal or professional development of an individual  
Examples: Psychologist, Health Educators, Park Naturalists, Training Specialists, Clergy

\_\_\_\_\_ **Enterprising: “The Persuaders”**

Work that leads and persuades others, sells things and ideas, and leads others  
Examples: Politician, Lawyer, Controller, Salespeople, Education Administrators, Real Estate Broker

\_\_\_\_\_ **Conventional: “The Organizers”**

Work that is organizational in nature, usually administrative, operations and financial positions  
Examples: Financial Analyst, Compliance Managers, Database Managers, Document Management

Incorporate your career interest areas into a short story describing yourself as a worker. Examples:

- **INVESTIGATIVE, CONVENTIONAL, SOCIAL:** I like work that is INVESTIGATIVE in nature requiring me to do a lot of research, and organize and deliver it to help people make decisions.
- **ARTISTIC, CONVENTIONAL, ENTERPRISING:** I’m the creative type and love brainstorming and planning new ideas, events, and projects. I like to see where an idea can go, and be a part of it.
- **SOCIAL, CONVENTIONAL, ARTISTIC:** I really enjoy the idea of working directly with people to deliver services they need such as academic counseling, admissions, or community programs
- **ENTERPRISING, SOCIAL, REALISTIC:** I am entrepreneurial and enjoy sales. I like helping people by introducing them to products that will help them. I’d like to work out of the office, in the field where I can keep moving and work with people who see the world in a practical way.
- **REALISTIC, SOCIAL, CONVENTIONAL:** I see myself working in a hands-on job, building an expertise, and someday managing a team, region or department of hard working people.
- **CONVENTIONAL, ARTISTIC, SOCIAL:** I am an organizer who is also creative and loves working with people to plan events and parties and activities of all kinds.

What’s your story? (Does it line up with your Work Output Preference? I’ll bet it does!)

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## SELF ASSESSMENT: KNOWLEDGE, SKILLS AND WORK ACTIVITIES

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It's so important to know thyself. It builds confidence, helps you evaluate career paths for fit, and do well in interviews. To know your career attributes is to be able to describe them.

Being able to pitch your skills, describe your value and talk about what you can do for a company is a great way to advance your career, make a professional impression, and land a position that actually fits!

These universal Knowledge Areas, Skills, and Work Activities will help you define and describe yourself as a worker. Spend some time completing each of the 3 assessments and the KSAT worksheet.

### Knowledge Areas

Select 3-5 from the following 33 knowledge areas based on your highest competency level and interest:

- Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Biology** — Knowledge of plant and animal organisms, their tissues, cells, functions, interdependencies, and interactions with each other and the environment.
- Building and Construction** — Knowledge of materials, methods, and the tools involved in the construction or repair of houses, buildings, or other structures such as highways and roads.
- Chemistry** — Knowledge of the chemical composition, structure, and properties of substances and of the chemical processes and transformations that they undergo. This includes uses of chemicals and their interactions, danger signs, production techniques, and disposal methods.
- Clerical** — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
- Communications and Media** — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Computers and Electronics** — Knowledge of circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.
- Customer and Personal Service** — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- Design** — Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.
- Economics and Accounting** — Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.
- Education and Training** — Knowledge of principles and methods for curriculum and training design, teaching and instruction for individuals and groups, and the measurement of training effects.

- ❑ **Engineering and Technology** — Knowledge of the practical application of engineering science and technology. This includes applying principles, techniques, procedures, and equipment to the design and production of various goods and services.
- ❑ **English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- ❑ **Fine Arts** — Knowledge of the theory and techniques required to compose, produce, and perform works of music, dance, visual arts, drama, and sculpture.
- ❑ **Food Production** — Knowledge of techniques and equipment for planting, growing, and harvesting food products (both plant and animal) for consumption, including storage/handling techniques.
- ❑ **Foreign Language** — Knowledge of the structure and content of a foreign (non-English) language including the meaning and spelling of words, rules of composition and grammar, and pronunciation.
- ❑ **Geography** — Knowledge of principles and methods for describing the features of land, sea, and air masses, including their physical characteristics, locations, interrelationships, and distribution of plant, animal, and human life.
- ❑ **History and Archeology** — Knowledge of historical events and their causes, indicators, and effects on civilizations and cultures.
- ❑ **Law and Government** — Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
- ❑ **Mathematics** — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.
- ❑ **Mechanical** — Knowledge of machines and tools, including their designs, uses, repair, and maintenance.
- ❑ **Medicine and Dentistry** — Knowledge of the information and techniques needed to diagnose and treat human injuries, diseases, and deformities. This includes symptoms, treatment alternatives, drug properties and interactions, and preventive health-care measures.
- ❑ **Personnel and Human Resources** — Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.
- ❑ **Philosophy and Theology** — Knowledge of different philosophical systems and religions. This includes their basic principles, values, ethics, ways of thinking, customs, practices, and their impact on human culture.
- ❑ **Physics** — Knowledge and prediction of physical principles, laws, their interrelationships, and applications to understanding fluid, material, and atmospheric dynamics, and mechanical, electrical, atomic and sub-atomic structures and processes.
- ❑ **Production and Processing** — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods.



- **Psychology** — Knowledge of human behavior and performance; individual differences in ability, personality, and interests; learning and motivation; psychological research methods; and the assessment and treatment of behavioral and affective disorders.
- **Public Safety and Security** — Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.
- **Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Sociology and Anthropology** — Knowledge of group behavior and dynamics, societal trends and influences, human migrations, ethnicity, cultures and their history and origins.
- **Telecommunications** — Knowledge of transmission, broadcasting, switching, control, and operation of telecommunications systems.
- **Therapy and Counseling** — Knowledge of principles, methods, and procedures for diagnosis, treatment, and rehabilitation of physical and mental dysfunctions, and for career counseling and guidance.
- **Transportation** — Knowledge of principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.

# Skills

Read the descriptions carefully and select your top skills from the list of 35:

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**BASIC SKILLS** - Developed capacities that facilitate learning or the more rapid acquisition of knowledge.

- Active Learning** — Understanding the implications of new information for both current and future problem-solving and decision-making.
- Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Learning Strategies** — Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
- Mathematics** — Using mathematics to solve problems.
- Monitoring** — Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Reading Comprehension** — Understanding written sentences and paragraphs in work related documents.
- Science** — Using scientific rules and methods to solve problems.
- Speaking** — Talking to others to convey information effectively.
- Writing** — Communicating effectively in writing as appropriate for the needs of the audience.

**COMPLEX PROBLEM SOLVING SKILLS** - Developed capacities used to solve novel, ill-defined problems in complex, real-world settings.

- Complex Problem Solving** — Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.

**RESOURCE MANAGEMENT SKILLS** - Developed capacities used to allocate resources efficiently.

- Management of Financial Resources** — Determining how money will be spent to get the work done, and accounting for these expenditures.
- Management of Material Resources** — Obtaining and seeing to the appropriate use of equipment, facilities, and materials needed to do certain work.
- Management of Personnel Resources** — Motivating, developing, and directing people as they work, identifying the best people for the job.
- Time Management** — Managing one's own time and the time of others.

**SOCIAL SKILLS** - Developed capacities used to work with people to achieve goals.

- Coordination** — Adjusting actions in relation to others' actions.
- Instructing** — Teaching others how to do something.
- Negotiation** — Bringing others together and trying to reconcile differences.
- Persuasion** — Persuading others to change their minds or behavior.

- Service Orientation** — Actively looking for ways to help people.
- Social Perceptiveness** — Being aware of others' reactions and understanding why they react as they do.

**SYSTEMS SKILLS** - Developed capacities used to understand, monitor, and improve socio-technical systems.

- Judgment and Decision Making** — Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Systems Analysis** — Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.
- Systems Evaluation** — Identifying measures or indicators of system performance and the actions needed to improve or correct performance, relative to the goals of the system.

**TECHNICAL SKILLS** - Developed capacities used to design, set-up, operate, and correct malfunctions involving application of machines or technological systems.

- Equipment Maintenance** — Performing routine maintenance on equipment and determining when and what kind of maintenance is needed.
- Equipment Selection** — Determining the kind of tools and equipment needed to do a job.
- Installation** — Installing equipment, machines, wiring, or programs to meet specifications.
- Operation and Control** — Controlling operations of equipment or systems.
- Operation Monitoring** — Watching gauges, dials, or other indicators to make sure a machine is working properly.
- Operations Analysis** — Analyzing needs and product requirements to create a design.
- Programming** — Writing computer programs for various purposes.
- Quality Control Analysis** — Conducting tests and inspections of products, services, or processes to evaluate quality or performance.
- Repairing** — Repairing machines or systems using the needed tools.
- Technology Design** — Generating or adapting equipment and technology to serve user needs.
- Troubleshooting** — Determining causes of operating errors and deciding what to do about it.

## WORK ACTIVITIES

Choose from the following 41 general work activities to determine what you can do for a company.

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### INFORMATION INPUT

- Estimating the Quantifiable Characteristics of Products, Events, or Information
- Getting Information
- Identifying Objects, Actions, and Events Inspecting Equipment, Structures, or Material
- Monitor Processes, Materials, or Surroundings

### MENTAL PROCESSES

- Analyzing Data or Information
- Developing Objectives and Strategies
- Evaluating Information to Determine Compliance with Standards
- Judging the Qualities of Things, Services, or People
- Making Decisions and Solving Problems
- Organizing, Planning, and Prioritizing Work
- Processing Information
- Scheduling Work and Activities
- Thinking Creatively
- Updating and Using Relevant Knowledge

### WORK OUTPUT

- Controlling Machines and Processes
- Documenting/Recording Information
- Drafting, Laying Out, and Specifying Technical Devices, Parts, and Equipment
- Handling and Moving Objects
- Interacting With Computers
- Operating Vehicles, Mechanized Devices, or Equipment
- Performing General Physical Activities
- Repairing and Maintaining Electronic Equipment
- Repairing and Maintaining Mechanical Equipment

### INTERACTING WITH OTHERS

- Assisting and Caring for Others
- Coaching and Developing Others
- Communicating with Persons Outside the Organization Communicating with Supervisors, Peers, or Subordinates
- Coordinating the Work and Activities of Others
- Developing and Building Teams
- Establishing and Maintaining Interpersonal Relationships
- Guiding, Directing, and Motivating Subordinates
- Interpreting the Meaning of Information for Others
- Monitoring and Controlling Resources
- Performing Administrative Activities

- Performing for or Working Directly with the Public
- Provide Consultation and Advice to Others
- Resolving Conflicts and Negotiating with Others
- Selling or Influencing Others
- Staffing Organizational Units
- Training and Teaching Others

# KSAT WORKSHEET

**Knowledge: What do you know?**

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**Skills: What are you good at?**

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**Abilities: What can you do for a company?**

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**Technologies: What technologies do you know or are willing to learn for your industry?**

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## PUT YOUR ASSESSMENT DATA TOGETHER IN OUTLINE FORMAT

Work Output Preference(s):

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Primary, Secondary, Tertiary career interests:

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Top Knowledge areas:

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Top Skills:

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What you can do for a company:

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Technologies, training or special skills:

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## Research the ONET

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There is a structure to the US Labor Market, and it's actually represented online!

The O\*NET database is a free, government-sponsored website which acts like a dictionary of the ~950 occupational titles.

The database functions to help candidates like you read up on these occupation definitions.

Each occupation is presented in template format with the occupation title, occupation description, sample of reported job titles, and general tasks you would find in the role.

There are several ways to access this information which are easy to use, and here are my 3 favorites ways to access the database. Start at [www.onetonline.org](http://www.onetonline.org):

1. **Quick search box in the top right corner** - Type a keyword (planning, marketing, real estate, project, communication, etc.) that you think may be represented by an occupation to find the list of occupations relating to that keyword
2. **Advanced Search -> Skills Search** - Take the skills assessment, which is the same that you took in my curriculum above, and plug in the skills you checked off on the worksheets to see which occupations these skills align with.
3. **Assessment -> "I want to be a"** - In the right column, click the purple box called "I want to be a" and take the free career assessment. It will weigh your career interests across the ~950 occupations and show you a list of results. Be careful with these results, as they are assessing you against all ~950 occupations so the results may look uninteresting. You should sort by 'Job Zone' which basically means education level:
  - 2 = High School
  - 3 = Vocational training / AA degree
  - 4 = Bachelors Degree
  - 5 = Masters Degree or higher

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**NOTE: ONLY PRINT THE FIRST PAGE OF THE ONET. DO NOT READ BELOW THE TASKS SECTION UNLESS YOU ARE EXTREMELY INTERESTED IN THE OCCUPATION.**

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Once you find the occupation(s) you would like to learn more about, align your experience with the tasks listed for each occupation to evaluate how much experience of yours actually relates to this type of work.

You may be surprised - your experience usually aligns with a valid occupational pathway!

### Next Steps:

- **Research professional associations to learn about the field**
- **Look up 10-20 job descriptions to get a feel for the work**
- **Talk to a few people about their job, what they do, and get advice**



## Bridge your Experience

Write a list of all of the work, volunteer or academic activities and training that match up to the ONET tasks within your occupation of interest. This will be the backbone of your resume.

This list should be the things you have done, or learned, that align with the tasks on the ONET page:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

Chances are pretty good that you have a list of 5-10 work activities that are in your own history, and also align with this occupation.

That is career alignment!

Now you are ready to find your entry level job title.

## Next Steps

1. Remember that there will not be a lot of entry level job titles online, so to research what these jobs actually look like, you'll have to read job descriptions that are most likely beyond your skill level at this time. That's okay. Assume you will get the training you need, which you will, and just ask yourself as you look at these jobs, "If I had the training for this, would I *enjoy* the work?"
2. Do a couple informational interviews, if you can find someone who works in the role. They will be able to tell you more about what the career is all about.
3. Believe. Believe that your training and experience, no matter how small scale or non-work related, is relevant. It is!
4. Find an entry level job title. Now that you know what you bring to the table, it's time to find a job title that will help carve out a spot for you in the entry level job market. Move to STEP 2: Entry Level Jobs.

I hope this process has been easy and fun for you. Assessment and developing a career profile is the self-discovery that is key to aligning yourself with an Entry Level job title. This is the foundation of your career, the skills you should look to build and improve, and the criteria you should use to evaluate jobs at any stage in your career. These are lifelong themes, and you can build your career on them.

Sincerely,



Julie LaCroix



Good luck!



Julie LaCroix, M.A. Ed. is a career counselor in private practice in Southern California serving adults of all ages with a specialty area helping young adults launch their careers into paths which lead to meaningful, rewarding work.

With a decade long business background in sales and trading for Merrill Lynch and Bloomberg, Julie launched a boutique recruiting firm to expand the emerging niche of electronic trading. After several years of success, she discovered that her own sense of purpose was firmly grounded in helping people find the type of work they were really meant to do.

She graduated from UC Irvine with a B.A. in Psychology, earned an M.A. in Educational Counseling from Azusa Pacific University, is a Board Certified Coach with the Center for Credentialing and Education, and holds the highest designation in the field, Master Career Counselor from the National Career Development Association (NCDA).

Julie obtained extensive advanced training beyond her Masters degree by securing both career and adult development emeritus scholars to train her on the complexities of integrating career choice with life happiness across the stages of adulthood.

She is the ongoing keynote speaker for Business 101 at Camp Pendleton, where she provides in-depth training for veteran and senior officers on career paths, entrepreneurship, and labor market research to facilitate their successful transition into the world of free enterprise.

Julie is a subject matter expert for the USC Institute for Creative Technologies to further the development of their virtual reality interview training experience. She is a national speaker to the NCDA on a variety of career topics, is published in a global academic career journal, presents to professional associations and Boards of Education on career development topics, and provides specialized corporate consulting services focused on onboarding and training Millennial workers.

She absolutely loves her career.



Step 2:  
Entry Level Jobs

***“To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness.” - John Dewey***

## INTRODUCTION



If you're looking for an entry level job title that will open a door for you, then you've come to the right place. This curriculum is intended for anyone with 0-5 years of experience who is ready to launch, establish and advance their career.

If you are a college grad, or feel like a young professional without career direction, there is a place for you. America's workforce needs you, and this curriculum is designed to help you more clearly define your entry point so you can start looking for work and build into a career path.

I have shared with you my simple formula to narrow your career focus by evaluating your career instincts and selecting one of 3 categories of work.

You do NOT have to pinpoint a perfect job to launch a job search. You just need a general sense of the role in which you belong. Everything you need to conceptualize that general starting point is here.

Once you complete this step, you can move to Step 3: Resumes. I know if you work systematically through each step in my process, you will feel great about your career path, your resume, and doors will open for you.

I hope this curriculum makes finding your entry level job title easy and fun. Good luck.

Sincerely,

A handwritten signature in black ink, appearing to read "Julie LaCroix".

Julie LaCroix, M.A. Ed., M.C.C.

## Use the Core Formula to find your Entry Level job title

Entry level jobs are not that hard to find, if you know what you're looking for. Almost all entry level jobs have one of the following core words in them:

<i>Coordinator</i>	<i>Assistant</i>	<i>Analyst</i>
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Estimate your entry level job title by adding your college major or industry. For example:

- |   |  |
|---|--|
| <input type="checkbox"/> Marketing <b>Coordinator</b> | <input type="checkbox"/> Environmental Services <b>Coordinator</b> |
| <input type="checkbox"/> Marketing <b>Assistant</b>   | <input type="checkbox"/> Environmental Services <b>Assistant</b>   |
| <input type="checkbox"/> Marketing <b>Analyst</b>     | <input type="checkbox"/> Environmental Services <b>Analyst</b>     |

Not every college major or industry will fit. Sociology will not fit, English will not fit, Liberal Arts will not fit. In these cases, pull the WORK ACTIVITY out that represents your strongest skills. Be flexible! Don't be afraid to get creative with words to represent your strongest skill set. For example:

- |  |  |
|--|--|
| <input type="checkbox"/> Research <b>Coordinator</b> | <input type="checkbox"/> Content <b>Coordinator</b>      |
| <input type="checkbox"/> Research <b>Assistant</b>   | <input type="checkbox"/> <b>Assistant</b> Copywriter     |
| <input type="checkbox"/> Research <b>Analyst</b>     | <input type="checkbox"/> Editor / Content <b>Analyst</b> |

Here is a basic chart outlining a general career progression that is universal to most corporate lines of work. Use this to orient yourself to how career paths generally flow:

Job Title	Coordinator	Assistant	Analyst
Entry Level / Junior	Coordinator	Assistant	Junior Analyst
Mid Level	Jr. Project/Program Manager	Associate	Analyst
Senior Level	Project/Program Manager	Specialist	Senior Analyst

Now, apply this core formula to your target line of business. Let's try using it with Marketing:

Job Title	Coordinator	Assistant	Analyst
Entry Level / Junior	Marketing Coordinator	Marketing Assistant	Junior Marketing Analyst
Mid Level	Jr. Marketing Program Manager	Marketing Associate	Marketing Analyst
Senior Level	Marketing Manager	Marketing Specialist	Senior Marketing Analyst

Are you most likely suited to be a **Coordinator**, **Assistant** or **Analyst**? Let's find out:

## COORDINATOR - Usually a Liberal Arts major.

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### **Who are Coordinators?**

Coordinators like working with people and the big ideas, usually on teams. They are curious with strong spatial and critical thinking skills. Most likely analytical, they are good at researching and pulling ideas together, planning and sequencing projects, managing and organizing information or databases, writing reports or stories, strategic thinking, and maybe have an instinct for entrepreneurship. Usually this person selected a major such as Philosophy, History, Sociology, Anthropology, Economics, Political Science, or any of the languages or other Social Sciences. Or, maybe they earned a major in a specific science or field, but don't want to be Specialists because they prefer working on projects, with people.

### **Examples:**

Examples include Sales Coordinator, Marketing Coordinator, Fundraising Coordinator, Environmental Services Coordinator, etc.

### **Natural Skills:**

Planning skills link various ideas with resources. To plan in business is to bridge a creative idea with a process. Examples include linking creative teams with administrative needs (Marketing Coordinator), or a business goal with the departments within a company (Operations Coordinator)

### **Interests:**

This person will most likely enjoy communicating ideas verbally or in writing, prioritizing and managing tasks and projects, updating project status or complex calendars, sequence tasks,

### **Strengths:**

Usually this person has been recognized for management, leadership or operations skills in sports, academics, social groups or part time jobs. They are good at seeing how systems work and could be improved.

### **The Job:**

Coordinator roles support the company by coordinating tasks between departments.

### **Career Trajectory:**

The career trajectory for this person may include learning the skills of the specialist they support and becoming one of them, or, expanding their coordination skills into Management, Project Management, Program Management, Operations Management, Business Development, or General Management.

### **Career Advancement:**

These individuals often rise to the senior executive levels, if that is their goal, based on their ability to see the big picture clearly, link ideas, build cohesive teams, ability to manage business processes and people, and their sense of entrepreneurship.

IS THIS YOU?

## ASSISTANT / JUNIOR SPECIALIST - Usually an applied major.

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### **Who are Assistants/Junior Specialists?**

Assistants like manipulating, discovering and working with core information to build products or provide a specialty service of a technical or scientific nature. They are logical problem solvers with a curiosity about how things work, how to improve things, and what could be. Most likely technical thinkers, they are good at making things work, designing and improving products, and understanding detailed scientific or technical information. Usually this person selected a major such as Computer Science, Engineering, Accounting, Graphic Design, Art, Math, or the Sciences. This is the child who tinkered with tools, built things, doodled or did art, or loved hands on experiments in school and at home.

### **Examples:**

Examples include Graphic Designer, Engineer, Drafter, Architect, Software Engineer, Surveyor, Geologist.

### **Natural Skills:**

Technical skills are applied skills - not just programming skills. This individual is good at starting and completing a specific task that takes complex thinking, problem solving and the application of some type of technical or scientific information.

### **Interests:**

This person may enjoy being the “brain” of a project because they can use technical information to solve problems quickly. They may have played team sports, but most likely also have a history of accomplishment in an individual activity in their youth (musical instrument, individual sport).

### **Strengths:**

Usually this person may excel at working with their hands, and recognized for their general learning and technical abilities. Math, science, engineering or technology comes easily to them.

### **The Job:**

Assistant or Junior roles support the Specialists by working alongside them assisting with the development or delivery of the company’s core product or service.

### **Career Trajectory:**

The career trajectory for this person includes learning the skills of the Specialist they support through on the job training and continuing professional education offered by the employer. Once proficient, they advance to the Specialist level where they are trusted to, and accountable for, applying their technical knowledge and skills to solving problems or delivering products.

### **Career Advancement:**

These individuals leverage their core experience into senior management roles driving the department’s strategy, or work as a consultant later in career, or start a niche company based on their expertise.

IS THIS YOU?



## ANALYST - Usually a technical or financial major.

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### **Who are Analysts?**

Analysts enjoy working with data which could include numbers, financial data, industry or demographic information, or any other library of information generated or utilized by the business such as customer data, survey data, competitor data, website performance data, testing or lab data.

### **Examples:**

Usually an Analyst works in a role where they are quantifying data and finding patterns. Examples include Financial Analyst, QA (Quality Analyst), Database Manager, Research Analyst, Marketing Analyst, Program Analyst, Business Analyst, Operations Analyst, etc.

### **Natural Skills:**

These individuals are curious, analytical, organized, computer savvy, and enjoy Who, What, When, Where, Why questions. They are expected to have what are called hard skills such as research, Microsoft Excel, database management, and statistics such as R or SPSS. Not all jobs require each of these skills, but having at least one will qualify you for an entry level role as a Junior Analyst

### **Interests:**

Often nonfiction readers, these individuals may enjoy solving puzzles, math and logic questions. They easily get granular in their thinking and don't mind working with small details that others find tedious. Working with databases and computer applications comes easily to them and are enjoyable tasks.

### **Strengths:**

Detail management, organization and analysis are strengths. This may be the friend who extensively researches products before they purchase (cars, computers, etc.), restaurants, or vacation spots. They are seekers, organizers and users of information.

### **The Job:**

Analysts support the department with information. They observe, gather, store, organize, analyze, retrieve, archive or deliver information in reports, spreadsheets and graphs. They are responsible for helping inform the decision makers with the intelligence needed to make the best business decisions.

### **Career Trajectory:**

These individuals become key players in supporting, or making, informed "data-driven" decisions that position a company, a product or a service ahead of its competitors.

### **Career Advancement:**

These individuals learn how to deliver and use business intelligence, excel at communicating between business and technical teams, and contribute to the information strategy in a company.

IS THIS YOU?

## EXAMPLES OF ENTRY LEVEL JOB TITLES, AND WHY

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*You were a Marketing student who enjoyed your class in Consumer Behavior, and you are very aware of how companies advertise, how stores layout their shelves, and you have loyalty cards for all sorts of businesses. Consumer Behavior is a specialty area of Marketing, and you can find an entry level job as:*

➤ **MARKETING COORDINATOR, JUNIOR MARKETING ANALYST, MARKETING ASSISTANT**

*In High School you were responsible for putting together a big school event, working with teachers and students and helpers to coordinate and organize a party/prom/celebration. In your social circle you are the one everyone looks to for the plan. Event Coordinator is an entry level job, and you can build a career path in Event Management.*

➤ **EVENT COORDINATOR, CORPORATE EVENT PLANNING ASST., JUNIOR PROGRAMS ANALYST**

*You love to listen to the police radio, air traffic control, and you follow ambulances. You are a History major and your favorite classes study the strategic formation of troops in battles, the reorganization of political lines, and how countries deployed exploration missions around the globe. You are interested in transportation or logistics, and there are entry level jobs and a career path here.*

➤ **JUNIOR LOGISTICS ANALYST, LOGISTICS COORDINATOR, OPERATIONS ASSISTANT**

*You were a lifeguard but you really were fascinated with making sure you and others followed safety and security procedures on the pool deck and made sure the facilities were operating smoothly. In fact, maybe you are also the one that has a safety plan on a hike with your friends. There are entry level jobs in fields that match.*

➤ **HR ASSISTANT, HR ANALYST, HR COORDINATOR, CORPORATE SECURITY ASSISTANT, WELLNESS PROGRAM COORDINATOR**

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### Substantiate your direction!

Did you notice how we flexibly incorporated the qualifier COORDINATOR, ASSISTANT, or ANALYST into multiple career paths based on the type of person you are? To do this yourself, pull some interesting memories from your life experiences from each of your major life domains:

- WORK
- LEISURE
- LEARNING

A career path should be a role (COORDINATOR, ASSISTANT or ANALYST) that is substantiated by who you are as a person. So, now that we have estimated your role, let's substantiate it with some of your life experiences that tell your unique story.

Just as in the above examples, your career path starts with building on the leading role in your life story.

## What's your story?

## Tell your story

Find the life experiences that tell your story by analyzing your 3 major life domains:

### **WORK, LEISURE, and LEARNING**

Think back to your life history to the WORK, LEISURE OR LEARNING experiences you've had. What did you enjoy most about them? How do those experiences relate to one another?

#### **WORK - Favorite Tasks in Part Time Work:**

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#### **LEISURE - Favorite Social, Hobby, Volunteer Activities:**

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#### **LEARNING - Favorite Classes in High School or College:**

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**How do they relate to one another?**

**Of the 3 roles (Coordinator, Assistant, Analyst), which are you?**

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## Putting it all together: Define your ROLE and INDUSTRY

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You have learned that there are 3 basic job titles for entry level roles:

- Coordinator - pulling ideas and people together
- Assistant - assisting a Specialist
- Analyst - researching and organizing data

Now, let's point that ROLE toward an INDUSTRY.

The world of work in the US is made up of about **950 occupations**. There are thousands of job titles out there, but they all group together by similar tasks into just **950 occupations**. Most US workers are employed in about 120 occupations. That's it. So the world of work really isn't that confusing. And remember, you only need to estimate a starting point. Your career will build from there.

What makes figuring out a career path so confusing is defining your role. It could also be that you know the role you want, but you don't know what industry. As an entry level worker, your goal should be to generally define your ROLE and have a general idea of your INDUSTRY or FIELD. Use the terms loosely and try not to pinpoint or you will miss your target.

Example #1: I know my role, but I don't know what industry

**Role Ideas: Human Resources Coordinator, Marketing Assistant, Financial Analyst, Junior Engineer**

- Estimate your industry based on STEM industries: Science, Technology, Engineering and Math
- Write your resume based on skills you bring to the role, and apply to companies in STEM fields
- Examples include a Human Resources Coordinator, Marketing Assistant or Financial Analyst in:
  - **Science** (pharmaceuticals, environmental, food, medical device, etc.)
  - **Technology** (software development companies, IT departments, etc.)
  - **Engineering** (automotive, aviation, manufacturing, etc.)
  - **Math** (companies developing software using analytics, solving complex technology or engineering problems, product development, marketing analytics, etc.)

Example #2: I know my industry, but I don't know what role

**Industry: Healthcare, Education, Technology, Government**

Estimate your role: Are you most likely a Coordinator, Assistant or Analyst? HINT: Once you have established the best ROLE for you, any STEM industry of interest is a good place to start.

**So what's your:**

**ROLE:** \_\_\_\_\_

**INDUSTRY:** \_\_\_\_\_

## MOST POPULAR ENTRY LEVEL JOB TITLES

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Review the most popular Entry Level job titles and circle the ones that interest you. Then, use the worksheet to make a list of possible job titles that will help you focus your resume, job search and beginning steps in your career. Exciting!

Junior Accountant

Entry Level Actuary

Administrative Assistant

Advertising Account Assistant

Junior Architect

Art Teacher

Junior Artist

Junior Athletic Trainer

Junior Attorney

Entry Level Auditor

Automobile Mechanic

Bartender

Junior Biologist / Field Assistant

Broadcast Journalist Assistant

Business Education Teacher

Junior Buyer

Career Counselor

Carpenter

Chef

Junior Chemist

Chiropractor

Community Service Program  
Coordinator

Computer Network Assistant

Entry Level / Junior Computer  
Programmer

Computer Systems Analyst

Cosmetologist

Assistant Credit Manager

Customer Service  
Representative

Dentist

Junior Dietitian

Junior Editor / Editorial Assistant

Junior Electrician / Apprentice

Elementary School Teacher

Emergency Medical  
Technician

Engineer / Junior Engineer

Engineering Technician

English Teacher

ESL Instructor

Facilities Assistant

Junior Farmer / Rancher

Junior Financial Analyst  
Firefighter  
Flight Attendant  
Florist  
Food Service Specialist  
Forester  
Junior Geographer /  
Cartographer /  
Photogrammetrist  
Junior / Entry Level Geologist  
Junior Graphic Designer /  
Assistant  
Health Information Coordinator  
Junior Horticulturist  
Human Resources Assistant /  
Coordinator  
Instructional Coordinator  
Interior Designer  
Landscape / Grounds  
Specialist  
Law Enforcement Officer  
Librarian Assistant / Junior  
Librarian  
Life Insurance Agent  
Loan Officer / Counselor  
Junior Management Analyst  
Marketing Assistant /  
Coordinator

Junior Mathematician  
Mathematics Teacher  
Entry Level / Junior Medical  
Illustrator  
Medical Technician  
Mental Health Counselor  
Middle School Teacher  
Military Enlisted  
Musician  
Junior Network Administrator /  
Tech Support Specialist  
Nursing Home Assistant  
Occupational Therapist  
Technician / Assistant / Aide  
Operations Analyst /  
Coordinator / Assistant  
Optician  
Optometrist  
Paralegal / Legal Assistant /  
Junior Paralegal  
Junior Parks & Recreation  
Specialist  
Personal Financial Advisor  
Pharmacist / Pharmacist  
Technician / Pharmacist Aide  
Photographer / Photography  
Assistant  
Physical Therapist

Physician	Securities Sales Agent
Junior Physicist	Social Worker
Production Worker / Entry Level	Junior / Entry Level Sociologist / Researcher
Psychologist	Junior / Entry Level Software Developer
Public Relations Coordinator / Assistant	Special Education Teacher / Assistant / Aide
Purchasing Clerk / Junior Purchasing Agent	Speech Pathologist / SLP Tech / Assistant / Aide
R&D Assistant	Junior Technical Sales Representative
Radiologic Technologist	Technical Support Specialist / Assistant
Realtor	Junior Technical Writer
Recreation Therapist	Training & Development Assistant / Coordinator
Registered Nurse	Entry Level Translator
Rehabilitation Counselor	Junior Urban & Regional Planner / Project Coordinator
Religious / Spiritual Program Assistant / Coordinator	Veterinarian
Junior Reporter	Vocational Agriculture Teacher
Respiratory Therapist	Junior Wholesale Sales Representative
Sales Assistant / Coordinator	
School Counselor	
Science Teacher	
Secondary School Teacher	

## My Selected Job Titles:

### ASSISTANT/JUNIOR

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### COORDINATOR

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### ANALYST

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## What to do next:

5. Validate it! Look up your job title on the job boards. Chances are very strong that you will not find an exact match, but you will find a match for a more mid-level role. MOST ENTRY LEVEL JOBS ARE NOT LISTED ONLINE. Hopefully you will see many different variations of your job title, and the title of the jobs it leads to, in your results.  
\*\*\*IMPORTANT\*\*\* For this exercise, do not limit your search to your hometown. Search job titles anywhere in the country to get a feel for how this job title is expressed in a variety of jobs, companies and industries. Knowledge is power!
6. Read at least 10 job descriptions from anywhere in the country, and determine whether or not you are interested in using this job title as a starting point.
7. This is a good time to reach out to professionals who work in these jobs or who are more senior and may have started in these jobs so you can learn more about the career at large, the progression, and the skills and technologies needed to advance. These are Informational Interviews.
8. Once you have validated your job title, move to Step 3: Resumes.

I hope this process has been easy and fun for you. Determining your general career direction and aligning it with a job title is good career planning, and will lead you to securing work that taps your strongest abilities so you can develop skills quickly, and enjoy the work you do.

Sincerely,



Julie LaCroix

Please visit [www.careerlabnow.com](http://www.careerlabnow.com) to move to STEP 3: Resumes



Good luck!



Julie LaCroix, M.A. Ed. is a career counselor in private practice in Southern California serving adults of all ages with a specialty area helping young adults launch their careers into paths which lead to meaningful, rewarding work.

With a decade long business background in sales and trading for Merrill Lynch and Bloomberg, Julie launched a boutique recruiting firm to expand the emerging niche of electronic trading. After several years of success, she discovered that her own sense of purpose was firmly grounded in helping people find the type of work they were really meant to do.

She graduated from UC Irvine with a B.A. in Psychology, earned an M.A. in Educational Counseling from Azusa Pacific University, is a Board Certified Coach with the Center for Credentialing and Education, and holds the highest designation in the field, Master Career Counselor from the National Career Development Association (NCDA).

Julie obtained extensive advanced training beyond her Masters degree by securing both career and adult development emeritus scholars to train her on the complexities of integrating career choice with life happiness across the stages of adulthood.

She is the ongoing keynote speaker for Business 101 at Camp Pendleton, where she provides in-depth training for veteran and senior officers on career paths, entrepreneurship, and labor market research to facilitate their successful transition into the world of free enterprise.

Julie is a subject matter expert for the USC Institute for Creative Technologies to further the development of their virtual reality interview training experience. She is a national speaker to the NCDA on a variety of career topics, is published in a global academic career journal, presents to professional associations and Boards of Education on career development topics, and provides specialized corporate consulting services focused on onboarding and training Millennial workers.

She absolutely loves her career.



Step 3:

Resumes

***“To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness.” - John Dewey***

## INTRODUCTION



Thank you for purchasing the Resume Curriculum. It is intended for professionals of all ages with any range of experience who are ready to launch, establish or advance their career.

I highly recommend you read the curriculum and complete the worksheets instead of jumping directly to the samples in the appendices.

I have shared with you my formula for writing highly effective resumes, and there are intricate details to pay close attention to.

How you format your resume is just as important as the content you choose to include. I know that if you work systematically through each step in this curriculum, you will feel great about your resume and it will open doors for you.

The two most important things to remember about writing a resume are:

BEAUTY and SIMPLICITY.

I hope this curriculum makes writing your resume easy and fun. Good luck.

Sincerely,

A handwritten signature in black ink, appearing to be "Julie LaCroix".

Julie LaCroix, M.A. Ed., M.C.C.

### **\*\*\*SPECIAL NOTE ABOUT AN ENTRY LEVEL RESUME\*\*\***

An entry level resume should pull RELEVANT experience from 3 areas:

1. Your work experiences
2. Your learning/academic/training experiences
3. Your volunteer, hobbies, or leisure pursuits

You have not been in the workforce for a decade with a defined career arc. You are different. You bring a combination of life experiences from the areas of work, leisure and learning.

From your experiences in those areas, you have learned many skills which substantiate your career direction, and you need to incorporate them into your resume.

You will see many instances on the resume examples in Appendix A where the individual's volunteer work, relevant coursework, or hobby activities match up with their career trajectory stated in their Objective.

You want to do this. This is your relevant experience. Many young adults think they don't have experience, and many jobs listed require 2 years of experience. Although this is NEVER a strict requirement, it should be taken as an invitation to substantiate your career trajectory with whatever you can.

What you have learned in work, leisure and learning experiences is yours to keep, and yours to use. No one can take it away from you. Just because you haven't been paid, it still counts as relevant experience.

Funnel all of your relevant into a cohesive picture and don't include anything that isn't relevant.

After working through the curriculum, refer to the resume samples in Appendix A to help you build your resume. I know if you follow these guidelines and take the time to build a beautiful document, doors will open for you.

**Good luck!**

### **\*\*\*SPECIAL NOTE ABOUT A PROFESSIONAL OR EXECUTIVE RESUME\*\*\***

A professional resume should pull RELEVANT experience from your work history that substantiates your career focus. It is a forward-looking document, not a document of all of your work history.

Every skill, accomplishment and description of your work experience should be carefully selected, and you should LEAVE OUT experience which is not relevant to your intended job target.

1. To shape your resume's focus, do not be afraid to cut, trim or shed
2. Include the skills, experience and technologies directly related to your career trajectory
3. Soft skills and hard skills are both important (Soft skills may include communication, vendor relations, collaboration; Hard skills may include Excel, analysis, writing, technologies, etc.)

You have most likely been in the workforce for a decade or so with a defined career arc. Write your resume to reflect that arc, and exclude experience that dilutes the salience of that focus.

Your resume will reflect skills needed for the next step in your career, and you should also identify skills you need to develop to progress along your path. Look up university extension courses and certificates, or classes found online or in community colleges to keep your skill building fresh. Once you identify your professional development skills, enroll in a class and include it in your Education section.

Every worker brings a skill set to the job, and a gap for developing new ones. Identify what you bring and what you still need to develop, and present that complete picture in your document.

Appendix B is full of professional and executive resume examples, with both 1 and 2 page resumes. If you follow these guidelines and take the time to build a beautiful document, doors will open for you.

**Good luck!**

# The Do's and Don'ts of a Resume

First and Foremost:

A resume is a SALES document, not a legal document. It is a persuasive marketing document designed to showcase your skills and qualifications for an intended career path.

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DO NOT lie on a resume, but you may edit and summarize to improve readability.

DO edit job titles as necessary. Your job title should reflect your role, and you can try to align it with your intended career path. For example, an exact government job title of "Administrative Manager II" could be edited to "Communications Specialist" if you are on a Marketing pathway.

DO NOT be afraid to leave information off your resume that is not relevant to your intended path.

DO keep an unabridged, extended version of your resume on file with accurate job titles, exact dates, and expanded descriptions of your responsibilities and accomplishments. Time will pass and you will forget, so keep a long version you can use as a vault to pull from when writing a targeted resume.

DO NOT have multiple versions of a resume. Write your resume from the inside out, not from the outside in. If you try to fit your resume into a job description, you're not writing your resume the right way. Write it based on your strongest skills, the ones you most enjoy using, and substantiate it with work, leisure and learning activities reflecting the development of those skills.

DO stretch your vocabulary and use a thesaurus to accurately describe yourself. Being descriptive is not easy, and with some effort you can build an effective career vocabulary to be used not only in your resume but also in your cover letter, networking and interviews.

DO NOT write a two page resume if you have less than 5 years of experience. Try for 10.

DO use the power of highlighting and lowlighting. If you were at a job for 10 years and another for 2, use significantly more space to magnify and bring the reader's eye to the 10 year position.

DO NOT ever allow a resume to go over 2 pages unless you have a CV.

DO NOT call your resume a CV unless it is in fact a curriculum vitae. Use the 3 P's as a rule of thumb with a CV: Published, patents, or PhD.

DO NOT be afraid to trim, trim, trim. Mark Twain said, *"I would have written less, if I had more time."*

## DID YOU KNOW?

### **A resume only gets a 7 second look, so make it great.**

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The only goal of a resume is to hook an interview. That's it. Resist the temptation to cram tons of useless information into a resume. It will only clutter it up.

#### **Useless information includes:**

- Work experience you aren't really good at
- Work experience you haven't enjoyed
- Work experience that doesn't substantiate your stated your career direction
- Work experience that doesn't highlight your skills
- Excessive volunteer and community experience or awards

#### **There are 2 audiences for your resume:**

- The company's software system which recognizes keywords
- The human reader who is looking for something easy to understand

#### **\*\*\*GOOD TO KNOW\*\*\***

Not all companies use software systems. The software system is called an Applicant Tracking System (ATS) or a Human Resource Information System (HRIS). The way you know if the company uses an ATS is if you try to apply and are asked to "upload" your resume. If they don't have an ATS, when you are on their Careers page and click "Apply", you will be directed to an email address.

#### **HOW A COMPANY HIRES EMPLOYEES:**

**SMALL COMPANIES:** A small company under roughly 200 employees will still hire the old fashioned way: Through word of mouth, posting an opening on their website, or receiving a resume and job opening inquiry directly from you. For small companies, the job search strategy is to target them by sending your resume directly to someone in the company, reach out via cold email or cold call, or network your way in through someone you know. LinkedIn is great for finding employees internally.

**LARGE COMPANIES:** A large company will expect you to "get in their system" before they can talk to you. I always recommend you apply online prior to making any calls or sending any emails to anyone who works there. They will ask you if you have "gotten in the system" already and if your answer is no, they will ask you to do that before they refer you into HR or a hiring manager. Large companies must track every interaction with a candidate in the ATS, including the first conversation, so get in the system.

**KEYWORDS:** ATS software, LinkedIn and advanced job boards offer search functions by keywords. Hiring managers look for skills, knowledge areas and technologies using keywords. Therefore, it is very important to research job openings in your career path, extract keywords and incorporate them into your resume.



## Where do you find the language for your resume?

Professionals struggle to build a resume because it's hard to tell your career story in a one or two page technical document. It's very important to match your skills and experience to multiple job openings you see in the current labor market. Research at least 10 job openings (anywhere in the US) to ascertain what the general market is looking for in a candidate. If that exercise validates your career path, focus your resume to those skills requirements.

**DO NOT HESITATE TO FLAUNT WHAT YOU HAVE AND SHOW WHERE YOU EARNED IT.**

### Considerations:

#### **Focus**

You have to tell the reader what you want! You don't have to pinpoint the EXACT JOB, but you must be able to communicate the skills you wish to employ, and the field in which you want to use them. This is best done in the HEADLINE, SUMMARY and KEY COMPETENCIES sections.

#### **Format**

Always make it easy on your reader. Write a simple resume so it's easy to read, easy to understand, and easy to like you. Your only goal is to get them interested in you, enough to meet with you for an interview or call. Do not write an exhaustive, boring description of your work history. You will lose them.

#### **First Words**

The OBJECTIVE at the top of your resume, and any of the lead-in words of a new line are **the most expensive real estate** on your resume. Make them strong.

Avoid unnecessary words. In fact, be extremely conservative with your words, write tightly, and lead every line with a verb. It shows momentum and offers up a skill to the reader right away.

Do not take these tips lightly  
or deviate from my format suggestions on the following pages.  
They are the keys to getting your resume noticed,  
placed on the top of the "to read" pile, and  
**seriously considered as a possible candidate.**

Let's get started.

## RESUME OVERVIEW

A great resume is one that is easy on the reader. Write yours so the reader can quickly gather a lot of information in just a few moments about your skillsets, in particular, the ones that are useful for the position they are trying to fill.

With a well-designed resume, your reader will easily understand your career focus and see how your knowledge, skills, and experience are substantiating your stated career direction. Hiring managers love candidates who have a focused career path, know what they bring to the table, and are serious about their careers. These types of candidates are premium candidates. They hold a higher value than a candidate whose stated objective is undefined, or “Open to new opportunities.”

**\*\*\*VERY IMPORTANT\*\*\***

## RESUME BUILDING BLOCKS

### **A RESUME PROGRESSIVELY BUILDS ON EACH SECTION:**

OBJECTIVE - This is the career you claim you are seeking.

SUMMARY - Should substantiate your Objective.

KEY COMPETENCIES - Should substantiate your Summary.

PROFESSIONAL EXPERIENCE - Should substantiate your Key Competencies.

EDUCATION - Should substantiate your experience with training.

INTERESTS - Should be used only if they substantiate your path or are good talking points.

As you write your resume, ask yourself:

Does each section substantiate the one above it?

### **START WITH THE HEADER:**

First Last

Street Address, City, ST ZIP  
(555) 555-5555 name@gmail.com

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#### NOTES ABOUT THE HEADER:

I like to use Century Gothic 13 for your name, and Calibri 11 for your address and contact information.

I do not care for middle name initials, Jr., or III on the name. I like to keep it simple. My every day name is Julie LaCroix, so my resume says Julie LaCroix (not Juliet L. LaCroix, M.A. Ed., M.C.C.). Easy to read.

On the first line after the header, write your address, P.O. BOX, or city unless you prefer to leave your address off the resume. On the second line write your contact phone number and an appropriate email address. Double check your digits, and use the one phone line which reaches you easiest.

It's up to you to determine whether to include your LinkedIn address. If your name is common like John Smith, it's a good idea to offer a direct link to your LinkedIn profile. If your name is relatively unique, you will be easy to find in a search. Be conservative with your information and remember that more white or empty space is less taxing to your reader.

## 1. THE OBJECTIVE

**\*\*\*NOW COMES THE MOST IMPORTANT PIECE OF REAL ESTATE ON YOUR RESUME\*\*\***

On the first line below your header, state your career OBJECTIVE by writing one or two job titles that concisely capture the type of position you are looking for.

### **DANGER!!!**

Do not waste this next line with useless words or phrases like "Objective" "Summary" or "Career Objective". Instead, just give them your objective straight up.

Your objective can be quickly understood if stated in 13 point bold Calibri font, centered at the top of the page. State a range of ideal job titles and make sure they are key words. If your job title has a commonly used nickname (such as Human Resources/HR), consider including both phrasings to enhance your resume's keyword friendliness.

The following 4 sets of Objectives include first professional level then entry level examples:

**PUBLIC RELATIONS / MARKETING SPECIALIST  
PR ASSISTANT / MARKETING COORDINATOR**

**HUMAN RESOURCES DIRECTOR / HR GENERALIST  
HUMAN RESOURCES / RECRUITING COORDINATOR / HR ASSISTANT**

**FINANCIAL ANALYST / SENIOR DATA ANALYST / ANALYTICS SPECIALIST  
JUNIOR FINANCIAL ANALYST / DATA ANALYST**

**OPERATIONS MANAGER / COO / DIRECTOR OF OPERATIONS  
JUNIOR OPERATIONS ANALYST / OPERATIONS COORDINATOR**

Look up about 10 jobs and estimate a few effective OBJECTIVES for your intended career path:

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## 2. THE SUMMARY

The summary section of your resume should a 3 sentence paragraph:

1<sup>st</sup> Sentence: Your scope or overview of your experience

2<sup>nd</sup> Sentence: Your particular expertise

3<sup>rd</sup> Sentence: Your style statement, your worker characteristics, or what you're seeking

Review the resume examples in the Appendix A (for entry level resumes) or Appendix B (for professional resumes), and use them as a guide to create your own summary statement.

**Scope:** Give a broad overview of your background, general direction and level of experience.

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**Expertise:** You may not feel like an expert, but you do have an expertise. It's what you do well that relates to your career path. Be confident in what you bring to the table and be able to pitch it to them in using words that describe these skills and abilities. Refer to STEP 1 and STEP 2 for more information.

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**Style:** Use this sentence to appeal to your reader and give them a sense of what you're like to work with. Given those strengths and attributes, what are you seeking at this stage in your career?

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Now put it all together:

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### 3. KEY COMPETENCIES

Identify 8 key competencies and list them under your summary statement.

Key competencies represent the knowledge, skills or even potential that you possess to get the job done, and are usually required for this type of job. They also act as great keywords for both the ATS reader and the human reader, to get a quick overview of what value you are offering to them as a potential candidate.

Look up 10 job descriptions relating to your career and pull 8-10 competencies they are looking for and that you have, or that you know you can develop quickly. Key Competencies can be anything including:

- General Transferable Skills
- Keywords
- Technologies or field-specific technical skills
- Personal Attributes
- Work Activities or Knowledge Areas

Or anything else relevant to the role.

**Here is an example for a JUNIOR PROFESSIONAL pursuing a career in Human Resources:**

- Employee Relations / Conflict Resolution
- Sourcing / Cold Calling / Screening
- Contract Review / Database Management
- Processes / Administration / Organization
- Candidate Files / HRIS / ATS
- Program Coordination
- Job Fairs / Campus Recruiting
- Interdepartmental Communication

**Here is an example for a SENIOR PROFESSIONAL pursuing a career in Human Resources:**

- Strategic Department Management
- Policies and Procedure Development
- Talent Acquisition Program Management
- Software Implementation / Optimization
- Recruiting / Payroll Operations
- Program Development
- Staff Management / Training
- Cross Functional Collaboration

Refer to the samples in the appropriate Appendix and write your Key Competencies:

• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____
• _____	• _____

## 4. PROFESSIONAL EXPERIENCE

Refer to the samples in the appendix to see what each of these building blocks look like.

### ENTRY LINE:

In most cases you will list your job title first, then your company name on one line with the dates of your employment right-justified. If you have held multiple positions in one company, list the company only with the dates of your entire employment. Below this line, you can separate your specific jobs within the companies and specify the dates you held each position.

### DESCRIPTION:

Give a very brief description or overview of your responsibilities and show as much momentum as you can. Remember, the first words on a resume line are valuable real estate so think carefully before you write. Use “Recruited to...” or “Responsible for managing the...” or “Progressively promoted to...” This format helps simplify long descriptions and adds interest.

### ACCOMPLISHMENT STATEMENTS:

Add 3-7 accomplishment statements in the form of bullet points. Start each accomplishment statement with an action verb to launch the skill and show some results if possible. Contrary to what you read on the internet, you do NOT have to quantify every single accomplishment statement. It’s most important that these statements be examples of work activities which substantiate your career direction.

### EXAMPLE OF A SENIOR PROFESSIONAL ENTRY:

**Ecologist / Program Manager - XYZ Habitat Preservation Authority** **2012 - present**

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Implement the Agency’s Resource Management Plan to oversee a 4,000 acre open space preserve containing 20 miles of trails with up to 25+ staff, contractors and volunteers. Manage over \$5.3M in public works projects, professional services agreements and compensatory mitigation projects with responsibilities for developing scope of work, drafting RFPs and contract negotiations.

- Develop and maintain collaborative relationships with multiple stakeholder groups including utilities, regulatory agencies, consultants, landowners, emergency responders, Advisory committees, Planning Commissions, Board of Directors, City Councils and citizen groups

### EXAMPLE OF A JUNIOR PROFESSIONAL ENTRY:

**Office Manager and Administrative Assistant - Agendia Inc.** **11/2015 - 1/2017**

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Hired to perform advanced administrative duties for 3 executives performing cancer research and testing.

- Monitored and maintained database of documentation for sales department to ensure schedules, vehicle documents and expense reports were completed, accurate and up-to-date
- Monitored legally required training for HIPAA, Blood Borne Pathogens, and Quality Control
- Catalogued and maintained extensive paper system of physical files and folders

Refer to the sample resumes in the appendix to see examples, then use the curriculum on the following page to build your Professional Experience sections.

**PROFESSIONAL EXPERIENCE - DRAFT OF ENTRIES**

**JOB ENTRY #1**

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Dates of employment: \_\_\_\_\_

How did you get the job? Circle: Hired/Recruited/Selected/Promoted

General responsibilities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #1:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #2:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #3:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #4:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROFESSIONAL EXPERIENCE - DRAFT OF ENTRIES**

**JOB ENTRY #2**

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Dates of employment: \_\_\_\_\_

How did you get the job? Circle: Hired/Recruited/Selected/Promoted

General responsibilities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #1:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #2:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #3:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #4:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**PROFESSIONAL EXPERIENCE - DRAFT OF ENTRIES**

**JOB ENTRY #3**

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Dates of employment: \_\_\_\_\_

How did you get the job? Circle: Hired/Recruited/Selected/Promoted

General responsibilities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #1:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #2:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #3:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #4:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PROFESSIONAL EXPERIENCE - DRAFT OF ENTRIES**

**JOB ENTRY #4**

Job Title: \_\_\_\_\_

Company: \_\_\_\_\_

Dates of employment: \_\_\_\_\_

How did you get the job? Circle: Hired/Recruited/Selected/Promoted

General responsibilities:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #1:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #2:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #3:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Accomplishment #4:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**\*\*\*Print extra sheets if you need to draft more entries\*\*\***

## 5. Education

Put the degree first, then the school, then the year. If you had a high GPA, graduated *cum laude* or with honors, definitely include it (especially for entry level resumes). Additionally, if there is room and you have participated in study abroad, clubs, groups, leadership or athletic activities, definitely include them via bullet points.

## 6. Interests

If there is room for an Interests section, include it but don't overcrowd it with excessive volunteering that doesn't relate to either the field or the role you're aiming for. Try to focus your interests and volunteer work in a way that substantiates your career direction. You can augment the heading also, to tell the reader that what is in this section is more than just random interests and activities.

Here are a few examples of EDUCATION and INTEREST sections put together and focused toward a path:

### Example #1

**A young adult with a career focused on writing and marketing communications in arts or sciences:**

<p style="text-align: center;"><b>EDUCATION</b></p> <p>B.F.A., Creative Writing with a concentration in Business Writing - Chapman University (2013)</p> <p style="text-align: center;"><b>ARTS AND SCIENCES VOLUNTEER EXPERIENCE</b></p> <p>4-H Club Member, Trauma Intervention Program Intern, Media Writer Media Writer for the Orange County Children's Book Festival, Associate Editor for 1888 Center for the Arts and Staff Reader for E&amp;GJ Little Press</p>
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### Example #2

**A young adult with a career focused on a career in visual arts and design:**

<p style="text-align: center;"><b>EDUCATION</b></p> <p>B.A., Architectural Studies - University of California, Los Angeles (2016)</p> <ul style="list-style-type: none"><li>• 2 years of creative academic focus on Theatre Production and Set Design</li><li>• French Language and Culture Studies -L'Université de Paris, Sorbonne (Summer, 2015)</li></ul> <p style="text-align: center;"><b>CREATIVE INTERESTS AND PORTFOLIO</b></p> <p>Architecture. Interiors. Experiences. Fashion. Theatre. Branding. Art. Travel. Cuisine. Language and Culture.</p> <p style="text-align: center;"><i>Extensive Creative Portfolio available upon request.</i></p>
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## FREQUENTLY ASKED QUESTIONS FOR ENTRY LEVEL RESUMES:

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**How do I decide what to put in my resume?** Include anything that relates to the career path in your stated objective. This includes the name of your degree, relevant coursework, roles in collegiate clubs or groups, athletic experience (always include athletics and boy/girl scouts if significant), athletic leadership roles, tasks from volunteer work, tasks from jobs you've held. If you have NO work experience, substantiate your career direction with the above type of information. There are a couple resumes in the examples of individuals with very little work experience.

**How many bullet points for each job entry?** Use the power of highlighting and lowlighting. Use more bullet points for the entries you want to draw the reader to, and fewer entries if you want the reader to skip over the entry or skim it quickly. You can control the reader's eye by the amount of content you put in each entry.

**What about gaps in employment?** You are very early in your career, so gaps are usually not an issue. It's perfectly acceptable to have a 3 or 6 month gap if you travelled or took additional coursework. Unless it is a glaring gap, it's ok to list your experience as it is, with the dates as they are. Don't lie.

**What if I don't have a degree?** You can still add an Education section and add any coursework or training you have taken in junior colleges or 4-year universities. Please refer to the samples. As a rule of thumb, smaller companies are more forgiving about education levels, and larger companies usually have stricter education requirements.

**Should I write a one page resume?** For entry level and junior professionals, yes. As a rule of thumb, use a one page resume if you have less than 10 or more than 20 years of experience.

- **0-10 years of experience** - One page. Summarize your experience, and show momentum, your skills and include as much consistency to your career path as possible.
- **10-20 years of experience** - One page if possible, two pages if senior level. During this phase of your career, you are most likely to be using a resume to secure a promotion and move up in seniority. You will need two pages to show more detail about your accomplishments
- **20+ years of experience** - One page if possible. It becomes easier to retrospectively summarize your experience as you get past 20 years of experience and keep it to one page. Also, summaries can be very impactful. They are also easy to read, and easy to read resumes are resumes that work. If you are a highly technical employee or executive level, stick to 2 pages.

Don't be afraid to summarize. It's hard and it takes time, and even the best of us struggle with it. A good summary is always appreciated, and put at the top of the pile. Wouldn't you choose a one pager over a dense 3 pager?

"I would have written less if I had more time."  
~Mark Twain

## **FREQUENTLY ASKED QUESTIONS FOR PROFESSIONAL OR EXECUTIVE LEVEL RESUMES:**

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**How many years back should I go?** About 10, but up to 15 is fine if it is relevant to your key career progress. You can list prior experience without dates in a one- or two-line format, just to show prior pedigree, training and experience. For instance, a Senior Engineering Project Manager may want to show that he or she was an Engineer for 5 years after college.

**How many bullet points for each job entry?** Use the power of highlighting and lowlighting. Use more bullet points for the entries you want to draw the reader to, and fewer entries if you want the reader to skip over the entry or skim it quickly. You can control the reader's eye by the amount of content you put in each entry.

**What about gaps in employment?** Try to smooth out gaps, but don't lie. It's okay to have gaps, actually. A smaller company will often find value in a return-to-work parent, a professional relocating to the area from time off to follow their spouse's career path, or in someone who took a few years off as a sabbatical or to care for an aging/ailing family member. Larger companies tend to be less forgiving.

**What if I don't have a degree?** You can still add an Education section and add any coursework or training you have taken. Please refer to the samples. If you have no education or training to speak of, it's okay not to include it. You are who you are, and your experience is valuable. Toward midcareer, in many cases education is matched by "equivalent experience". Again, smaller companies are more forgiving.

**Should I write a one page resume?** If you can, yes. As a rule of thumb, use a one page resume if you have less than 10 or more than 20 years of experience.

- **0-10 years of experience** - One page. Summarize your experience, and show momentum, your skills and include as much consistency to your career path as possible.
- **10-20 years of experience** - One page if possible, two pages if senior level. During this phase of your career, you are most likely to be using a resume to secure a promotion and move up in seniority. You will need two pages to show more detail about your accomplishments
- **20+ years of experience** - One page if possible. It becomes easier to retrospectively summarize your experience as you get past 20 years of experience and keep it to one page. Also, summaries can be very impactful. They are also easy to read, and easy to read resumes are resumes that work. If you are a highly technical employee or executive level, stick to 2 pages.

Don't be afraid to summarize. It's hard and it takes time, and even the best of us struggle with it. A good summary is always appreciated, and put at the top of the pile. Wouldn't you choose a one pager over a dense 3 pager?

"I would have written less if I had more time."  
~Mark Twain

**\*\*\*BONUS\*\*\***

**INSIDER RESUME TIPS THE PROFESSIONALS USE**

- Show progression in any way you can. Promotions, how you got the job (Promoted to..., Hired to..., Selected to..., Recruited to..., Chosen from a pool of 3 candidates to...)
- Use simple words, short sentences, and eliminate industry jargon and company specific “internal speak”
- Leverage the power of highlighting and lowlighting experience, based on its importance. If your experience is significant but it is the second or third entry on your resume, **LOWLIGHT** the first two job entries so the eye naturally sees the girth and importance of the **HIGHLIGHTED** job. This is especially important if you have a **BIG NAME** or **PEDIGREED COMPANY** on your resume (Google, Microsoft, Apple, Disney, or any company that is a leader in your particular industry).
- Once you have focused on your role or industry, then use the internet to research job descriptions to see what the market is looking for, what language to use, and what bullets you can use in your **KEY COMPETENCIES**
- For entries, put job title first, then company name. It shows momentum and it’s easy to read.
- Substantiate, substantiate, substantiate. Don’t include all of your experience unless it substantiates the focus of your resume. Make sure your resume describes only the experience that is relevant to where your summary says you’re headed.
- Add Interests, Professional Affiliations, or Certifications if there are any of significance. Don’t be afraid to combine these categories into one to save room.
  - Example: EDUCATION AND PROFESSIONAL AFFILIATIONS
  - Example: EDUCATION, ACTIVITIES, AND INTERESTS
  - Example: EDUCATION, CERTIFICATIONS AND VOLUNTEER ACTIVITIES
- If you were an athlete, include it. No matter what. Corporate America loves someone who can train hard, who is coachable, and who thinks competitively. You should also talk about those characteristics in an interview, and if you had a certain edge in a position, describe that. For instance, a soccer midfielder is someone who is very good at strategy, reading the field, knowing the positioning of the team, and using his/her resources the most effectively. They usually are excellent communicators as well. If you were a team captain, include that. Always include sports, even if it was 20 years ago.
- The top of resumes are usually read, then the body is scanned for layout, job titles and company name, and then the eye usually bounces to the bottom to read for something interesting. Put a talking point down there in the form of an interest, certificate, study abroad, volunteer activity, sport, or hobby. If you have sailed your family around the world, make sure you include it and don’t bury it – put it at the **VERY BOTTOM** so they can see it. You will want it to stand out.

## Formatting Tips

### **Margins:**

First Choice - Set margins to Normal

Second Choice - Set margins to Moderate

You don't want your margins to look too wide, or your resume will seem like you are just trying to cram as much into the space as you can.

Using pleasant margins may send a signal to the reader that you are confident in your experience, and you have thought carefully about how to present it to them on paper.

### **Spacing:**

First Choice - 11 point Calibri

Second Choice - 10.5 point Calibri

Third Choice - 10 point Calibri

It's tricky to get spacing right. If you need to remove a line, try to take the font size down on the empty lines between paragraphs to 8 point or even 5 point.

You will make up for a lot of space using this trick without having to widen your margins or bring your font down any lower than 10 point.

### **Fonts and Bullet Points:**

You can ask 100 resume writers these questions and you will get 100 answers. Calibri is it is a sans serif font that is easy to read. Serif fonts like Times New Roman or Bell MT are very common fonts, but they are serif fonts and are best for script that is meant to catch and hold the reader's eye in a book-reading or newspaper-reading style. The reader's eye can easily attach and detach or "bounce" around and browse the page for information.

This is why we use bullet points, too. They direct the reader's eye to where the important information is.



## Good luck!



Julie LaCroix, M.A. Ed. is a career counselor in private practice in Southern California serving adults of all ages with a specialty area helping young adults launch their careers into paths which lead to meaningful, rewarding work.

With a decade long business background in sales and trading for Merrill Lynch and Bloomberg, Julie launched a boutique recruiting firm to expand the emerging niche of electronic trading. After several years of success, she discovered that her own sense of purpose was firmly grounded in helping people find the type of work they were really meant to do.

She graduated from UC Irvine with a B.A. in Psychology, earned an M.A. in Educational Counseling from Azusa Pacific University, is a Board Certified Coach with the Center for Credentialing and Education, and holds the highest designation in the field, Master Career Counselor from the National Career Development Association (NCDA).

Julie obtained 6,000 hours of extensive advanced training beyond her Masters degree by securing both career and adult development emeritus scholars to train her on the complexities of integrating career choice with life happiness across the stages of adulthood.

She is the ongoing keynote speaker for Business 101 at Camp Pendleton, where she provides in-depth training for veteran and senior officers on career paths, entrepreneurship, and labor market research to facilitate their successful transition into the world of free enterprise.

Julie is a subject matter expert for the USC Institute for Creative Technologies to further the development of their virtual reality interview training experience. She is a national speaker to the NCDA on a variety of career topics, is published in a global academic career journal, presents to professional associations and Boards of Education on career development topics, and provides specialized corporate consulting services focused on onboarding and training Millennial workers.

She absolutely loves her career.



## **Appendix A**

### 10 Entry Level Resume Samples

1. Creative Assistant
2. Content Manager
3. Medical Sales
4. Human Resources Assistant
5. Program Coordinator
6. Event Coordinator
7. Supply Chain Associate
8. Sales Associate
9. Communications Intern
10. Hospitality Sales and Marketing

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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## CREATIVE PRODUCTION ASSISTANT / DESIGN INTEGRATION SPECIALIST

Recent college graduate with a degree in Architecture and a strong combination of technical and creative skills. Particular expertise planning and coordinating multiple aspects of complex creative projects, simplifying and streamlining processes, and building strong working relationships with creative teams and clients. Responsible and collaborative coworker ready to activate and accelerate the creative output of a talented design team.

### KEY COMPETENCIES

- Creative Production / Operations
- Layouts / Design / Concepting
- Coordination / Collaboration
- Planning / Sequencing / Timelines
- Creative Ideation / Brainstorming
- Storyboarding / Streamlining / Processes
- Exhibits / Designs / Event Management
- Adobe Creative Suite / SketchUp / CAD / Excel

### EDUCATION

B.A., Architectural Studies - XYZ University (2016)

- 2 years of creative academic focus on Theatre Production and Set Design
- French Language and Culture Studies -L'Université de Paris, Sorbonne (Summer, 2015)

### CREATIVE INTERNSHIPS AND EXPERIENCE

#### Architecture Internship – XYZ Architects

Summer, 2014

Supported design team with computer rendering, drafting, and delivery of presentation materials, meticulously prepared and assembled material boards and models, researched architectural projects and organized materials.

#### Stage Manager - University Theatre Company

2012 - 2015

- Production Stage Manager - First ever co-production presents *Columbinus* (April, May 2014)
- Scenic Designer - Act III Theater Group presents *Assassins, the Musical* (March 2014)
- Production Stage Manager - Theater Department presents *Fault Line* (May 2013)

### CLIENT AND ADMINISTRATIVE EXPERIENCE

#### Creative Sales Associate – XYZ Company

2017 - present

Contribute to visual merchandising, product layouts and staging, building strong relationships with luxury clientele and organizing all merchandise and inventory.

#### Brand Representative - XYZ Company

10/2016 - 8/2017

Launched flagship luxury skincare line to Nordstrom customers. Collaborated between XYZ and Nordstrom to ensure successful brand integration, and managed all sales, inventory and promotions.

#### Administrative Coordinator - XYZ Escrow and XYZ Real Estate

Summers, 2012 - 2014

Managed calendars and schedule for 50 agents, organized administrative and communications projects, planned events and managed ad hoc projects.

### CREATIVE INTERESTS AND PORTFOLIO

Architecture. Interiors. Experiences. Fashion. Theatre. Branding. Art. Travel. Cuisine. French Language and Culture.

*Extensive Creative Portfolio available upon request.*

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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## COMMUNICATIONS PROFESSIONAL / CONTENT MANAGEMENT / ARTS AND SCIENCES

Communications professional with strong creative and business writing skills and experience organizing and executing strategic communications in the Arts and Sciences. Particular expertise working diplomatically with a wide variety of professionals to extract key points, create and manage records, and maintain content libraries. Intellectual, pragmatic and creative with the ability to collaborate with artistic and scientific professionals.

### KEY COMPETENCIES

- Writing / Editing / Content Development
- SharePoint / Vintara / Slack / WordPress
- Data Libraries / Classifying / Cataloguing
- Document Management / SharePoint
- Cross Functional Collaboration
- Policies / Procedures / Organization
- Strategic Communications
- Time Sensitivity / Confidentiality

### PROFESSIONAL EXPERIENCE

#### **Associate Editor - XYZ Nonprofit Organization** **6/2017 - present**

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Upon completion of successful writing internship, invited to continue generating editorial content for this quirky nonprofit organization advocating Literacy issues via print and digital media channels and direct outreach.

- Streamlined and organized content repository and consistency of copy and images for major landing page
- Critique and select creative submissions for company's print journal for distribution to Literacy groups
- Edit and proofread numerous articles for accuracy, storyline, cohesion, tone and style
- Transcribe interviews for the CEO in meetings with authors, literary professionals, publicists, editors, and publishers and create polished summaries for online and print distribution
- Edit copy and design graphics for all reviews and create related web and social media posts
- Write copy for newly-launched fundraising program and research event venues

#### **Office Manager and Administrative Assistant – XYZ Inc.** **11/2015 - 1/2017**

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Performed advanced administrative duties for executives performing cancer research and testing.

- Monitored and maintained database of documentation for sales department to ensure schedules, vehicle documents and expense reports were completed, accurate and up-to-date
- Monitored legally required training for HIPAA, Blood Borne Pathogens, and Quality Control
- Catalogued and maintained extensive paper system of physical files and folders
- Assisted with planning ad hoc projects including regional meetings and town halls

#### **Content Manager - XYZ Inc.** **9/2011 - 11/2015**

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Recruited to create and manage content calendar, write and edit marketing copy for every product, and develop content for websites, ads, newsletters and other digital and print platforms.

### EDUCATION

B.F.A., Creative Writing with a concentration in Business Writing - XYZ University (2013)

### ARTS AND SCIENCES VOLUNTEER EXPERIENCE

4-H Club Member, Trauma Intervention Program Intern, Media Writer for the Orange County Children's Book Festival, Associate Editor for XYZ Center for the Arts and Staff Reader for XYZ Little Press

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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## **JUNIOR SALES ASSOCIATE / HEALTHCARE / MEDICAL TECHNOLOGY**

Recent college graduate with excellent speaking, persuasion and negotiation skills, a degree in Political Science, and a strong desire to secure a professional sales position in the growing field of EMR/EHR. Particular expertise explaining complex ideas in clear language and working directly with clients in a customer-facing role. Highly motivated self-starter, eager to contribute to a sales team by managing a territory and generating revenue.

### **KEY COMPETENCIES**

- Prospecting / Cold Calling
- Relationship Development
- Client / Customer Service
- Office Administration
- Negotiation / Persuasion
- Presentations
- Sales / Business Development
- Research / Analysis

### **EDUCATION**

B.A. Political Science - University of Montana (2016)

- Relevant Coursework: Public Speaking, Political Negotiations, Argument and Debate, Sociology of Human Interactions, Business Planning, International Relations

### **SALES AND ADMINISTRATION EXPERIENCE**

#### **Sales and Marketing Assistant - XYZ Company**

**3/2013 - 8/2013**

Pursued owner and was hired to assist with accounting and administrative projects for this medical billing review and software company.

- Researched prospective customers and compiled client presentation materials under the direction of VP of Marketing
- Answered all phones and directed clients to appropriate departments
- Organized client data for medical billing projects in Excel under direction of senior medical bill review specialist
- Developed comprehensive knowledge base of proprietary medical review program as per training with internal medical bill review specialists
- Performed all office administration and accounting support including filing, purchasing and office management and maintenance

#### **Sales Associate - XYZ Retail Store**

**6/2010 - 7/2011**

Networked with professional contacts to secure a customer-facing position in Sales and Customer Service as an integral member of the sales team's efforts to generate revenue and customer loyalty.

- Processed customers' transactions with a positive, helpful attitude and quality service
- Generated end of day accounting reports for management

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

## HUMAN RESOURCES ASSISTANT / RECRUITING COORDINATOR

Recent college graduate with a degree focused on Communication and extensive internship, athletic and professional experience coordinating and managing projects and organizing administrative processes. Strong coordination skills with proven ability to effectively communicate, organize and manage responsibilities between departments. Currently seeking an entry level Recruiting or HR Coordinator position.

### KEY COMPETENCIES

- Excel / Database Management
- Coordination / Liaising
- Interdepartmental Communication
- Client Relations / Conflict Resolution
- Documentation / Filing
- Outgoing / Incoming Phone Calls
- Transaction / Document Processing
- Payroll / HR Administration

### PROFESSIONAL AND INTERNSHIP EXPERIENCE

#### **Sports Manager - XYZ Games**

**2/2016 - 4/2016**

Managed the budgets, schedules, and marketing for 6 sports for a non-profit organization that focuses on large, multi-sport events and made over 100 cold calls to prospective donors to solicit donations.

- Centralized all paperwork in organized binders including waivers and insurance
- Created, updated and maintained databases in Excel to track data for hundreds of participants

#### **Team Manager - XYZ University**

**8/2015 - 5/2016**

Administrator for Women's Rowing team, coordinating between coaches, equipment staff and athletes. Developed interpersonal skills and an understanding of what motivates people to commit and perform.

- Performed new athlete orientation, escalated and resolved conflicts, organized and distributed equipment and uniforms, and created spreadsheets in Excel to track equipment use
- Hosted recruits and promoted the school through tours, dinners, and overnight stays and events

#### **Sales Associate - XYZ Department Store**

**Summers 2014, 2015**

Completed formal and comprehensive 3-day training to perform sales, customer service, returns, transactions, outgoing calls to customers, and merchandising to company standards.

- Acted as face of the company to customers, servicing their needs and gathering relevant data, and interfacing between HR, management and other departments to satisfy all customer needs
- Consistently exceeded selling goals and handled all customer issues efficiently and politely

#### **Administrative Intern - The XYZ Group**

**Summer, 2013**

Gathered and organized data in Excel to create detailed property profiles for clients including comps, location information, zoning, and any data relating to repurposing commercial properties.

### EDUCATION

B.A., Interdisciplinary Studies with an emphasis in Communications and Economics - XYZ University (2016)

- Scholar-Athlete Award, Women's Rowing Team (3 years), Student Manager of the Women's Rowing Team, and Member of the Student Athlete Advisory committee

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## PROGRAM COORDINATOR / HIGHER EDUCATION

Recent college graduate with a degree in Family and Human Services, experience managing student programs and a strong desire to establish a career in Student Services programming for a University, Study Abroad, or nonprofit student program. Particular expertise overseeing and managing staff and program elements to ensure the effective deployment of services. Responsible, thoughtful and thorough with the ability to actively listen to students and faculty to determine best course of action. Conversational Spanish.

### KEY COMPETENCIES

- Program Implementation / Management
- Communication / Community Outreach
- Program / Activities Development
- Creative Program Design
- Negotiation / Collaboration
- Scheduling / Department Coordination
- Presentations / PowerPoint
- Student / Nonprofit Programs

### PROGRAM ADMINISTRATION EXPERIENCE

#### **International Language Teacher - Escuela XYZ (Santa Maria, Spain) 1/2014 - 6/2014**

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Selected from 25 teachers to serve adult language learners ages 18 -70. Assisted in program development, service delivery, curriculum design, quality control, teacher training and leadership.

- Worked closely with School Director via daily meetings to ensure all program goals were met including the acceleration of students, skills of teachers, and quality of curriculum
- Developed curriculum, PowerPoints and in-class learning activities and collaborated with all teachers
- Performed 1:1 individual tutoring with 8 students with diverse ages and learning needs

#### **Programs and Activities Coordinator - XYZ Resort 5/2012 - 3/2013**

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Hired to propose, implement and manage ideas for new activities and guest programs leveraging the assets and amenities of the resort. Reported to Director of Recreation and oversaw 15+ programs and activities.

- Managed all ticketing, attendance tracking, scheduling, staff training, promotions and database
- Created new phone contact list to be used by guests in each room for easy access to programs
- Utilized SMS scheduling software to track, manage and report the activities of each guest
- Trained 3 incoming Concierge Associates and reached out to local businesses to create promotions

#### **Program Coordinator Intern - XYZ Boys and Girls Club 3/2011 - 5/2012**

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Hired as Intern to manage Teen Room, mediate student conflicts, lead groups and 1:1 counseling sessions.

- Created "Passport to Manhood," a 10 week program for adolescent teen boys on the topics of education, careers, sex education, substance abuse, self-esteem, personal wellness and leadership

### EDUCATION, ADDITIONAL EXPERIENCE, AND VOLUNTEER ACTIVITIES

B.A. Family and Human Services - XYZ University (2012)

- *Alternative Spring Break*, Youth & Community Development - Participated in the completion of new elementary school in Negril, Jamaica via the Holden Student Leadership Center
- *Study Abroad*, Universidad Nacional de Rosario, Argentina

500+ hours of volunteer training through various organizations including 1:1 with at-risk teens

Volunteer of the Month, Eugene Register Guard Newspaper (May, 2012)

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## **EVENT COORDINATOR / ADMINISTRATOR / ASSISTANT**

Junior Event Coordination professional with a degree in Communication Studies, strong administrative and coordination skills, and 3 years of experience at Disney interfacing with Special Event staff and guests. Highly efficient and resourceful Supervisor with the ability to prioritize and resolve issues quickly, plan methodically, and manage multiple administrative tasks in a fast paced environment. Currently seeking a professional position as an Event Coordinator or Administrative Support in New York City for a publishing, media or entertainment company.

### **KEY COMPETENCIES**

- Administrative Management
- Special Event Operations / Coordination
- Time Management / Scheduling
- Documentation / Filing / Organization
- Vendor Coordination / Public Contact
- Interdepartmental Communication
- Collaboration / Teamwork
- Resourceful / Efficient / Dependable

### **EVENT OPERATIONS EXPERIENCE**

#### **Walt Disney Company**

**2/2012 - 6/2016**

Progressively promoted 3 times to Supervisor with a focus on Special Events, responsible for overseeing the daily activities of up to 30 staff, resolving all guest complaints, and routing escalations to appropriate departments. Selected from elite group to complete "Disney College" Leadership Program.

#### **Guest Relations Supervisor (2/2016 - 6/2016)**

Played key role as Point of Contact and staff manager for Special Events up to 5,000 guests.

- Supervised team during attendance surge including Disney's 60<sup>th</sup> Anniversary, Grad Night, Make a Wish Foundation, and Corporate Events
- Managed accurate staffing and labor targets and ensured all staff followed special event procedures including break schedules, time records and special event training
- Acted as point-of-contact for all external event teams to welcome guests, conduct tours, and provide the overview of special perks, attractions and benefits of their special event

#### **Guest Relations Host and Tour Guide (11/2014 - 6/2016)**

Served as tour guide and hostess, maintaining communications with guests to meet their needs and provide a top-tier, VIP experience.

#### **Attractions Host (2/2012 - 11/2014)**

Interfaced directly with over 5,000 guests per day accessing the park for leisure and Special Events.

### **EDUCATION**

Bachelor of Arts, Communication Studies - XYZ University (2016)

- News Associate Intern: Shadowed fast-paced news environment, attended brainstorming meetings and shadowed production and camera crew

Mousters Degree, Disney College Program Leadership and Blended Learning Series - Walt Disney Co. (2013)

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## **ENTRY LEVEL / PROCUREMENT / PURCHASING / SUPPLY CHAIN ASSOCIATE**

College Senior completing a Business Administration degree with an emphasis in Supply Chain Management, and actively seeking an entry level professional position in Supply Chain, Procurement or Purchasing. Particular expertise performing high level analytical work under tight deadlines within teams and groups. Strong analytical, Excel and verbal communication skills with significant relevant coursework in Supply Chain Management.

### **EDUCATION**

#### **B.A. Supply Chain Management - XYZ University (expected 5/2017)**

- GPA: 3.11, Recipient of Provost's Gold Scholarship
- Squad Leader, XYZ University Marching Band (Trumpets) - 4 years
- **Relevant Supply Chain Coursework:** Procurement, Distribution Management, Global supply Chain Management, Enterprise Resource Planning/SAP, Project Management, Financial Accounting, Managerial Accounting, Micro/Macroeconomics, Management Information Systems, Business Data Analysis, Strategic Management

### **KEY COMPETENCIES**

- Data Analysis / Research
- Verbal / Written Communication
- Procurement / Supply Chain Analysis
- Teamwork / Collaboration
- Project Coordination / MS Project
- Supplier / Vendor Management
- Forecasting / Reporting / Excel / SAP
- Database Management / MS Access

### **WORK EXPERIENCE**

#### **Sales and Marketing Intern - XYZ Insurance Services**

**7/2014 - 1/2015**

Responsible for soliciting new clients via phone and in person meetings and performing all sales and marketing administration.

- Configured and utilized MailChimp to generate and track responses from marketing emails
- Wrote all email marketing copy and managed client information
- Performed customer support for recurring policies and renewals

### **RELEVANT ACADEMIC PROJECTS**

**Strategic Management Class:** Worked with John Smith of XYZ Co. to reshape their strategic plan; John Smith is a local entrepreneur in Waco, Texas

**Marketing Class:** Created a marketing plan for Oracle to help attract college students to sales jobs; worked directly with employees of Oracle to determine marketing needs via surveys



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## ACCOUNT MANAGER / JUNIOR SALES ASSOCIATE / AUTOMOTIVE

High performing sales and marketing professional with a degree in Economics and extensive experience coordinating Customer Success programs enabling sales teams to perform at an optimal level. Particular expertise engaging clients and communicating effectively and persuasively, with a strong desire to join a sales team and manage or support a territory. Former college athlete with high energy, focus and dedication to exceeding expectations and ensuring high quality delivery of services with optimal client satisfaction.

### KEY COMPETENCIES

- Sales and Marketing Programs
- Sales Reporting / Analytics
- Relationship Management
- Client Management / Coordination
- Cold Calling / Prospecting
- SalesForce / CRM / Databases
- Lead Generation / Follow up
- Communication / Team Collaboration

### PROFESSIONAL SALES AND MARKETING EXPERIENCE

#### XYZ Digital

10/2014 - present

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Promoted over 3 years to manage Customer Success programs for automotive dealers and OEMs.

#### Program Coordinator (6/2016 - present)

Support sales team with full responsibilities for the analysis, reporting, coordination and delivery of customer data, performance and key digital insights related to optimizing client programs.

- Develop reports and deliver key insights to major client (Toyota) and digital program teams
- Cultivate and sustain relationships with external third party providers of website digital advertising, internal strategy teams, and technical support to optimize the digital performance of OEMs and dealers
- Coordinate entire customer onboarding process from enrollment through activation

#### Website Content / CMS Author (8/2015 - 6/2016)

Authored and published content to Jaguar Land Rover tier I sites.

- Prioritized and processed client requests and returns, managed all writing projects with high quality, and communicated with outside agencies and internal teams for content and branding

#### Technical Support Agent and Team Lead (10/2014 - 8/2015)

- Interfaced directly with major clients including Porsche Cars North America, Bentley Motors and MMNA
- Utilized SalesForce CRM extensively to track and manage all customer interactions
- Supported technical support and sales teams with generating call reports and administration

#### Finance Manager - XYZ Automotive Group (Royal Oak, Michigan)

6/2014 - 10/2014

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Responsible for securing financing for eligible automotive consumers with responsibilities for managing administrative duties for reporting to State and coordinating paperwork within dealership.

- Presented consumers with warranty and protections available
- Completed Ethos training for selling aftermarket parts to consumers

### EDUCATION AND ACTIVITIES

B.S. Economics and Interdisciplinary Studies in Human Capital - Michigan State University (2014)

- Athletic Member and Vice President - Ski and Snowboard Team (2013)

Teacher - Pure Barre (2016 - present)

Competitive Skier and Snowboarder (2009, 2010)

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## COMMUNICATIONS INTERN / GOVERNMENT RELATIONS / REGULATORY AFFAIRS

Recent college graduate with a degree in Political Science and strong research, analytical and writing skills. Currently seeking a professional internship in a news organization or company focused on external client communications. Extensive experience developing stories, editing and writing, and researching angles for new publications. Content knowledge in free speech, laws and litigation, with the ability to interpret legislation for corporate industries.

### KEY COMPETENCIES

- Writing / Editing
- Excellent Vocabulary
- Content Development
- Research / Legislation
- Editorial Deadlines
- Creative Idea Generation
- Political / Social Topics
- Regulations / Compliance

### EDUCATION

B.A. Political Science - University of XYZ (2016, Honor Roll)

- Member, National Society of Collegiate Scholars, and invited to join Phi Beta Kappa
- 2011 National Merit Scholarship Commendation for high scores on PSAT
- Member, College Republicans (2014 - 2016)
- Vice President, XYZ College Group (2016)
- Participant, Model U.N. (2014 - 2016)
- Writer, <http://www.soc.xyz.edu/abcxyz> - Responded to inquiries, wrote 3 articles

### EDITORIAL EXPERIENCE

**Regular Opinion Writer - XYZ Campus Newspaper**

**2015, 2016**

Published 3 print articles and 12 online articles challenging norms on campus, advocating for free speech and due process, and stimulated campus conversations. Published articles include:

- *University's Free Speech Problem, The XYZ Parasite, Reexamining XYZ, The Demonization of XYZ Life, Yale, XYZ and Beyond: Have Protesters Lost Sight of XYZ?, Dissatisfaction with XYZ, Something about XYZ, The Failure in XYZ, SB-967 and the Underlying Problems with XYZ, Understanding the "Privilege" of the XYZ, The Wage Gap*

**Regular Opinion Writer - University Alternative Newspaper**

**2015, 2016**

Published 5 articles challenging norms on campus including: *Third Parties in XYZ, Third Parties in American Politics, Third Parties in American Politics, Third Parties in American Politics, Third Parties in American Politics.*

### WORK EXPERIENCE

**Community Outreach Specialist/Caller - University Annual Fund**

**9/2015 - 6/2016**

Cold called 200+ parties per day, pitched the benefits of giving, and maintained all records.

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## HOSPITALITY SALES AND MARKETING / SALES ASSISTANT

Junior professional with a Bachelors degree in Business Marketing, extensive experience in sales and customer service, and a very strong interpersonal communication skill set. Particular expertise connecting people and ideas to generate business. Positive, friendly and self-motivated with a strong desire to join a hospitality sales team.

### KEY COMPETENCES

- Sales / Business Development
- Client Onboarding / Retention
- Idea Generation / Brainstorming
- Relationship Management
- Key Account Management
- Sales Operations / Administration
- Personal / Professional Etiquette
- Sales Operations / Territory Management

### PROFESSIONAL SALES EXPERIENCE

#### **Trainer / Server / Bartender - ABC Restaurant** **11/2013 - present**

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Responsible for the onboarding and training all new employees on expectations, protocol and branding prior to any guest interaction to ensure a positive and consistent guest experience. Consistently recognized for generating highly loyal guests who patron the establishment due to exceptional service.

- Rewrote existing training program to improve standards and delivery
- Onboarded and trained over 20+ new employees to ensure quality of company standards are met through each individual interaction with guests
- Promoted hospitality brand to each guest and group, ensuring repeat business
- Generated thousands of dollars of repeat business from over 100 'regulars'

#### **Vice President of Purchasing - XYZ Recycling** **2/2011 - 11/2013**

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Hired by owner to manage and grow a large territory and turnaround an underperforming segment in Southern California. Responsible for managing key accounts, cold calling and prospecting, establishing new accounts and developing existing accounts into profitable business relationships.

- Increased sales by 73% within the first year
- Built strong customer relationships within major territory from Riverside to Orange County
- Helped management restructure business model based on customer feedback

#### **Head Trainer / Lead Facilitator / Server - XYZ Restaurant** **6/2010 - 2/2011**

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Responsible for leading training for all new hire staff and used extensive knowledge of menu and standards to help other coworkers exceed. Followed and implemented existing corporate training curriculum and developed over 100+ coworkers on proper standards of training new employees.

- Established classroom training focused on each food item, standards and steps of service
- Trained all new staff from each area restaurant, serving the training needs of 5 restaurants
- Trained current employees on service standards and food knowledge in classroom format

### EDUCATION

B.A. Business Marketing - California State University XYZ

## **Appendix B**

### 10 Professional and Executive Level Resume Samples

2 page: Art Director

2 page: Credit Risk Manager

2 page: Strategic Planning Manager

2 page: Business Development Leader

1 page: Corporate Event Planner

1 page: Contracts Manager

1 page: Financial Analyst

1 page: Digital Asset Manager

1 page: Product Manager

1 page: Sales Manager

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PORTFOLIO: <http://yourname.weebly.com>

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## **ART DIRECTOR / CREATIVE ASSOCIATE / STRATEGY AND DESIGN**

Creative professional with M.A. in Film and Electronic Technologies and extensive experience with creative technologies, architecture, set design, creative project management and a strong desire to join an Art Department supporting or leading creative projects. Particular experience leveraging current creative technologies to tell highly detailed stories and collaborate with teams to create strong themes. Highly creative, adventurous and able to incorporate traditional and fantastical themes into art, video, or creative projects of any kind while managing all administration and creative teams.

### **KEY COMPETENCIES**

- Project Oversight / Metrics / Engagement
- Art Direction / Coordination
- Team Management / Collaboration
- Strategy / Objectives / Approach
- Scheduling / Budgeting / Administration
- Presentations / Client Communication
- Writing / Storytelling / Scripts / Themes
- Video Production / Games / Fantasy
- Creative / Layouts / Design / 3D Modeling
- Photography / Graphics / Video / Sound

### **CREATIVE TECHNOLOGIES**

- Final Cut Pro X
- AutoCAD, Sketchup
- Content Management Systems
- Adobe Illustrator / Photoshop
- Mac OS / Windows OS /MS Excel
- DSLR Cameras
- Adobe Dreamweaver
- Adobe Soundbooth
- Final Draft
- Digital Stylus Artwork / IPAD / iOS

### **PROFESSIONAL CREATIVE AND ART LEADERSHIP EXPERIENCE**

#### **Manager, Hotel Design and Refurbishment - XYZ Cruises 3/2016 - present**

Promoted from Excursion Coordinator to coordinate and manage all space planning, furniture, accessories and finishes for major interior building and dry dock projects.

- Manage \$18M overall project budget, \$8M interior renovation budget, and all scheduling
- Synchronize all scope and scheduling with contractors, designers and executive management

#### **Art Director and Creative Lead - XYZ Institute 1/2015 - 11/2015**

Led the art, creative and marketing direction for startup business services company.

- Created, designed and implemented comprehensive Facebook ad campaign, built website and produced all graphics and illustrations for use in Facebook ads, video and web content

#### **Project Manager, Designer and Media Manager - XYZ Museum Architects 11/2013 - 1/2015**

Promoted to support the creation and installation of projects including the Art of Bugatti exhibit at the Mullin Automotive Museum and media management at the Petersen Automotive Museum.

- Created videos, produced audio interviews, edited archival race videos for use in interactive kiosk exhibits at the Art of Bugatti exhibit, and maintained comprehensive inventory in Excel

## ARCHITECTURE, 3D MODELING AND RENDERING EXPERIENCE

### **Architectural Associate - XYZ Architecture** **2007 - 2009**

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Hired to lead a final construction management team on a \$220 million senior living project to secure the closeout. Team included site crew and all subcontractors, and responsibilities included timeline, scheduling and budget. Additionally responsible for high level AutoCAD for permitting.

- Resolved major conflict between executive team using mediation, professional communication and leadership skills which resulted in an agreed upon strategic plan and improved culture

### **Architectural Associate - XYZ Architects** **2003 - 2007**

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Responsible for leading creative projects per specifications by formulating design concepts, client presentations, graphic renderings and project boards.

- Used AutoCAD extensively and oversaw all creative and office technology installation and use

### **Draftsman - XYZ & Associates** **1997 - 2003**

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Selected to provide extensive drafting and 3D modeling support and mentor architectural students in the proper use of AutoCAD Drafting programs.

## CREATIVE INTERNSHIPS AND APPRENTICESHIPS

### **Script Reader - XYZ Screenplay Competition** **9/2015 - 11/2015**

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Read 30 screenplays, provided constructive feedback to each screenwriter entrant, judged screenplay content and quality for competition.

### **Intern, Script Reader and Coverage Writer - XYZ Entertainment** **Summer, 2013**

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Read 50+ scripts and produced coverage reports in Word for Producer review.

### **Art Department Assistant - XYZ Movie Company (Washington, D.C.)** **Summer, 2012**

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Assisted in construction and purchase of props and sets for numerous movie scenes, produced graphics and drawings using Illustrator and Photoshop for use in filming, and dressed all sets.

- IMDB Credit: <http://imdb.to/xyz>

## EDUCATION

### **M.A. Film and Electronic Technology - XYZ University (2013)**

- **Teacher's Assistant, Intro to Communications (Spring, 2013)** - Mentored students in the creation of short film projects using Adobe Illustrator, Photoshop, Microsoft Office, video production, video editing, FCPX, and film photography good practices
- **Graduate Technical Assistant (2011 - 2013)** - Built theatre sets per specifications, designed set pieces, led installation teams, and trained students on set construction techniques (framing, welding, painting, propmaking, lighting etc.)
- **Web and Marketing Assistant, School of Communication (2011 - 2013)** - Created exciting and engaging video for major building renovation fundraiser, updated web pages and analyzed YouTube visitor metrics to improve viewer engagement

### **B.A. Theatre - University of Colorado (2002)**

- **Theatre Department Technical Assistant (2001 - 2003)** - Built theatre sets per specifications, designed set pieces, led installation teams, and trained students on set construction techniques (framing, welding, painting, propmaking, lighting etc.)

### **Certificate, Machine Drafting Technology - XYZ Community College (1996)**

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## SENIOR PROGRAM LEADER / CREDIT RISK ANALYTICS

Senior business leader providing solutions for developing, storing, retrieving and maximizing the reporting of credit risk across various domestic and global lines of business in the financial industry. Extensive practical experience developing credit reporting and analytical tools with the ability to leverage years of experience into the design, deployment and management of enterprise or system wide solutions. Strong technical skills with proven ability to communicate with senior leaders, technical and business staff to translate complex technical issues into business terminology.

### KEY COMPETENCIES

- Business Intelligence Technologies
- Database / Systems Architecture
- Technology / Business Management
- Enterprise Reporting / Analytics
- Credit Risk / Operational Analysis
- Staff Management
- Cross Functional Communication
- Adaptiv / Teradata / DB2 / Oracle

### ENTERPRISE ANALYTICS MANAGEMENT EXPERIENCE

#### XYZ Global Bank

1998 - present

Progressively promoted and selected within the highly matrixed departmental structures to apply core analytics and credit risk reporting skill set to lead teams designing and implementing business analytics tools across the enterprise.

#### SVP and Analytics Manager, Management Information & Analytics (2012 - present)

*Line of Business: Global Banking & Global Financial Institutions*

Responsible for leading business, support and technical staff of up to 8 within the International Group to deploy global credit analytics, data management and systems architecture solutions.

- Manage the production, monitoring and analysis of credit portfolio analytic packages within the international group to meet credit risk and analytics needs
- Manage daily information flow and relationships with various key staff in various departments to communicate on credit risk initiatives across all international lines of business
- Interface, report and collaborate with senior management at all levels including line of business, division and corporate levels
- Act as main point of contact for auditors and examiners to provide information on international data and reporting framework for Internal Audits, Risk Asset review, and Operational Risk and Compliance exams
- Develop, model and manage the international credit data mart for consolidation and integration into an enterprise repository
- Improved the efficiency and quality of analytics and reporting by researching and developing new credit analytics tools
- Reduced overall production time from 4 weeks to 16 days by modernizing the legacy data and reporting platforms for the Global Banking and Global Financial Institutions

### **VP and Manager, Country Risk Reporting (2011 - 2012)**

Report credit risk in all countries across business footprint, with responsibilities for developing the framework, databases and reporting methods to communicate credit risk to senior management.

- Owned and managed the country risk data mart and responded to all information requests from senior management and regulatory agencies
- Served as a sole, enterprise-wide resource for identifying and resolving data issues and driving departmental initiatives relating to country risk reporting
- Developed and implemented an analytic and reporting framework for meeting management and regulatory needs
- Collaborated with lines of business to determine credit risk needs, develop functional requirements, and plan and deploy solutions

### **VP of Risk Reporting Systems Architecture, Counterparty Risk Systems & Reporting (2010 - 2011)**

Responsible for evaluating new technologies for deploying data across XYZ Global Bank Securities.

- Collaborated with lines of business to develop requirements for new systems and data flows into reporting database
- Managed and tested enhancements as needed, and oversaw system changes
- Assisted with regulatory reporting requests, resolved Audit and Regulatory inquiries, and provided technical and business support to departments utilizing counterparty data

### **VP and Manager of Counterparty Credit Risk Reporting (ABC Bank, 2003 - 2010)**

Managed staff of 5 with responsibilities for maintaining Counterparty Risk Data Architecture and Reporting. Reporting included senior management portfolio analytics, limit and exposure management for various trading desks, counterparty limit and exposure data, and regulatory reporting requests.

- Built data warehouse for counterparty risk systems with business intelligence tools to simplify user experience extract better, more relevant data
- Manager for reporting component of major system conversion and consolidation of FX, derivative trading and counterparty loans
- Managed projects and liaised between wholesale lines of business
- Worked directly with external vendors to enhance data reporting platforms

## **PROFESSIONAL ANALYTICS EXPERIENCE**

**XYZ Global Bank**

**1998 - 2002**

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Risk Reporting Analyst (ABC Bank/XYZ Bank merger, 2001 - 2002)

Corporate Reporting Analyst (ABC Bank, 1998 - 2001)

## **EDUCATION**

B.S. Business Administration with a concentration in Finance - XYZ College

## **INTERESTS AND COMMUNITY ACTIVITIES**

Active in Chamber of Commerce, AYSO, Homeowners Associations activities and community-based projects including beach cleanups and homeless shelter volunteer work.



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## **DIRECTOR OF STRATEGIC PLANNING / CORPORATE BUSINESS DEVELOPMENT**

Strategic Planning professional with extensive experience assisting executive leadership teams in setting the overall direction for a company and driving corporate strategies throughout the organization and into new markets. Particular expertise liaising between strategy and action by uniquely analyzing data to determine undiscovered trends, opportunities and strategies. Positive, diligent and highly analytical with an outgoing, interactive style and strong teamwork, communication and collaboration skills.

### **KEY COMPETENCIES**

- Research / Data Analysis / Trends
- Strategic Planning / Business Modeling
- Cross Functional Collaboration
- Competitive Analysis / Business Plans
- Marketing Strategies / Positioning
- Strategic Sales / Operations Planning
- Product Innovation / Development
- Goal Setting / Attainment Strategies

### **PROFESSIONAL STRATEGIC PLANNING EXPERIENCE**

#### **Director of Strategic Development and Planning - XYZ Distributors**

**2015 - present**

Recruited to author corporate strategic plan and modernize all systems, processes and business development tactics. Responsible for developing company-wide operating business models, driving corporate strategy, performing detailed financial analysis to determine investment strategy, and diversifying brand portfolio.

- Wrote comprehensive corporate strategic plan and developed enterprise-wide business models
- Restructured brand offerings with multi-tiered strategy geared toward growth
- Created multi-pronged marketing strategy resulting in 10 new brand partners, preferred partner status, and a 25% increase in retail partnerships
- Restructured sales department, teams and training and led all business development efforts
- Streamlined company-wide processes, increased efficiencies and rebuilt company infrastructure
- Implemented CRM and inventory management software including field technology
- Balanced revenue by cutting our largest volume brand ratio in half, completed organizational break-even analysis and increased sales by over 300%

#### **Director, Research and Strategic Innovation - XYZ, Inc.**

**2007 - 2014**

Responsible for creating and managing multiple proprietary technologies designed to attract and retain agency clients, expand the agency's suite of services, and design recurring revenue structures across all lines of business serving Fortune 500 entertainment and hospitality brands.

- Analyzed multitude of potential business decisions to determine viability, product development initiatives, strategic goals and business model alignment
- Conducted cutting edge market research and analysis to discover niche product development opportunities based on voice of customer feedback
- Grew Client Solutions department to 10 offerings and broke even in first year of existence
- Increased client retention by creating high adoption rates with proprietary technologies
- Created recurring revenue structures across all product lines
- Developed custom solutions for clients such as Royal Caribbean, Hyatt Hotels, Caesar's Entertainment, InterContinental Hotel Group and Disney Theme Parks
- Client solutions included employee training, employee incentive programs, database-driven menu customization and creation, and personalized multi-channel marketing technologies

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**Sales and Marketing Strategy Consultant - XYZ Consulting****2004 - 2007**

Responsible for supporting SME's in instituting strategic planning and tactics.

- Conducted market research and analysis on multiple business lines and industries to determine business development opportunities and drive marketing and sales strategies
- Created product and service roadmaps, and planned and managed execution strategies
- Analyzed internal business systems and design process improvement strategies to maximize profit, market positioning and growth for clients

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**Business Development Manager - XYZ Federal Credit Union****2005 - 2006**

Hired to launch a new business initiative to extend membership footprint beyond XYZ employees.

- Expanded program to corporate business partners and created national sales and marketing strategy for program expansion into B2B markets, adding 1200 members
- Planned and executed all business development tactics and managed \$300k budget
- Analyzed proprietary marketing data to identify markets, competitors, and trends for implementing marketing campaigns

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**Manager, Strategic Planning and Business Development - XYZ Systems****2001 - 2003**

Promoted to leadership with Secret Clearance to work directly with product teams, perform strategic planning for division and manage entire program for PeaceKeeper II armored vehicle.

- Authored three annual strategic plans for each product category which established architecture for future investment, resource allocation, portfolio planning and mergers and acquisition goals
- Centralized and managed XYZ's corporate-wide internal, customer and market research surveys, saving entire enterprise an estimated \$1.2 million annually in market research costs
- Represented the strategic development process in Six-Sigma teams throughout departments
- Performed primary market research, created CRM, developed business plan architecture, and created all sales and marketing strategies, tactics, and collateral
- Received \$3+ million in funding to research, develop and launch complete product in one year
- Authored \$2 million/year sales and marketing business plan

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**Société Internationale de XYZ - London and Geneva****1998 - 1999****Project Director, Strategic Planning and Forecasting**

Promoted from college internship to create and develop new methods to input, calculate, track, display and forecast sales data for all international projects and products.

- Conducted extensive data analysis, voice-of-customer research and industry research to forecast product sales and create sales strategies for all opportunities over \$2 million

**EDUCATION**

B.S. Marketing with Honors (*cum laude*) - XYZ University (2001)

- Dean's List, Presidential Scholarship, Emerging Leaders Program, International Honors Society

**US COPYRIGHT**

XYZ™ Methodology - A specialized research method to determine a product or service's XYZ allowing users to accurately determine XYZ, XYZ and XYZ.

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## **STRATEGIC BUSINESS DEVELOPMENT / CHANNEL DEVELOPMENT / OPERATIONS**

Business Development professional with a strong history of building operations and infrastructure to onboard new technologies, processes and revenue streams. Particular expertise implementing all facets of new products and partners, with a focus on efficiency, technology, service and operations. Versatile leader with excellent relationship building skills and a comprehensive understanding of how to maximize a company's resources throughout the securities industry.

### **KEY COMPETENCIES**

- Business Development / Partnerships
- New Systems / Counterparty / Onboarding
- Implementation of Processes / Procedures
- New Business / Channel Operations
- Relationship Building / Presentations
- Product Launches / Revenue Streams
- Strategic Planning / Organization
- Project Implementation / Technology

### **PROFESSIONAL EXPERIENCE**

#### **XYZ Securities USA**

**6/2007 - present**

Progressively promoted through trading and lending operations to discover, design and implement efficient and streamlined trading systems and operations which maximizing the firm's resources and capitalize on new client potential and revenue streams.

#### **Director of Strategic Business Development and Chief Operations Officer (10/2014 - present)**

Responsible for managing high performance team of 15 professionals in IT and operations supporting the capture and implementation of new business development and internal technology strategies.

- Secured and managed two \$50MM treasury relationships with global custodians and settlement banks to optimize firm's capital, meet FINRA liquidity requirements, and provide trading desk guidance on investment risk, potential and trading opportunities
- Streamlined all client operations, treasury department, and risk and product control processes
- Played critical role as member of senior leadership to wind down \$2B of securities lending and derivatives positions, and presented sale of company to major investment managers, investment banks and private equity firms. Significantly minimized cash expenditures, maximized shareholder capital, and mitigated financial risk
- Implemented Basel III Framework on securities lending business to maintain LCR compliance and improve financial transparency to regulators, traders and executive teams
- Responsible for procuring exclusive Fixed Income Clearing Corporation membership to mitigate counterparty risk and capture new business with primary dealers; Prospected new business development relationships, made multiple presentations, and built STP tools to onboard new parameters

### **Head of U.S. Operations (10/2012 - 9/2014)**

Promoted to lead North American initiative to replace front office securities finance legacy system with enterprise solution and optimize securities financing initiatives that improved trading alpha. Managed a team of 10 operations employees based in Jersey City and Toronto.

- Decreased cost of funds by 50% by devising and implementing a secured funding facility
- Minimized costs and created reinvestment opportunities by creating cash forecasting tools to predict settlements for all assets and businesses, and reduce cost of carry
- Eliminated vendor contract and saved \$500K/year by working with internal teams to design, engineer and successfully implement a proprietary middle and back office clearing and settlement system

### **Trade Support Supervisor (11/2007 - 9/2012)**

Promoted to manage trade support team of 3 and manage proprietary trading operations for other departments including product control, quantitative risk, risk arbitrage, and delta one.

- Streamlined new trading strategies by implementing straight-through-processing systems including OMS implementation, FIX connectivity, OATS reporting, execution and clearing testing
- Mitigated credit risk by designing and implementing risk applications to monitor exposure and lending risk to counterparties in real time for all securities lending positions

### **Trading Desk Assistant (6/2007 - 11/2007)**

Supported full trading lifecycle including purchase agreements and sales, reconciliation, and communication between firms, prime brokers, and securities lending desk for short and long financing.

### **Junior Analyst, Sales Enablement - XYZ Equitable**

**4/2006 - 5/2007**

Provided portfolio, risk, and growth strategy information to wealth management sales teams to promote new business development, and supervised new client operations and account transfers.

## **PRIOR OPERATIONS AND BUSINESS DEVELOPMENT EXPERIENCE**

### **General Manager - XYZ Café and XYZ Restaurant and Lounge**

**2000 - 2006**

Networked with owner to secure position in popular restaurant. Selected to open second restaurant, build and oversee the physical construction; managed restaurant operations of both locations and launched 3rd store.

## **EDUCATION, CERTIFICATIONS AND LICENSES**

Bachelor of Science, Finance - University of XYZ (2004)

Candidate, CFA Level III – CFA Institute

FINRA Series 3, 7, 24, 27, 55, 63, 99

## **FINANCIAL INDUSTRY SKILLS, TECHNOLOGIES AND KNOWLEDGE AREAS**

- Microsoft Excel - Advanced (Macros and Bloomberg API)
- Sungard/FIS - Apex and Global One and Shadow Financial Suite
- Derivatives/Global Equities/Securities Finance/Fixed Income/Prime Brokerage/Treasury

## **COMMUNITY INVOLVEMENT**

Eagle Scout - Youngest ever Eagle Scout; Planned entire project to paint 150 fire hydrants in town

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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## **COROPRATE EVENT PLANNER / EMPLOYEE EVENT MANAGEMENT**

Corporate Events professional with over 10 years of experience as a corporate business partner to key managers in the areas of event planning, program management and human resources. Comprehensive understanding of facilitating all aspects of meeting planning including budgeting, site selection, vendor management, negotiation and contracts, internal marketing, staff selection and onsite management. Particular focus on developing and implementing events and programs designed to achieve strategic, business and operational goals.

### **KEY COMPETENCIES**

- C-Level Communication
- Vendor Management
- Budget Management
- Special Committees
- Venue / Site / Menu Selection
- Entertainment / Theming / Branding
- Event Operations / Logistics
- Recruiting / Event Staffing
- Crisis / Conflict Resolution
- Negotiation / Contracts

### **PROFESSIONAL EXPERIENCE**

**XYZ Corporation, U.S.A.**

**4/2004 - 8/2016**

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#### **HR Business Partner (5/2013 – 8/2016)**

Progressively promoted through all levels of staffing, talent management and program leadership. Full responsibilities for collaborating directly with executive management to develop internal programs and events reflecting the corporate brand, strategy and goals.

- Led the Employees Activities committee for 4 years with responsibilities for managing \$75K budget and all employee events.
- Selected all venues, performed site checks, designed menus, entertainment and theme, selected and managed vendors, and collaborated with internal management and external teams to ensure event elements aligned with strategic goals
- Performed onsite event management including event operations and logistics, and addressed and resolved all conflicts and crises
- Participated in racing launch and team kickoff events with responsibilities for theming the event, selecting site and menu, booking photographers and videographers and providing onsite management
- Member of planning committee for Employee Longevity celebration event for 250+ employees
- Advised senior leadership on events and talent management to divisional strategic planning and training needs
- Designed and implemented enterprise-wide programs including performance management, internship programs and employee referral programs
- Provided extensive leadership regarding employee relations, conflict resolution and crisis

### **EDUCATION AND ADDITIONAL EXPERIENCE**

A.A., XYZ University (1994)

Marketing and Administrative experience with XYZ Brokerage and XYZ Trust Bank

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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## **DIRECTOR OF CONTRACTS / SENIOR CONTRACTS ADMINISTRATOR**

Strategic Contracts professional with MBA and extensive experience closing significant business deals by building effective working relationships with clients, negotiating pricing and terms, and integrating all contracts within corporate framework requirements. Particular expertise communicating effectively, accurately and professionally with internal and external stakeholders to ensure contracts achieve desired results and are completed. Team-focused, collaborative and responsive with a comprehensive understanding of subcontracts, business operations, relationship management, and contract complexities.

### **KEY COMPETENCIES**

- Negotiation / Communication
- Relationship Building / Problem Solving
- Client Service / Stakeholders
- Pricing / Terms / Scope / FAR / DFARS
- Contracts Administration / Government
- Subcontracts / Purchasing Agreements
- Change Control / Renegotiation
- Leadership / Staff Management

### **PROFESSIONAL EXPERIENCE**

#### **Director of Contracts - XYZ Composites**

**7/2014 - present**

Responsible for directing all contracts activities including negotiations, administration, and internal communication to ensure contracts are finalized within corporate and deal structure.

- Collaborate closely with sales, marketing and program management teams to lead proposal pricing so all proposals are responsive to customer, contractual, and regulatory requirements
- Increase profitability for negotiated contracts by implementing structured negotiations
- Reduced contract review time 20 days to 5 days by implementing lean practices
- Acted as Trade Compliance Officer for the site to support import and export activities

#### **Vice President, XYZ Technologies, Inc.**

**1/2001 - 07/2014**

Promoted to direct all contract negotiation and administration for the company, leading a team of 8 contract professionals and administration support staff with a focus on results and responsiveness.

- Acted as key relationship manager to major customers to expand business opportunities
- Reported to CEO, and instrumental in growing revenue from \$3.5M to \$30M
- Supported the company's strategic and tactical plans for new business and customers
- Facility Security Officer for the company and responsible point of contact for Trade Compliance

### **EDUCATION AND PRIOR PURCHASING AND SUBCONTRACTS EXPERIENCE**

M.B.A. - XYZ University

B.A., Business Administration - California State University XYZ

APICS Certification Courses - California State University XYZ

Prior experience in Purchasing and Subcontracts at Orbital/ATK, Northrop Grumman, Aerojet and Rockwell

Your Name

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## **FINANCIAL PLANNING AND ANALYSIS / FP&A / FINANCIAL ANALYST**

Financial Analyst with 6 years of progressive experience performing financial analysis, cost analysis, and high-level administration with a focus on reporting and recommending strategies on cost, allocation, and pricing. Particular expertise analyzing, forecasting and planning business, product and financial scenarios. Intelligent, insightful, and organized with a strong ability to research, utilize and incorporate relevant information to support data-driven decision making.

### **KEY COMPETENCIES**

- Financial / Cost Analysis
- Trends / Market Analysis
- Statistics / Calculations
- Growth Rates / Projections
- Excel / Word / Analytics
- Sales Analysis / Statistics / Calculations
- Presentations / Public Speaking
- Problem Solving / Critical Thinking

### **PROFESSIONAL EXPERIENCE**

**United States Department of XYZ**

**10/2010 - present**

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#### **Contract Cost and Pricing Analyst - XYZ Contract Management Agency (6/2014 - present)**

Selected to leverage auditing experience to support the cost and pricing analysis of major contracts with Northrop Grumman and Boeing.

- Review and analyze all cost elements for major proposals according to accounting standards and regulations
- Review forward pricing rate proposals and agreements for accuracy and compliance
- Support contract negotiations by reviewing submissions for cost claims and developing price and cost recommendations
- Prepare reports on overhead rates for engineering, procurement and G&A
- Monitor quarterly cost reports to recalculate proposals based on rate fluctuations

#### **Auditor - XYZ Contract Audit Agency (10/2010 - 6/2014)**

Recruited from XYZ University to audit major contracts with Boeing with primary responsibilities including researching and analyzing all contract elements for accuracy, rate and cost fluctuations, and compliance.

- Analyzed direct/indirect cost elements including labor, material, travel, compliance, and G&A
- Wrote audit reports for forward pricing proposals and incurred costs for a \$4.8B contract
- Performed numerous statistical sample analyses to assess inherent risk, control risk, etc.
- Reviewed rates for engineering, subcontractors and analyzed profit margins
- Ensured compliance with accounting and proposal standards for all major contracts

### **EDUCATION**

Masters in Public Administration with a specialization in Financial Management - XYZ University (2013)

- GPA: 3.93, Member - Golden Key International Honor Society and Pi Alpha Alpha Honor Society
- B.A. Business Economics with an emphasis in Accounting and Sports Management - XYZ University (2010)
- Member, Sigma Pi Fraternity and Member, Brotherhood Activities Committee

# Your Name

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## VISUAL / DIGITAL ASSET MANAGER / DESIGN PRODUCTION MANAGER

Visual Asset Manager with extensive experience coordinating and managing the entire visual asset library used in the production of integrated marketing campaigns for agency clientele. Particular expertise working cross functionally between design teams and marketing teams to optimize, coordinate and integrate the use of visuals into marketing initiatives. Strong combination of business and design skills, with excellent professional communication skills and the ability to streamline and manage extensive visual asset repositories.

### KEY COMPETENCIES

- Visual / Digital Asset Management
- High Detail Orientation
- Classification / File Archiving
- Data Storage / Retrieval
- File Optimization / Streamlining
- Tech Packs / Specifications
- Adobe Creative Suite / Design
- Hubspot / WordPress / HTML
- Coordination / Communication
- Magento / eCommerce / SEO

### PROFESSIONAL DEVELOPMENT

#### **Visual Asset Manager - XYZ Solutions**

**2012 - present**

Recruited to direct and manage over 10,000 digital assets for web, print and social media campaigns. Responsible for collaborating with creative teams to determine optimal use of visual assets across all stages of campaigns from initial creative conceptualization through final website and campaign launches.

- Direct and manage the use, storage, organization, retrieval, archiving and quality of all visual assets
- Manage and maintain web content, visuals and copy across multiple marketing and digital platforms using Hubspot, Wordpress, Magento and HTML
- Collaborate with internal creative and business teams to determine the optimal use of visuals
- Work directly with internal teams and clients to understand campaign objectives, company positioning and service offerings, and select visual assets for each client campaign theme across all digital platforms
- Meet with clients to determine system requirements for integrating eCommerce with new or existing marketing software platforms

#### **Production Coordinator - XYZ Screen Printing, LLC**

**2011 - 2012**

Selected to coordinate the production of all jobs, manage tech packs and job specifications, and perform graphic design duties as needed. Responsible for delegating and managing production jobs for 4 screen printing machines and overseeing a production team of 12 employees.

- Support design production teams by creating and managing tech packs with detailed specifications for each job, performing color separations using Illustrator and Photoshop to ensure print quality and detail, and coordinating all aspects of art detail and quality for film, screen and ink production

#### **Sales Associate and Merchandiser - XYZ Apparel**

**2007 - 2011**

In college and during summers, performed retail sales and merchandising at this boutique apparel store.

- Managed inventory levels, performed weekly stock counts, analyzed style trends, assisted buyers, provided customer service, and worked with vendors to promote point-of-purchase sales

### EDUCATION

B.S. Business Administration - California State University, XYZ (2011)



# Your Name

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## PRODUCT MANAGER / SALES ENGINEER / PRODUCT SPECIALIST

Versatile technical sales and product specialist professional with extensive experience providing product expertise to sales and distribution teams, internal manufacturing staff, and directly to clients.

Particular expertise building comprehensive inventory knowledge quickly and resolving customer inquiries, solving operational issues and creating and managing inventory tracking systems. Highly energetic and positive with excellent problem solving skills and a strong desire to support a small business or unit with expert product knowledge and sales operations experience.

### KEY COMPETENCIES

- Product Management / R&D
- Product Expertise / Specifications
- Distribution Management
- Passive Electronics
- Technical Sales Operations
- Client Service / Communication
- Technical Sales / Data Sheets
- Inventory Management / Tracking

### PROFESSIONAL EXPERIENCE

#### XYZ Corporation

1995 - 2017

XYZ Corporation is a manufacturer of XYZ widgets and was sold in 2017. Promoted through multiple departments as product expert in support of sales and go to market strategies. Responsible for managing 3 components divisions, company-wide sales engineering and product management.

#### 2007 Product Manager and Technical Sales Engineer

Promoted to customer-facing role to provide technical product support to major contract manufacturers, OEM's, design engineers and distributors of XYZ products.

Architected an industry leading part number-specific cross-reference database of 4 million for all manufacturers across XYZ industry.

Managed multiple operations functions to streamline product information and delivery.

#### 2003 Product Manager - XYZ Division

Selected to manage XYZ filters division supporting the sales and distribution growth from \$500K to \$1.2M. Created product specifications, collaborated with R&D to develop custom products to support OEM requirements, and provided engineering and customer support to distribution sales teams.

#### 2000 Product Manager - XYZ Division

Promoted to run the sales and distribution of existing product division of Inductors. Wrote go-to-market strategy, created product specifications, and provided engineering and customer support to distribution sales teams generating \$1.2M in revenue.

#### 1996 Product Manager - XYZ Components

Promoted to develop business plan to launch new unit; Grew division from 0-\$1M, designed and managed all operations and distribution; Created data specification and sales documents to support sales channels.

#### 1995 Commodity Specialist

Hired to develop domestic quick-turn sourcing procurement base; reduced lead times from 10 to 2 weeks.

### EDUCATION

3 years of coursework in Political Science - California State XYZ University (1992 - 1995)

# Your Name

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## VP SALES MANAGEMENT / BUSINESS DEVELOPMENT

Business development and strategy specialist with extensive experience developing new channels, partnerships and marketing strategies which directly result in increased revenues, improved brand image and repeat clientele.

Particular expertise creatively pursuing and persuading new business partners using target marketing, presentations, and marketing and web tactics that streamline the capture and conversion of clients. Excellent at planning sales and marketing strategies, and streamlining operations to support campaign initiatives.

### KEY COMPETENCIES

- Sales / Business Development
- Client Operations / Lead Generation
- Communication / Networking
- Streamlining / Efficiency
- Digital / Marketing Tactics
- Presentations / Persuasion
- Inbound / Web Marketing
- Hiring / Training / Onboarding

### PROFESSIONAL EXPERIENCE

#### **VP Business Development and Operations - XYZ Loans, LLC** **10/2012 - present**

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Senior leader responsible for seeking new business opportunities, partners and channels with a focus on driving new revenue, representing the firm to the industry, and planning the company's sales and marketing efforts.

- Kickstarted revenues from zero in 2012 to \$19 million in four years by planning and implementing business development, web and marketing campaigns
- Streamlined client acquisition process from 8 days to 2 days by completely transforming client approval process from manual to an online mobile platform with connectivity to Salesforce CRM
- Grew annual revenues by 92% YOY on average for last 3 years
- Manage business and client operations including streamlining processes for onboarding, loan servicing, resolving escalation issues, and manage 4 administrative direct reports
- Developed and continually manage a strong network of industry partners which generate a referral engine and repeat clients
- Redeveloped company brand including logo, collateral, copy, colors, and web content and layout
- Network at industry events, conferences and large private meetings to promote brand
- Made sales presentations to groups of over 100 investors throughout California

#### **Office Manager - XYZ & Associates** **11/2010 - 4/2011**

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Responsible for managing administration for small family office including monthly reconciliations for over 200 accounts. Managed all financial accounting, administration, vendors, facilities and client communication.

#### **Executive Assistant - XYZ Logistics, Inc.** **11/2008 - 11/2010**

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Supported C-level and senior level executives with negotiating vendor contracts, improving work flows, streamlining operations, managing databases, and working under strict confidentiality and deadlines.

#### **Office Manager - XYZ Technologies, Inc.** **1/2004 - 1/2006**

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Maintained and improved office operations including accounting, customer service, quoting, databases, and HR.

### EDUCATION

B.A. Social Sciences with a concentration in Human Resources and Psychology - XYZ State University (2007)



Step 4:  
Cover Letters

***“To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness.” - John Dewey***

## INTRODUCTION



Thank you for purchasing the Cover Letter Curriculum. It is intended for professionals of all ages who are ready to start a job search to launch, establish or advance their career.

I highly recommend you read the curriculum and review the samples before completing the worksheets. The samples will help you visualize how your cover letter should look, and assist you in formulating your own content.

How you format your cover letter is just as important as the content you include. I know if you read the entire curriculum and review each sample, you will feel great about your cover letter and it will open doors for you.

The two most important things to remember about writing a cover letter are:

TELL A STORY

and

PRESENT YOUR SKILLS.

Beautiful things are nice to read, and simple stories are easy to understand. I hope this curriculum makes writing your cover letter easy and fun. Good luck.

Sincerely,

A handwritten signature in black ink, appearing to be "Julie LaCroix".

Julie LaCroix, M.A. Ed., M.C.C.

## Do you even need a Cover Letter in today's job market?

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YES! Some companies still ask for them, and some don't. Some hiring managers expect them, and some refuse to read them. What's important about the cover letter is that you write one, and you write it for yourself.

- First you deconstructed your skills, education and experience.
- Then you reconstructed those elements into a resume.
- Now it's time to tell your story.

The cover letter is YOUR STORY. It's your final document, summarizing and storytelling your career path and how your education and experience substantiates it.

If you write your story, memorize your story, and talk about your story in networking and interviews, you will make a strong impression. Stories sell, and just like we engage with a story that makes sense and holds our attention, a hiring manager will engage with you if you tell your story.

The cover letter brings your resume to life, shows a little about your personality, and a lot about what you know you can do for their company.

### THE HARDEST PART

The hardest part of writing anything is the first sentence, and the same is true for cover letters.

### BUILDING BLOCKS OF A COVER LETTER:

1. First sentence - Introduce yourself and show momentum
2. Opening paragraph - Give an overview of your background
3. Second paragraph - State your career objective and present your qualifications
4. Skillset #1 - Name the skill and substantiate
5. Skillset #2 - Name the skill and substantiate
6. Skillset #3 - Name the skill and substantiate
7. Closing paragraph and call to action

### TIPS:

- Edit for spelling, errors in grammar, vocabulary and sentence structure
- Use a clear format with an introduction, focus statement, bullet points, and call to action
- Don't write a standard cover letter - be interesting
- Don't write too much - it won't get read

## FREQUENTLY ASKED QUESTIONS

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### WHAT IS THE RIGHT FORMAT?

The right format is easy to read, short but informative, neat and organized, and includes bullet points.

### WHAT IS THE POINT OF THE COVER LETTER?

Aside from telling your story, it's a way to give the reader a little insight into who you are, your personality style, and what you think your top strengths are. Sound different, not the same as everyone else. Don't try to write a cover letter that follows a standard template – it won't be effective! Be unique and original, and pack your cover letter with skills. You must show what you can do for them.

### WHAT TO INCLUDE:

- Momentum showing where you came from and where you are going
- Your stated career trajectory
- The skills you bring to the table
- A reason for them to contact you and a friendly invitation to connect

### WHAT NOT TO INCLUDE:

- Standard phrasing that everyone uses such as "I'm open to anything" or "I am looking for a company that can utilize my skills and advance my career"
- Excessive information about your life/work history and your passion for fill-in-the-blank
- Too much industry jargon, or dry language – you want to be descriptive and interesting, and show how you are unique

### DO I NEED TO CUSTOMIZE EVERY COVER LETTER FOR EACH JOB OPENING?

If you write a general cover letter following this curriculum's format, you should only have to customize the address and perhaps insert a sentence naming the job title you are applying for. When you write cover letters from the inside out, you are writing about your skills and career trajectory. You only need to focus it on the company. The details shouldn't change much.

If you are highly interested in a specific job and want to really add value in your letter by addressing specific things you know about the company or items in the job description, then take the time to do that.

I recommend using the 80/20 rule: 80% of the time you shouldn't have to customize it much, 20% of the time you could.

### INSTRUCTIONS:

Refer to Appendix A for entry level examples and Appendix B for professional and executive level examples. Use the worksheets on the following pages to build your cover letter.

## Cover Letter Worksheet

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**First sentence – Show momentum and introduce yourself:**

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**Opening paragraph – State your career goal:**

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**Second paragraph – Describe why you are interested, qualified, and competitive for the role:**

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**Skillset #1:**

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**Skillset #2:**

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**Skillset #3:**

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**Closing paragraph and call to action:**

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## Good luck!



Julie LaCroix, M.A. Ed. is a career counselor in private practice in Southern California serving adults of all ages with a specialty area helping young adults launch their careers into paths which lead to meaningful, rewarding work.

With a decade long business background in sales and trading for Merrill Lynch and Bloomberg, Julie launched a boutique recruiting firm to expand the emerging niche of electronic trading. After several years of success, she discovered that her own sense of purpose was firmly grounded in helping people find the type of work they were really meant to do.

She graduated from UC Irvine with a B.A. in Psychology, earned an M.A. in Educational Counseling from Azusa Pacific University, is a Board Certified Coach with the Center for Credentialing and Education, and holds the highest designation in the field, Master Career Counselor from the National Career Development Association (NCDA).

Julie obtained 6,000 hours of extensive advanced training beyond her Masters degree by securing both career and adult development emeritus scholars to train her on the complexities of integrating career choice with life happiness across the stages of adulthood.

She is the ongoing keynote speaker for Business 101 at Camp Pendleton, where she provides in-depth training for veteran and senior officers on career paths, entrepreneurship, and labor market research to facilitate their successful transition into the world of free enterprise.

Julie is a subject matter expert for the USC Institute for Creative Technologies to further the development of their virtual reality interview training experience. She is a national speaker to the NCDA on a variety of career topics, is published in a global academic career journal, presents to professional associations and Boards of Education on career development topics, and provides specialized corporate consulting services focused on onboarding and training Millennial workers.

She absolutely loves her career.

## **Appendix A**

### 10 Entry Level Cover Letter Samples

1. Client Service, Environmental
2. Compliance Analyst
3. Production Assistant
4. Marketing Research Associate
5. Junior Operations Assistant
6. Marketing Associate
7. Accounting Intern
8. Human Resources Coordinator
9. Junior Project Manager
10. Supply Chain Associate

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

After graduating in June with a degree in Environmental Studies, I was fortunate to secure a professional internship with an environmental consulting company, assisting with a variety of environmental compliance projects.

At this time in my career, I'm excited to leverage my academic and professional experience in the environmental field to a position where I can manage client relationships on a technical and business level. I have a solid understanding of environmental concepts including stormwater, runoff and drought, and have built advanced client service skills. I believe I can add value to your team in the following ways:

- **Client Project Coordination** - I have excellent planning, management and organization skills, along with strong teamwork abilities. I have planned and coordinated several community service days, camping trips, outdoor adventures, and group projects.
- **Environmental Science Vocabulary** - I can clearly communicate with your clients on environmental projects. Through academics and internships, I have developed advanced GIS and participated in extensive fieldwork in college where I learned the tools and techniques for gathering samples, recording data, using instruments, measuring runoff and water flow, surveying distances, and calculating water volume in nature.
- **Superior Client Service** - With almost 4 years of consecutive experience delivering outstanding customer service for one of the nation's most beloved brands (In-N-Out Burger), I can be trusted to deliver quality. I am responsive, communicate well, and work effectively with clients.

If you are looking for a professionally trained Account Manager or Client Service Specialist who understands your industry and enjoys providing quality service to your accounts, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to speaking with you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

For the past 3 years, I have been supporting a busy legal team as a Paralegal, with a specialization in creating and extensive system of spreadsheets to track, manage and monitor case information about our major clients who are Fortune 10 automakers. I am familiar with warranties, trade secrets, policy and procedure manuals, purchase and lease agreements, and how each of these legal elements must be analyzed to ensure compliance with State and Federal laws and industry guidelines.

At this time in my career, I'm excited to leverage my legal experience into a Compliance Analyst position, supporting a corporate legal team with database management, legal research, auditing, and compliance relating to policies and procedures. I hold two Bachelors degrees in Political Science and Literary Analysis from UC Irvine, and have built professional legal writing, analysis and research abilities. and offer you the following skillsets:

- **Spreadsheets and Documentation** - I am excellent with spreadsheets. I was tasked with transforming our office from a manual documentation process to a technology-based platform. I have inputted and organized extensive client and case data into an easy-to-use structure, and have successfully transitioned our firm's data to a retrievable, usable, and highly organized system.
- **Compliance and Auditing** - If there are mistakes, inconsistencies, or inaccuracies, I can find them. I am an excellent auditor, editor and researcher, and can be trusted to ensure your documents, policies and procedures are within the legal and structural framework for your projects.
- **Writing and Analysis** - I hold a degree in Literary Journalism, and am excellent with grammar, word use, and professional writing comes naturally to me. I enjoy drafting documents, summaries, responses, briefs, filings, or any supplemental documents.

If you are looking to add a qualified, organized and analytical Compliance Analyst to your team who is personable, responsible, and dedicated to quality, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

I never settle for less and improvement is a constant. As a recent college graduate with a degree in Journalism, I bring a strong track record of promotion, responsibility and industry knowledge to you as I pursue my next role in News, Magazine, or Events.

While still in school at XYZ University, I was promoted from News Intern to Assignment Editor, where I managed all web and social media for KXYZ9, an ABC regional affiliate. Following my graduation in May, I was again promoted to Head Assignment Editor and Web Producer due to my proven ability to produce high-quality content in a high-pressure and fast-paced newsroom. I now write scripts, assist in producing shows, and maintain all social media, and offer the following to you:

- **Coordination and Project Management:** I am responsible for managing a team of 25 reporters and photographers.
- **Content Development:** I write approximately 20 local news, sports, entertainment and lifestyle stories a day for KGUN9.com. I understand what stories need to be told, who wants to hear it and why, and can develop stories quickly and with high quality.
- **Promotions, Public Relations and Digital Marketing:** Through social media tactics and marketing campaigns, I engage our followers on all social media accounts, resulting in driving clicks and additional viewership. I have a record for reaching over 100,000 people a post through my social media strategies.

My experience spans production of fashion, entertainment, and lifestyle segments, and I've worked for some of the highest quality news outlets in New York and Los Angeles. If you are looking for a qualified Production, Content or Marketing Coordinator who adds positive energy, creativity, and continual, aggressive hard work, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As a recent graduate and collegiate athlete, I hold a degree in Sports Management, a minor in Business Entrepreneurship, and extensive internship experience researching and activating sales opportunities.

At this time in my career, I am excited to launch my career as a Market Research Analyst or Research Coordinator. I am fascinated by how businesses work and grow, and have read a substantial amount of sports, business and military biographies, enjoy researching and gathering information, and am able to tie the demands of today's consumer into actionable marketing ideas. I offer the following skills:

- **Demographic Research** - In college we used the LexisNexis database to gather consumer data and I am familiar with research strategies and methods. I enjoy looking for information about products, consumers and companies that enables the sales process.
- **Qualitative Research and Surveys** - I have direct experience working with consumers. I have cold called, knocked on doors, built relationships with business owners, and engaged with consumers on social media. I know how people buy, and have experience asking the right questions to extract information about buying behavior.
- **Business Planning and Strategy** – Through academics, athletics and entry level jobs I've developed strong strategic thinking skills. My athletic position as Attacker was to plan a course of action given variables in a fast moving environment and make good decisions quickly based on sound judgment.

If you are looking for a motivated junior professional with the research, business development and strategic thinking skills to enable sales in new markets, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

I am an entry-level professional holding a degree in Liberal Arts and am currently enrolled in the UC Irvine Applied Project Management Certificate Program. I am excited to launch my career assisting a construction or development team, ensuring project operations run smoothly.

As a collegiate athlete, I was a Punter for Northern Illinois University. Kicking is an interesting sport because it forces the development of an individual to focus on process, method and systematic improvement. Because of this training, along with my lifelong interest in construction, I have chosen Construction Project Management as a career path and offer you the following skills:

- **Teamwork and Collaboration:** I was voted Team Captain of one of my college teams, and have a reputation as approachable, friendly, and focused on the team's advancement. I build strong working relationships, encourage others around me, am responsive, and take my work seriously. I truly enjoy working on a team as a member, leader, or participant at any level.
- **Process Management:** I've always focused on having a strong process for completing projects, improving my skills, or advancing the performance of my student athletes. I am diligent, organized, and methodical in my approach to any task.
- **Stabilization and General Management:** I have a calm temperament, which has worked well for me in athletics with tough coaches and headstrong players, and also in my past jobs where strong personalities have been abundant. I remain calm under pressure, focused, and can work collaboratively within demanding environments to keep people focused and on task.

If you are looking for an entry- or junior-level Operations Assistant to support your projects, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As a recent college graduate with a degree in International Business, I've gained extensive experience in Management and Business Development with a major US retailer, and I'm now ready to focus my management skills specifically on Marketing in a professional organization.

Currently I am seeking a full-time professional position in Marketing with a growing company who is looking for someone who can:

- **Identify Opportunities:** I have creative skills and at the same time, am highly organized. This combination helps me work with a variety of people, and integrate and launch new ideas from both the creative and the business sides of a product line.
- **Develop new ideas:** My creative side loves to find new and innovative ways to address team motivation, customer service or any facet of delivering a better product with a bigger smile. I've developed many incentive programs for both employees and customers, which have been successful, and ultimately adopted by our Regional Office.
- **Get the work done:** I am extremely driven, and focus on managing my time and resources at all times. Being effective is very important to me, which means immaculate communication, attention to detail, and taking pride and responsibility for my duties.

I am excited to begin my career in Marketing and am committed to making sure the best programs are brought to life. If you are looking for a young professional who can hit the ground running and integrate effectively with your existing team, then please contact me.

Sincerely,

*Your Name*

Your Name



Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

I will be graduating from XYZ University this fall, and am actively seeking a summer internship or full time professional position in a Public Accounting firm in City, USA.

I chose accounting because I'm organized, naturally curious and great with numbers. In school I've learned not only basic accounting fundamentals, but also an understanding of today's technologies used in the field. I'm thrilled to be establishing my career in Accounting, and feel I have a variety of skills to offer your firm:

- **Client Service:** For the past 5 years I have worked in a retail sales position and thrive on client interaction. I have always exceeded sales goals and will bring that success to your firm.
- **Team Collaboration:** As the Vice President of my fraternity, I am solely responsible for the daily operations and internal management of over 50 men performing over 1500 hours of community service on a \$30,000 budget. I truly enjoy working on a team and can be counted on to take responsibility for my share of the work.
- **Accounting / ERP Skills:** I chose to minor in CIS with an emphasis in Accounting Information Systems so I can walk into any large company and understand their existing systems well. I can be trusted to hit the ground running in any audit situation.

If you are looking for an enthusiastic intern who is ready to work with clients, internal teams and dive into accounting, then I'd welcome a conversation with you. Please review my resume and consider the skills sets I've worked hard to earn so far. Know that I am anxious to develop them further in ways that will benefit your company. If you have any questions or would like to get to know me a little more, please do not hesitate to contact me.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As a recent college graduate, I bring significant internship and work experience focused on managing teams, projects and people. At this time I am excited to leverage my degree and experience and launch my career into the field of Recruiting and Human Resources as a Coordinator.

I have extensive experience performing new recruit orientations, organizing their documents in Excel and also in paper binder form, and have been professionally trained on interpersonal communication for client service and conflict resolution. I believe my background qualifies me as a strong entry level candidate for a Coordinator on your HR or recruiting team. I offer you the following skill sets:

- **Proactive Communication** – As Sports Manager for 6 teams at the California State Games, I made hundreds of outgoing calls to participants and potential donors. Additionally, Nordstrom’s sales training taught me the art of approaching customers in a polite, tactful and effective manner. I know how important a first impression is, and can be the face of your company to potential candidates.
- **Organize Candidate Data** – As an Administrative Intern at the Concord Group, and throughout all of my positions, I have built strong Excel and database management skills. I am a highly organized individual and this is reflected in my work style. I will be able to gather, track and manage detailed information on your candidates so the important information you need is close at hand.
- **Department Coordination** – As Team Manager for my rowing team, I was the point person for all issues, conflicts and administrative needs. I can be relied on to handle a wide variety of projects, see them through to completion, and follow guidelines and deadlines when directed.

If you are looking for an entry level HR Coordinator who brings relevant experience, excellent interpersonal and organizational skills, and is serious about a career in Human Resources, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As a recent college graduate with a degree in Math, I'm excited to begin my career in the field of IT project management as a Junior Project Manager or Coordinator. I am excellent at breaking down goals into steps, managing time, working with people, and developing project plans, schedules and reports.

I worked through college as a math tutor and developed strong interpersonal skills which directly relate to collaborating and coordinating information in any workplace. As an individual I am responsible, reliable and punctual and offer you the following skill sets:

- **Project Coordination and Management:** I am excellent at creating project plans, developing specifications, delegating teams and managing the work of others. As a math major I excel in problem solving and can evaluate issues from many different angles to make sure projects are meeting deadlines. Additionally, I can be trusted to manage my work from start to finish with little oversight.
- **Communication:** From years of working in roles where I have served clients directly, I have developed very strong verbal communication skills. I am able to confer with management, peers, clients or teammates from other departments effectively and in a positive manner.
- **Technical Vocabulary:** I think in a logical manner and am a very fast learner of technical concepts. I have a working technical vocabulary and can easily develop specific technical knowledge and terminology important for the development of your projects.

If you are looking to add a Junior Project Manager or Project Coordinator to your team who is eager to assist in moving your projects forward, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As a college senior at Baylor University preparing to graduate in May, I'm excited to pursue a professional entry level position in Supply Chain, Procurement or Purchasing in Texas.

I am completing a Bachelor in Business Administration with an emphasis in Supply Chain Management, and have completed relevant coursework and projects in classes and work which prepare me for an entry level job as an Assistant or Analyst.

I bring you the following skill sets:

- **Data Analysis and Management:** I have taken several Finance and Accounting courses and am highly proficient using Excel to manage databases of information. In my summer internship, I was responsible for managing a marketing database, and I can work with your data sets.
- **Teamwork and Collaboration:** Throughout high school and college I have participated as a musician in the marching band, which has taught me the valuable skills of synchronizing and communicating on a team. I work well under tight deadlines, communicate effectively with peers, and can be trusted to get a job done on time and of high quality.
- **Supply Chain Focus:** My major was focused on Supply Chain so not only did I learn about all the facets of business such as accounting, finance and marketing, a significant part of my degree was focused directly on Supply Chain and Procurement. I understand the process, the technologies and the roles within a company's resources needed to facilitate a productive supply chain.

If you are looking to add a motivated, educated and skilled entry level candidate to your Supply Chain, Procurement or Purchasing team, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

## **Appendix B**

Professional and Executive Cover Letter Samples

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

For the past 10 years, I have managed the daily operations and strategic hiring for a growing network of urgent care centers in Southern California. Our growth has been extensive, and I currently hold executive level decision making responsibilities for the management of the entire budget, talent acquisition process, onboarding, and training for both clinical and nonclinical staff.

At this time in my career I'm excited to leverage my management experience into a role focused on sourcing, recruiting, and onboarding talent for a healthcare organization, with an emphasis on meeting a company's strategic, cultural and business goals.

I offer you the following skills:

- **Strategic Planning and Goal Attainment** - Growing the network of urgent care centers from 2 to 10 centers, I learned how to conceptualize the staffing needs of the organization, use metrics to calculate and monitor a shifting hiring budget, and ensure that each location had the clinical and nonclinical staff it needed to stay profitable and reach its monthly, quarterly and annual goals.
- **Employee Development** - I have extensive experience evaluating the skills and potential of both clinical and nonclinical staff, and creating employee development plans to help them reach their goals and fill the skills gaps in a healthcare organization.
- **Department Operations and Transformational Change** - Without question, an organized department is what clearly defines a company's staffing needs. I am excellent at organizing a department's processes, procedures and policies, aligning clinical and nonclinical teams to fill skills gaps, and sourcing talent based on our growth strategy. I enjoy driving transformational change to motivate, engage, develop and retain employees.

If you are looking for a Talent Acquisition Leader who is highly motivated to help you reach your growth goals, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

I have worked in the Environmental/Recycling/Renewables sector throughout my career, and have worked my way up through retail channels and B2B sales through finance and operations and into senior management. For the last decade, I've held senior leadership responsibilities for all facets of a division including managing the P&L, financial reporting, staff and general operations.

At this time in my career I'm ready to leverage my senior finance and operations experience into an executive or C-level role for a small to mid-sized enterprise operating in the Environmental/Recycling/Renewables space. I offer you the following skill sets:

- **Cost Cutting and Streamlining** - Nothing slows down the growth of a small business more than expenses. I'm a creative thinker with strong spatial skills and have a history of rolling up my sleeves to talk with customers and employees to find out the best way to deliver our service. I am excellent at finding opportunities to renegotiate contracts, rotate to a higher performing vendor, or streamline an internal process to cut costs and smooth operations.
- **Financial Reporting and Analysis** - I am great with the numbers. Whether you are forecasting sales or reporting on metrics, I rely on the numbers to substantiate executive decision making so the health of our business is always improving and risk is minimized.
- **Team and Culture Development** - I have found that happy customers and satisfied employees are the key to a great business. I infuse fun and humor into my leadership style, make the workplace a nice place to spend time, and help our employees feel that they are making a sincere contribution to the business.

If you are looking for a COO or Senior Management professional who understands your sector and your clients, is fascinated by small enterprises in the environmental space, and is dedicated to improving your top line, bottom line, company culture and industry presence, I welcome a conversation with you. Please contact me and I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

I am an expert in video production and photography, and have had the opportunity to integrate visual communications into major marketing, advertising and social media productions for major corporations. At this time in my career, I'm excited to join a creative agency supporting the production efforts as a Creative Director or Director of Visual Communications.

I have a unique combination of creative and administrative skills, and have successfully produced projects from concept to delivery. I am a strong communicator, patient and flexible, and enjoy working with creative teams so the best of our collective talent is driven into any given project.

I offer you the following skill sets:

- **Video Production** – I hold a degree in film and Photographic Arts and have shot and produced hundreds of photography and video projects. I am highly trained in advanced technologies and tools for making any visual communication come to life.
- **Creative Direction** – I am a great listener and have extensive experience working directly for major clients, ascertaining their needs, and working strictly within budgets and timelines. I can be trusted to conceptualize a high quality creative direction on a project, or work with your team to bring the established concept to completion.
- **Project Management and Administration** – All creative projects are defined by a budget, schedule and timeline. I am highly organized and can sequence, prioritize and delegate to make sure all projects are landed at the right time and within the limits of available resources.

If you are looking for a skilled, motivated, team player to add to your creative team, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name



Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

Throughout my career I have worked in a busy commercial contractor office managing daily operations, all office administration, and acting as technical project lead. I am highly organized, engineering minded, and have extensive client facing experience.

At this time in my career I'm excited to leverage my experience for a busy engineering company in Orange County who needs a qualified, intelligent and capable employee. With my versatile skill set and technical background, I can meet a variety of needs for your firm, clients, and projects.

I offer you the following skill sets:

- **Office Administration and Accounting** – I am extremely organized and excellent at synchronizing office operations to work with your firm's work in progress. I can setup and streamline all processes and procedures, managing budgets and accounting, and supervise staff so your office is always performing at its optimal level.
- **Technical Project Management** – I completed three years of engineering school and have a technical vocabulary. I can liaise between your clients, regulators, and internal teams to coordinate and manage the timelines, sequence, and detailed elements of your projects.
- **Contract, State and Federal Compliance** – I have extensive experience analyzing contracts for accuracy and submitting a wide variety of forms to State and Federal agencies for labor and reporting of project status.

If you are looking for an Office Administrator who is experienced and qualified to manage your critical business projects, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to speaking with you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As an established Planner with a focus on sustainability and net zero energy, I am actively seeking a new position in a planning, architecture, development firm, city or REIT where I can coordinate major projects focused on the application of energy efficiency principles.

I hold a degree in City and Regional Planning with a minor in Sustainability, am LEED Certified, and am in the process of obtaining an MBA in Sustainable Business. I worked as a Planner on substantial commercial and residential projects for major employers for over a decade, and transitioned to the specialty area of energy efficiency retrofitting. I am a subject matter expert and team player who has the proven experience your team needs to coordinate projects across complex groups of stakeholders and ensure scope and energy goals are met.

I offer you the following skill sets:

- **Project Management and Coordination** – I have managed major projects across landowners, governments and consultants to bring master plans to life. I have the communication skills to work tactfully and effectively with teams, and the design and planning expertise to keep projects on target.
- **Budgeting and Planning** – Driving projects forward takes a deep understanding of the budgetary and design principles and guidelines for master plans. I can assist with estimating, creating monthly operating budgets, capital expenditures for energy efficiency measures, and evaluate them on a first-cost basis and perform a true lifecycle cost analysis.
- **Subject Matter Expertise** – My background spans landscape design, architecture, city and regional planning, and energy efficiency. I have participated in industry panels and speaking engagements as a subject matter expert and can be trusted to extend your brand into the industry, and bring the best practices from our industry home to your company's doorstep.

If you are looking for a Project Manager or Planner who is dedicated to the movement toward energy efficient building and retrofitting, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

For the last 16 years I've worked in a Controller position for a growing technology provider in Orange County. I manage the daily cash flow, inventory levels, and operational efficiencies so the owner has the flexibility to maintain the business during any type of economic fluctuation.

I have been instrumental in helping our CEO establish and grow new lines of business, and my controls have touched every aspect of operation from customer interaction to receivables.

At this time I am actively seeking a new position in a small growing company in Orange County, where I can add value with extreme focus on cash flow, inventory, and internal controls. I offer the following skill sets:

- **Cash Flow Management** - Through expansion and contraction, through startup phases and establishing new lines of business, I have successfully managed cash. This has allowed executive management to stay current on payables, expand the business when necessary, and stay afloat during recessionary times. I intricately understand the cash constraints faced by a small company, and have the proven ability to make sure your company has money to work with at any given time.
- **Processes and Procedures** - I'm able to take an abstract business idea and implement systems to bring an executive's vision to life. I can help you put processes, procedures and controls in place to ensure your initiative is viable and profitable.
- **Inventory Controls** - I understand the complexities of managing all aspects and issues relating to inventory, and am fiercely dedicated to making sure there is the minimal amount of loss, theft, surplus, etc. I recognize that inventory levels fluctuate, and can put in place the controls so that your inventory only fluctuates in synchronization with cash coming in.

If you are looking for a Controller who is operationally minded, highly detailed, and cares about making sure you have the ability to track every hard earned penny, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

Throughout my career I've developed expertise in auditing and analyzing financial statements of all kinds. Along with reviewing accounting, I have expertise auditing the processes and controls of a company.

For the past 5 years, my specialty area has been performing complex auditing for financial services companies and at this time I'm excited to leverage my industry experience into a role as a Senior Internal Auditor for a growing organization.

I bring you the following skill sets:

- **Risk Management** - I have expertise identifying key risks to the business, and developing appropriate responses to mitigate those risks.
- **Audit and Controls** - I have extensive expertise performing and assessing audits, auditing controls, and identifying control deficiencies. Additionally, I am an expert on communicating with auditors and members of internal management to resolve deficiencies.
- **Financial Services Compliance** - The financial services industry is constantly affected by changes in regulation. This is a sensitive and important area for any financial services firm and I can provide the analysis, recommendations and guidance you need to stay in compliance with current regulations.

If you are looking for a highly experienced financial professional with strong skills for evaluating the accounting, compliance, and risk for your organization, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

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Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

For the past 5 years, I've been responsible for the launch and growth of a professional services company, reaching total sales of \$19 million over the last four years. It was my business development efforts that landed the first client and led to the development of successful, revenue-producing industry partnerships.

In conjunction with my external business development role, I was responsible for redesigning our entire client acquisition process. This led to a quick and easy onboarding process, and directly resulted in explosive growth. Clients could easily do business with us, and our referral engine grew every month.

I truly enjoy the creativity, planning and collaboration it takes to develop strategic business development initiatives. I bring you the following skill sets:

- **Industry and brand positioning** – Establishing and nurturing productive business development relationships must be supported with a brand strategy that builds trust, intrigue and credibility. I worked closely with an external marketing team to redevelop our brand image to match our industry's standards and attract new clients.
- **Automation** – As a company grows, it captures more clients and needs to improve its operations. I transformed our traditional, manual system of gathering client data into a new mobile platform that made it easy for clients to find us, apply to do business with us, and get approvals in an average of 2 days. We became the industry leader in turnaround, and the speed at which our client automation improved was one of the keys to our growth.
- **Channels, Partnerships and Alliances** – With careful research, I was able to identify potential industry partners. I pursued them creatively and strategically and build a referral network over 4 years that resulted in an incredible referral engine.

If you are looking for a business development professional who can launch, develop and grow your revenues through creative industry partnerships, automation and channel development, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

With an MBA and extensive sales leadership and corporate training experience in consumer lending, I'm excited to pursue a business development role in a growing company where I can leverage my relationships and industry knowledge to your advantage, generate new business partners, and optimize your sales strategies.

I am a resourceful leader with a strong industry network, and understand the wholesale, retail and technology sides of lending. I offer you the following skill sets:

- **Sales Management and Operations** – I have managed teams of up to 25+ in B2B environments. I have a history of excellent rapport with my staff, select and train quality teams, and align your strategic goals with their sales activities. I am an excellent staff manager and project manager for any sales or operations related needs.
- **Corporate and Client Training** – I have learned how to leverage adult learning strategies to build and implement effective training programs, and utilize tested models to evaluate training programs. I am dedicated to delivering high quality, effective corporate and client training programs so information is retained and utilized toward revenue growth and increased market share.
- **Business Development and Strategy** – I bring a comprehensive understanding of this industry for both B2B and B2C sales. I can help you develop new clients, new partners, and strong sales strategies for growing regional or national footprints.

If you are looking for a Senior Manager or Business Development Professional for your B2B or financial technology team, I welcome a conversation with you. Please contact me at the phone number or email address above. I look forward to working with you.

Sincerely,

*Your Name*

Your Name

Your Name

12345 Street Address, City, ST ZIP  
(555) 555-1212 yourname@gmail.com

---

Date

Company  
Address  
City, State, Zip

Dear Sir or Madam,

As a strategic planning business leader, I've developed and managed programs throughout multiple departments including operations, IT, sales and marketing, and finance. With an MBA and core background in Finance and Technology, I can incorporate executive management's vision across an organization into a cohesive, actionable plan and mobilize teams to drive effective programs.

At this time in my career, I'm excited to pursue a Strategic Planning or Program Management role in a growing organization in the Finance, Technology or Energy sectors. I offer you the following skill sets:

- **Program Management** - Early in my career I held the role of a software Project Manager and learned the business of technology implementations. I have used this model for implementing programs and projects of all kinds across multiple lines of business with a focus on activating sales, evaluating progress, and operational effectiveness.
- **Strategic Planning** - I have written and deployed strategic plans for a wide range of departments which represent a cohesive operational structure, a sound go-to-market strategy, staffing plans and long range goals. I thoroughly enjoy the puzzle of extracting the vision of departmental and executive leaders and creating actionable plans that stabilize and scale a business.
- **Program Execution** - I've always been able to mobilize people and teams, and execute a plan. I'm very good at getting to the root of an issue or problem, figuring out the best next steps, and implementing solutions with sound judgment.

If you are looking for a Program Leader or Strategic Planning professional to generate a sound operational framework, structure and plan for moving your business forward, I welcome a conversation with you. Please contact me at the phone number or email above. I look forward to hearing from you.

Sincerely,

*Your Name*

Your Name



Step 5:

Job Search

***“To find out what one is fitted to do, and to secure an opportunity to do it, is the key to happiness.” - John Dewey***



## INTRODUCTION



Thank you for purchasing this Job Search curriculum. In every career, there comes a time to look for a new job and this curriculum makes the process easy.

Job searches can be tedious because there is a lot to do in order to prepare, present yourself, and interview well. This curriculum makes the process easy.

You will learn that not all job searches are the same and there are different strategies for entry level workers, mid level professionals, and senior executives. Use the best job search strategy for your career stage so you don't waste time, burn out, or miss opportunities.

This curriculum is robust! It teaches you the basics of where to find a job, how to build a target list of companies, how to create an optimized LinkedIn profile, informational interviews, using professional associations, a comprehensive job search plan, and interview preparation.

I have shared with you my simple, proven strategies for the easiest way to find a job in your field, that is close to home, in a role for which you are qualified.

I know that if you work systematically through each step in my process, you will feel great about your career path, your job search, and doors will open for you.

I hope this curriculum makes implementing your job search easy and fun. Good luck.

Sincerely,

A handwritten signature in black ink, appearing to be "Julie LaCroix", with a horizontal line extending to the right.

Julie LaCroix, M.A. Ed., M.C.C.

## Where to find a job

The reality of the job market is that most jobs just simply aren't online. And, job boards mostly reflect openings for professional level jobs (5-15 years of experience). Here are the best primary job search methods for each level of professional:

- **ENTRY LEVEL:** Contact companies directly
- **PROFESSIONAL:** Utilize job boards primarily
- **EXECUTIVE:** Utilize recruiters

**READ THROUGH EACH STRATEGY TO LEARN THE BASICS, THEN BUILD A STRATEGY THAT'S RIGHT FOR YOU**

### STRATEGY #1: FOR ENTRY LEVEL JOB SEARCHING

The reason companies don't post entry level jobs online is because it's very expensive. It can cost hundreds or thousands of dollars just to post one job, and additional expenses in paying staff to sift through the hundreds of resumes they receive for each job they post.

Posting jobs online is expensive! It's a lot of work and a lot of money just to fill an entry level job. In fact, using a job board costs them about 1/3 of a starting salary. It just doesn't make business sense.

Additionally, many entry level workers aren't sure of their career path just yet, so it can be hard to tell from an entry level resume whether that individual is qualified or not. The online job boards are just not an efficient method for hiring entry level workers and although it should be a small part of your efforts, most of your time should be spent reaching out to companies directly.

Since entry level jobs are not online, you can't see employers and they can't see you. There is no online marketplace for making contact. The entry level market is *invisible*. But just because it's invisible, doesn't mean it isn't easily within reach.

The good news is that companies are looking for you! In a healthy economy, almost any company is looking to hire the right entry level worker if that individual presents themselves. But, they don't know where to find you. Their word of mouth network is exhausted, and they want to hear from you.

It's not necessarily hard to find an entry level job, you just need a good strategy:

1. A story presenting your skills and experience (See STEP 1: Assessment)
2. A clear idea of your target job title (See STEP 2: Entry Level Jobs)
3. A resume substantiating your candidacy (See STEP 3: Resumes)
4. A good attitude, fortitude, and some job search skills (this is the document for that!)

## **STRATEGY #2: FOR PROFESSIONAL LEVEL JOB SEARCHING**

The majority of job postings online are for professional level jobs requiring 5-15 years of experience. To find a qualified candidate at this level, companies are willing to make an investment to reach a broader audience, which is what the job boards can do.

Additionally, most companies posting jobs online are large enough to handle the flow of resumes they will receive for each posting. This means your resume needs to be very competitive. If you are not confident in your resume, refer back to STEP 3: Resumes.

If you are looking to work in a smaller company, there is a good chance they do not have the infrastructure to handle so many resumes, and you will have to proactively reach out to those companies directly.

In a healthy economy, you can assume that most companies are actively hiring specialists like you. If you see a lot of openings for your job title on the job boards, it is safe to infer that the smaller companies are hiring for those positions as well. Reach out to them directly to expand your job search beyond what is posted online.

The job titles for the majority of professional level jobs include the words Specialist, Manager or Director and sometimes Vice President.

## **STRATEGY #3: FOR EXECUTIVE LEVEL JOB SEARCHING**

Since most executive level jobs are not online, you can't see employers and they can't see you. This is a similar predicament to the entry level worker. Your best strategy is to work with a recruiter, since many senior level searches are confidential and recruiters are trusted to help find the best candidates.

Many companies do not advertise that they are hiring at the top levels. This prevents employees from being confused, nervous about the condition of their company or the security of their own jobs. In business, any sign of instability could send a bad signal to investors or competitors, so many searches are in the back pocket of a recruiter. Companies are willing to make a significant investment in hiring a trusted recruiter to bring in the best candidates.

The job boards will have postings for job titles with the words Director or Vice President, but those roles are also very often filled through a recruiter, along with Senior Vice President, Executive, Managing Director, or Chief Executives.

Executives should apply a combined strategy of working with recruiters, tapping their professional network, and reaching out to companies directly.

There is not just one job search strategy. The following pages outline a variety of methods to help you locate companies, job openings, and present yourself as a candidate. Reflect on your needs and construct a job search that is right for you.

**IMPORTANT:** Do not underestimate the effectiveness of contacting a company directly and introducing yourself. It's very, very effective.

## **How to build a target list of companies**

Use the Reference USA database at your local library to build a target list of companies. It's the easiest and fastest method to finding companies in your local area in your industry of interest. A manageable sized list is 80-150 companies, so adjust your list based on the following criteria:

- **Geography** – Pick a short commute! There's nothing worse than unnecessarily wasting your time driving, when there could be several companies within a 10 mile radius of your home
- **Industry** – You don't need to limit your search, in fact you can list several keywords here
- **Size of company** – Most regional areas in the US outside of New York, San Francisco and Chicago are economies of small and medium businesses. Consider including companies with as few as 50 or 100 workers on your list

Using Reference USA is free and you can access it using the online library portal, or you can visit the library directly. You will need to have your library card number to access the database.

INSTRUCTIONS: It's an easy website. Click the following -

- US Businesses
- Advanced Search
- 'Collapse All' on the left navigation column
- Begin selecting your search criteria from the left navigation bar to build your list

Manipulate your list until you have 80-150 companies, and remember you can shrink or expand the results by adjusting the geographic radius from your house, adding or removing industries, or changing the size of the company.

## **How to use LinkedIn**

### **WHY LINKEDIN IS IMPORTANT:**

LinkedIn is very important. Hiring Managers primarily use LinkedIn after word of mouth to look for entry level workers. Hiring managers use LinkedIn to search for candidates, validate candidate profiles, and research the background of applicants. It's usually the first place they go, so you better have a profile that not only reflects your skills, but is searchable by keywords and geography. This is especially true for entry level workers because most junior professionals haven't created a profile. Having one will make you more visible to hiring managers than the other candidates.

## **FOLLOW COMPANIES ON LINKEDIN:**

Once you build your target list of companies using Reference USA, follow each company on LinkedIn if they have a LinkedIn company page. Following a company on LinkedIn creates an algorithmic connection between you and the company, and improves your chances of showing up in their search results.

## **POPULATE YOUR LINKEDIN PROFILE:**

- Your **HEADLINE** should be your target job title. If you are unsure of your job title, refer to STEP 1 and STEP 2 at [www.careerlabnow.com](http://www.careerlabnow.com) to define your job title
- Your **LOCATION** should be a LinkedIn recognized location. Most likely, LinkedIn will not recognize the city you live in, but it will recognize your regional area (Greater Los Angeles Area, Greater San Francisco Area, etc.). Start by typing in the major city you want to work in, and let LinkedIn suggest locations. That is the regional area hiring managers will use in their search criteria to look for candidates like you, and your profile will not be as likely to populate their search results if you are not in the right geographic location
- Your **INDUSTRY** should match either your occupation title, or, the industry you want to work in
- Your **SUMMARY** should be short, personal, and succinct. I like to copy and paste the summary from your resume, personalize it a little, and include the skills listed on your resume
- Add a **SKILLS** section - you can add up to 50 skills. Tap the LinkedIn skills bank by typing a keyword (data, environment, compliance, coordination, administration) and selecting all of the skills LinkedIn suggests which relate to you and the jobs you are seeking
- Add an **EDUCATION** section with your school, the degree you earned, any relevant extracurricular activities or clubs, and always add sports if you competed in college
- Be sure to add your **CONTACT INFO** - A phone number is not necessary, as a hiring manager or recruiter will most likely reach out to you via email
- Open your **PRIVACY SETTINGS** so people can see your full profile
- Include additional **LANGUAGES** you speak, and if you are young it's okay to add any work even if it was part time

## **GENERAL CONSIDERATIONS:**

- Be sure your profile dates are accurate and your experience descriptions include keywords. Find keywords by matching your experience with the language you find in job descriptions.
- It's okay to copy and paste from your resume
- If you had to leave off anything in your resume due to space constraints, it's okay to include it on your LinkedIn profile
- Build your network quickly. Start with adding 25 people, and get to 50 or 100 as soon as you can. Build to 200 and then 500 over time. Use LinkedIn to research more about people, their career paths, and find professionals to contact for Informational Interviews

## **Informational Interviews**

The best time for an Informational Interview is now, now that you know generally what you're looking for and can get useful information and helpful advice from professionals in the workforce.

Regular people are not career counselors and want to help you in the way they can, which is giving you access to information, contacts and job openings. Tap their knowledge and make them feel great about helping you obtain work.

### **Magic Words for the Informational Interview: Help and Advice**

It's okay to cold email and cold call to ask for Help or Advice.

### **Informational Interview Script and Questions**

Use for a direct email, LinkedIn message, or adapt for a 20-second voicemail:

Hi Mr. Jones,

I'm reaching out to you because I just graduated from XYZ University and am trying to learn more about entry level jobs in Marketing. I could really use some advice and help with learning how to position myself to employers, and I was hoping you might be open to spending 10-20 minutes on a call with me. I'd be happy to call you Thursday at 4:00 if you send me your number, and I really appreciate your help in advance.

Sincerely,  
John Smith

### **Special LinkedIn Trick**

Use the alumni function on LinkedIn to find fellow Alumnus! That is usually a warm call or email, and they are usually even more likely to help you. Go to [www.linkedin.com/alumni](http://www.linkedin.com/alumni).

### **Informational Interview sample script**

Hi Mr. Jones, this is John Smith. I can't thank you enough for taking my call and agreeing to give me a little advice here. A quick background on me, as I mentioned earlier, I graduated from XYZ University with a degree in Marketing, and I'm looking to learn more about Marketing Research Analyst jobs. You work in this field and I was wondering if you'd answer just a few questions for me.

1. What skills do you look for in entry level candidates?
2. What are the technologies being used for this occupation?
3. What are the names of the job titles for entry level roles?
4. Who should I be contacting in an organization, and how?
5. What types of projects would an entry level worker be assigned?

Well, it's been 20 minutes, and I know you're busy. Thank you so much for your time today. Do you mind if I keep in touch with you or connect with you on LinkedIn?

If they have a job opening, there is a good chance he or she will let you know!

## Professional Associations

I cannot stress the value of looking up professional associations for your occupation. They represent the professionals who work in the field, the newest information relating to the career, and tons of information, contacts and opportunities. Most even have their own job board.

Look up your occupation by typing it into Google followed by “professional association” and you will see it in the search results. Sometimes there are more than one, but find the main one. Read every word on the website. Attend a chapter meeting. Reach out to the local Board Members for Informational Interviews. They are volunteers who want to be social, represent their line of work, and engage with the community. They are a perfect starting place.

## Comprehensive Job Search Plan

### STEP 1 - Assessment

- Take the assessments
- Practice describing yourself as a worker using what you know about your basic career instincts, occupations you’re interested in, and your experience that relates to the field.

### STEP 2 - Entry Level Jobs

- Find your entry point (Coordinator, Assistant, Analyst)
- Identify an entry level job title

### STEP 3 - Resumes and Cover Letters

- Develop your resume, cover letter and LinkedIn profile

### STEP 4 - Job Search

- Make a list of 80-120 companies in your area and research them to learn what’s in your area
- Develop a LinkedIn profile that is optimized for hiring managers looking for candidates
- Set up your LinkedIn Jobs page and follow companies from your target list
- Connect on LinkedIn to as many professionals as you can (friends, coaches, parents, etc.)
- Do at least 5 informational interviews to learn more about entry level jobs you’re interested in
- Look up Professional Associations to learn about the career, visit chapter events and meet local professionals who work in the field
- Apply to any jobs you see online, even if they are a step (or two) above your experience level
- Apply to job on company websites from your target list
- Email or call managers or sales people from those companies to let them know you’ve applied and are introducing yourself as an entry level candidate  
HINT: Call a sales person! Sales people are friendly and always pick up the phone - they are happy to route to you to the right person who might be interested in interviewing you
- Let the manager know you’re new to the job market and want to know if they’d be interested in setting up a quick 5 minute call so you can introduce yourself, in case they are hiring in the next quarter

Don't feel rejected - it's a numbers game. Make 20 reach outs to companies and you will probably get 1-3 interviews.

## Scripts for reaching out to companies

Companies want to hear from you! They are always on the lookout for good candidates and like you, they look online for candidates.

They use as many strategies as they can to find candidates elsewhere, such as career fairs, word of mouth, and calling high quality employed workers directly to solicit their employment.

They are constantly evaluating the current labor pool, and looking for that one candidate who has yet to be found. Be that candidate!

To do this, reach out to companies directly and let them know you are **\*NEW TO THE JOB MARKET\***. That will signal to them that you haven't been sending your resume out for months, that you are just starting your search, and you are a fresh candidate for them to know and possibly consider.

Entry level workers need to show enthusiasm so speak and write with vocabulary that puts a bounce in your step. Show your energy, eagerness, and professionalism. What you are doing is introducing yourself in a quick hello. That's it. You are not asking for a job, or for them to read your resume. You are simply saying hello, I'm new to the market, and no pressure – but if you think you're going to be hiring.....

Here is how to reach out and what to say:

1. Find their email address or phone number
2. Send an email or call them and say something like this:
3. **“Hi Mr. Jones, my name is John Smith and I wanted to reach out to introduce myself as an entry level candidate. I recently graduated with a degree in Marketing and I'm calling to let you know that if you think you're going to be looking for a junior professional for your marketing team in the near future, I'd jump at the chance to spend 5 minutes on the phone with you.”**

**Easy, right?**

Script for mid and senior level professionals:

Hi Lisa, my name is Kelly Jones and I'm a marketing professional with experience in your industry. I'm going to be launching a job search in the next quarter and wanted to let you know I'm out here in case you may be hiring. If at any time you're interested in a quick 5 minute introductory call, please let me know and I'll look forward to connecting with you.

**So polite, professional, and NOT SALES-Y!**

Use a “stopping by to say hello” strategy to the companies on your target list, and the doors will open.



## INTERVIEW PREP

### INTERVIEW STRATEGY TIPS

1. **Research the company.** Before the interview, be sure to research the company's website. Look for any press releases to be aware of current news (within the last year), management changes, or relocations. Also, get a sense of their product line, who manages the company, and how they are presenting themselves to website visitors. Try to get a feel for the type of culture – is it formal, informal, etc. You can also look at their Facebook page to see if you can find pictures of the staff. Sometimes there is a lot of internal information in other places than the website. Also look at their LinkedIn company page, news feed, and job openings posted. Try to figure out a few reasons why you are a good fit for the organization.
2. **Research people who work there.** Read up on the executive team, their general backgrounds, and other people in management. With just a little reading it will be easy to estimate what is important to the people who run the company. Read their LinkedIn profiles and bios on the company website. Also, read any news articles published on their Press Releases page, LinkedIn news feed, or articles that come up on a Google search. Try to find some common ground with others who work there such as alumni, interests, or college majors.
3. **Research who you will be interviewing with.** This is incredibly important. When you are invited in for an interview, always ask what the expected dress is, and get the exact names, spellings and titles of the people who are going to be interviewing you. Pay close attention to their LinkedIn profiles and read any recommendations written about them or written by them. This is important because when you read what they recommend about others, you find out what is really important to them. For instance, maybe they wrote on a recommendation that someone is very reliable and organized. If you are reliable and organized, stress that in the interview. It's most likely very important to them.
4. **Review the job description.** Read the job posting again and highlight the skills they are looking for, the specific work activities you will be expected to perform, and the personal characteristics they are looking for. Then, try to write a few interview questions you think they could ask you, and use the above formula to outline your answers. Practice those answers, and you will be very prepared for the interview.
5. **Prepare yourself.** Compare your interests, skills and experiences to what is listed in the job description so you have an idea of why you could be useful to them. Anticipate questions they will ask you, prepare answers, and practice them a few times to get prepped. You don't need to over-prepare, but you will be a much stronger candidate with just an hour or two of preparation.

## PREPARE ANSWERS TO COMMON QUESTIONS

Relax and be yourself. Companies hire for 2 reasons: They think you have the skills or can develop them quickly, and they like you. Here is some help for the common questions:

### Tell me about yourself:

- I just recently graduated from <XYZ University> with a degree in <XYZ>. I'm originally from <Hometown, USA>, and I'm excited to launch my career in <Occupation of Choice>.
- My favorite class in college was <Class Name> and I feel this relates to my career path because <find a way to relate it>.
- I've done a lot of research and feel I have the skills to be successful in this career, and I'm looking for an entry level role so I can develop talent and contribute to this team.
- From what I <read about the job, or know from research>, it's important to be able to <list skills such as communicate well, stay organized, and collaborate with others>.
- An example of this from my past is <insert example from class project, part time job, or athletic team experience because sports counts!>.
- I'm really excited to be here today and learn more about this position, the company, and how I can help. Thank you for having me in!

### Where do you want to be in 5 years?

If you've done your research, you know what the jobs are for people with more experience than you. Don't be afraid to answer this question honestly. If you want to be contributing to the strategy, management, or design of a program or project, say it. Just because you don't have the skills today is irrelevant. You will build them quickly and your qualifications will continue to advance. Be honest about what you're good at so they know why they should hire you, what skills you want to develop, and how they can promote you if they choose you as their new hire.

### What's your greatest strength or weakness?

Go back to what you do best. Maybe it's analyzing consumer behavior, organizing events, coordinating logistics, or helping manage facilities. Remember the first worksheet. What is your strength? Then, think of how that could be a weakness and let them know, but also tell them how you're working on it.

### Examples:

- Strength is analyzing consumer behavior = Weakness is putting it in the big picture, but trying to pay closer attention to strategy and planning.
- Strength is organizing events = Weakness is getting caught in the details, but actively using lists to make sure priorities and tasks are completed on time.
- Strength is coordinating logistics = Weakness is putting too much emphasis on efficiency, so listening to what people want and incorporate that as much as you can in your planning
- Strength is managing facilities = Weakness is managing people, and you're reading books like How To Win Friends and Influence People

## HOW TO ANSWER HARD QUESTIONS

Now that you have the answers to the questions above that you know they will ask, how do you answer the interview questions specific to the job?

Here is the formula:

1. Affirm you have the skills
2. Explain where you learned it
3. Show the value to them

### EXAMPLES:

**INTERVIEWER: We need someone who can coordinate information within our department and also externally to clients. Tell me about a time when you've had to coordinate information.**

**YOU:** I definitely can coordinate information for you. I'm very good at it. In college, I was on the fundraising committee for my sorority and coordinated the fundraising activities for over 50 volunteers. This included tracking their calls, donor names, and amounts collected. I kept all my files in an Excel database and communicated with them weekly. In this role, you can trust me to collect and organize important project information and communicate it to the team and the clients.

**INTERVIEWER: We need someone who can set up email blasts in Constant Contact, write some copy, and track our email subscribers. Can you help with this?**

**YOU:** Yes, definitely. I haven't used Constant Contact yet because they didn't teach it in any of my marketing classes, but I know it's popular and will take a close look at their website, review it thoroughly, and watch some videos to get a good feel for how it works. As for writing copy, I'm a strong writer and can develop new content or report on company news in a fun, engaging style tailored to your needs. I took a lot of writing classes in college, always earned excellent grades in writing all the way back through high school and elementary school, and am eager to get into a role where the creativity is focused on writing. I can also track your email recipients well, because I'm highly organized. You should have seen my folders in school! Anyhow, I'm sure I can manage this very, very well and know you could trust me to learn that software quickly.

**INTERVIEWER: We need someone who can manage the schedules and calendars for 3 managers and 10 sales people. This is a very busy job with lots of communication – how do you think you'd do in a role like this?**

**YOU:** I am great in a fast pace. For 3 years I worked at In-n-Out and I'm very proud of that. Not only was the service we gave top notch, we learned to work and speak quickly and effectively. I believe that training uniquely qualifies me to manage your calendars and schedules with the accuracy and flexibility you need.

## INTERVIEW QUESTIONS TO ASK THEM

- Is this a new position, or am I replacing someone?
- Is the department expanding?
- What is the first priority I would be expected to focus on?
- Who would I report to?
- What is the team like?
- Are there any major projects starting that I would be asked to help with?
- What's the most important characteristic or skill you are looking for?
- Can you tell me a little about your customers?
- How long have the managers been here? Are the employees long term?
- How does the company/department/manager define success?
- What do you enjoy most about working here?
- Where would the company/department like to be in 5 years?
- Will there be any training, formal or informal, available?
- Are there any classes or trainings I can take on SkillShare prior to starting, if offered the job?



Good luck!



Julie LaCroix, M.A. Ed. is a career counselor in private practice in Southern California serving adults of all ages with a specialty area helping young adults launch their careers into paths which lead to meaningful, rewarding work.

With a decade long business background in sales and trading for Merrill Lynch and Bloomberg, Julie launched a boutique recruiting firm to expand the emerging niche of electronic trading. After several years of success, she discovered that her own sense of purpose was firmly grounded in helping people find the type of work they were really meant to do.

She graduated from UC Irvine with a B.A. in Psychology, earned an M.A. in Educational Counseling from Azusa Pacific University, is a Board Certified Coach with the Center for Credentialing and Education, and holds the highest designation in the field, Master Career Counselor from the National Career Development Association (NCDA).

Julie obtained extensive advanced training beyond her Masters degree by securing both career and adult development emeritus scholars to train her on the complexities of integrating career choice with life happiness across the stages of adulthood.

She is the ongoing keynote speaker for Business 101 at Camp Pendleton, where she provides in-depth training for veteran and senior officers on career paths, entrepreneurship, and labor market research to facilitate their successful transition into the world of free enterprise.

Julie is a subject matter expert for the USC Institute for Creative Technologies to further the development of their virtual reality interview training experience. She is a national speaker to the NCDA on a variety of career topics, is published in a global academic career journal, presents to professional associations and Boards of Education on career development topics, and provides specialized corporate consulting services focused on onboarding and training Millennial workers.

She absolutely loves her career.