



***Rise to the top:***  
**Make your resume shine in 2010!**

AWRT, DC Chapter Hosts *New Year Webinar*

# Why should *you* care about your resume?

*According to a recent Washington Post article . . . there are six applicants vying for every job.*



# Time for a resume update?

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- *Every 4 to 6 months*
- *New accomplishment, award, or honor*
- *“Refreshen” format (annually)*
- *Training or education completion*
- *Personal info changed*



# Layoffs in the Washington area . . .

- *Washington Post*



- *Maryland Public TV*



- *NPR*



- *Interface Video*



# And bureau closings . . .

## Los Angeles Times





Good news. . .



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# Top Cities for Job-Seekers

- *Washington, DC (tie)*
- *Seattle (tie)*
- *New York (3rd)*
- *Portland, Ore. (4th)*
- *Austin, Texas (5th)*



\* \* "The Next Youth Magnet Cities," *The Wall Street Journal's Career Journal* By Sue Shellenbarger

# Get started!



1. *Build your skills inventory.*
2. *Find a job.*
3. *Research a prospective employer.*
4. *Match your skills with the job and employer.*



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# What's a resume anyway?

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*A resume is a marketing piece -- not a career obituary!*



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# How to make it work...

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# Who's Your Audience?



*Know your reader:*

- *Recruiter*
- *Hiring Manager*
- *HR person*
- *Potential Boss*



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# Discover your strengths

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- 1. Make a list (e.g. jobs, hobbies, internships, volunteer involvement.)*
- 2. Note which jobs/tasks you did well, and not so well.*
- 3. Make a strengths and weaknesses column.*
- 4. For each position note your greatest accomplishments.*
- 5. Be honest. Review your responses.*



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# What type of resume should I use?

● **Chronological:**  
*traditional job seekers*

● **Functional:** *Career changers*

● **Combination:** *Lists skills/experience 1st, then work history*

● **Targeted:** *Highlights skills relevant to job*



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● **Mini:** *Facebook, LinkedIn*

**Emily Brown**  
Ed Daily Reporter, Principal Copywriter at Write House LLC & Key Contributor to TheCareerPioneer.com  
Washington D.C. Metro Area

→ Contact Emily Brown  
→ Add Emily Brown to your network

Public profile powered by: **LinkedIn**  
Create a public profile: [Sign In](#) or [Join Now](#)

**View Emily Brown's full profile:**

- See who you and **Emily Brown** know in common
- Get introduced to **Emily Brown**
- Contact **Emily Brown** directly

[View Full Profile](#)

**Name Search:**  
Search for people you know from over 45 million professionals already on LinkedIn.

First Name  Last Name   
(example: **Emily Brown**)

**n's Summary**  
y reporter for Education Daily. She also covers related to STEM and CTE.

Ads by LinkedIn Members  
[Contact Web Dev](#)

**EMILY BROWN**

**PROFILE**  
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**EXPERIENCE**

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**JOB TITLE, COMPANY NAME CITY, STATE 1989-1990**  
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**EDUCATION**  
UNIVERSITY OF STATE, CITY, STATE — DEGREE, YEAR

**SKILLS**  
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**PROFESSIONAL ASSOCIATIONS**  
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Work Street Work City, Work State Work ZIP T Work Phone F Work Fax Phone W Work URL

# Resume Checklist

*Contact info:*

- \* *Name*
- \* *Street Address*
- \* *City, State, Zip,*
- \* *Phone*
- \* *Email address*

*Experience*

- \* *Dates of employment*
- \* *Position(s) you held*
- \* *Responsibilities, achievements*

*Education*

- \* *Dates*
- \* *Degree(s) attained*
- \* *Special honors, awards*

*Skills*

*Professional Memberships*  
(e.g. AWRT, NABJ, SPJ, AAJA, NFPW)



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# Emily Brown

1234 First Street NE  
Washington, DC 20005

T 202 294-6357  
emily@writehousellc.com

## OBJECTIVE

Secure Writer/Editor Position using and expanding upon...

- Experience in writing for web audience, feature articles, daily on-line/print stories, essays, and press releases.
- Proficiency in writing in real-time, copyediting, transcription of interviews, and proofreading most recently as a staff writer for a leading business newswire and independent copywriter.
- Strong technical command of the English language; familiarity with virtually all writing styles; serious commitment to excellence in the printed and published word.
- Deadline-driven, highly competent researcher, interviewer, and reporter.

## EXPERIENCE

### **Health/Business Reporter, Bloomberg News, Washington, DC 2006-2008**

Wrote articles and news-content synopses as an intern and later as a full-time employee. Covered politics, along with health and science with a focus on the U.S. Food and Drug Administration, medical device companies, and pharmacy benefit managers. Authored stories based on market trends, company acquisitions, mergers, management changes, shares, SEC filings, business profiles and emerging industry trends. Stories were consistently reprinted for use in *The New York Times*, *LA Times*, *International Herald Tribune*, *Boston Globe* and local news outlets.

### **General Assignments Reporter, *The Wall Street Journal*, Washington, DC Spring 2006**

Wrote and published more than 10 articles concerning telecom regulation, healthcare issues and market trends. Supported colleagues with additional reporting and research. Highlights included research and conducting interviews of numerous sources located nationwide for a trend article on electronic books; the feature story appeared front-page of Marketplace Section. (Internship)

### **Public Education/G.A. Reporter, *The Times-Picayune*, New Orleans, LA Summer 2005**

Wrote more than 20 articles involving the New Orleans Public Schools and St. Bernard Parish Community. Interviewed local, high-profile individuals, including school board members and New Orleans Mayor Ray Nagin. Covered weather/hurricane season, namely Hurricanes Dennis and Emily. (Internship)

### **General Assignments Reporter, *The Kansas City Star*, Kansas City, MO Summer 2004**

Wrote several articles, including a profile of a long-time civil servant, how the area's Filipino community maintains its traditions and interesting look at how low-income families spend their summer vacations. Also contributed web-based research and supported graphics department with various content. (Internship)

### **Principal Copywriter & Writing Consultant, Washington, DC 2008 Present**

Responsible for working closely with clients, and graphic & web design team to develop and write copy for various

# Jane E. Doe

14521 Turner Wootten Parkway, Upper Marlboro, MD 20774

## *Profile*

As an advocate of self-empowerment, Jane E. Doe merges her passion for writing and public speaking to help individuals as a tutor, college lecturer, executive assistant and trainer. After serving as a systems analyst for Verizon, she devoted her professional career to public speaking, community service, and helping others through effective personal organization. She is most proud of her involvement in helping troubled youth and high-needs adults in South Bronx, New York. In 1996, she founded Taylor Vision Communications LLC in an effort to help a range of clients, from talk show guests to public figures, with honing their communications skills.

## *Experience*

### **Principal Communications Specialist, Doe Vision LLC, Upper Marlboro, MD 1996 - Present**

Provide a variety of professional clients with corporate training, event planning, and community project facilitation. Deliver e-learning services, along with online coaching and tutoring. Services also include job interview coaching, resume and speech writing. Serve as a motivational speaker and life coach, along with a variety of other support-oriented roles.

### **Online Instructor, Campus College Chair, University of Phoenix, Washington, DC 2005 - Present**

Accountable for the overall campus management of the respective Academic Affairs program(s). Ensured the quality and integrity of the program(s) at campuses and learning centers were upheld. Retention rate rose to 76 percent, from 43 percent in a matter of months. Served as instructor, coach, mentor, and tutor in the Greenbelt, MD and Washington, DC campuses.

### **Lecturer, Montgomery College, Montgomery County, Maryland 2005 - Present**

Developed syllabus and comprehensive course structure, and administered all grades for Maryland Montgomery County Adult Education program. Effectively aided students and met their needs through personalized instruction based on their skills, strengths and weaknesses. The course promoted a greater awareness of one's own style of communication and the style of others. This course was specially designed to build confidence in students' oral and written communication skills.

### **Adjunct Professor/ Lecturer, Bronx Community College, Bronx, New York 1996 - 2003**

Developed syllabus and overall course structure, and administered all grades for two communication courses -- Interpersonal Communications and Voice & Diction. Facilitated compressed fast-track classes. Developed additional training material for teaching. Implemented job skills training, along with helped students polish their resume writing and presentation techniques. In addition, counseled students on defining their career goals. Managed after-hours tutoring sessions open to students and the general public.

### **Systems Analyst, Verizon Telecommunications Company, New York 1981 - 2003**

Served as team leader and systems designer; subject-matter expert. Staff support for flagship products. Worked closely with marketing and executive team to deliver requests to analyze development and modifications to complex projects, and provided feasibility statements. Assigned tasks to project team members. Provided training, coaching and development to new team service order staff.

## *Honors & Awards*

- Mayoral award Participation, National Crime prevention week.
- Bronx Borough President award, Youth Back To School Week
- New York Chancellor award for Board of Education Youth Empowerment
- Woman of The Year Award, Bronx Youth Council

# Jane W. Doe

11002 VEIRS MILL ROAD, SILVER SPRING, MD 20902

DOE CREATIVES, LLC  
GRAPHIC DESIGNER

**Telephone**  
301-123-1234

**Facsimile**  
301-123-5678

## PROFILE

Ambitious, diligent, committed, professional, enthusiastic, self-starter, team player and a fast learner. My strength of character and creative talent have always produced pleasing results -- personally and professionally. I specialize in graphic design and web design. For years, efficient and effective has been my work motto.

## EXPERIENCE

**Principal/Creative Director, Doe Creatives LLC, Silver Spring, MD 2005 – 2009**

Responsible for directing the affairs of the business and being the creative head for the firm. Establish the conceptual and stylistic direction for the design staff and orchestrate their work, as well as the work of developers, copywriters and anyone else who is involved in the development of a project. Also work hands-on in the development and completion of design projects, from brand development to web development.

**Program Manager, The Caraway Group, Washington, DC 2004 – 2005**

Served as a project manager on the Microsoft Youth IT Challenge (YITC). Designed the YITC identity and developed the YITC SharePoint website. Oversaw the east coast program in four cities (New York, Pittsburgh, Philadelphia and Washington, DC), managing over 12 people. Also created and implemented the student recruitment and selection plans for 9 cities nationwide.

**Director, Howard University, Washington, DC 2003 – 2004**

Served as a director for Microsoft's Window's Media Skins Challenge among Historically Black Universities and Colleges (HBCUs). Traveled to participating universities with a team to spearhead training for the competition, managed budgets, coordinated the competitions and designed the marketing and event materials.

## EDUCATION

Howard University, Washington, DC — Bachelor of Fine Arts, 2004

Major: Electronic Studio Art (Multi-media Design) / Minor: Graphic Design

## SKILLS

Adobe Creative Suite CS3 (InDesign, PhotoShop, Illustrator, Acrobat Professional, Dreamweaver, Fireworks and some Flash), Microsoft Office (Word, Excel, PowerPoint, Publisher, Outlook), Joomla! CMS, CSS, HTML, XML, iDVD, and Apple iWorks (Pages, Numbers and Keynote)

## REFERRALS

Available upon request.

[WWW.DOECREATIVES.COM](http://WWW.DOECREATIVES.COM)



A Brand YOU Resume. . .

- *Your name should be first. Big and bold.*
- *Avoid objectives. Instead, opt for a short profile.*
- *Ask a designer or art buddy to help w/ layout, typography.*
- *Make your resume skimmable by using bullets and headlines.*
- *Print your resume and read for typos. Be consistent.*



# What you *shouldn't* do.

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- *Don't use brightly colored paper.*
- *Don't be gimmicky.*
- *Don't use Times New Roman, and avoid size font 12.*
- *Don't list Microsoft Office or Excel as a skill.*



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# What you *should* do.

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- *Do use white space.*
- *Do own a professional email address.*
- *Do list most important elements first.*
- *Do use volunteer experience to your advantage.*



# FAQs

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*Answers to some commonly  
asked questions...*



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- *What if I don't have real work experience? Get some!*
- *What if I have gaps in my work experience? Start looking at it differently.*
- *What if I worked for one company for more than 20 years? List different jobs held there.*



- *What if I have several career aspirations at one time?  
Create a different resume for each, using a targeted resume.*
- *What if I'm over 40, 50, 60? How can I avoid discrimination? Simply list under "Recent Work History" or "Relevant Work History"*
- *What if had only self-employment and odd jobs?  
Give yourself some credit! Create an accurate, fair job description.*



# Resources

- *Career Inspiration & Practical Advice:*  
[www.thecareerpioneer.com](http://www.thecareerpioneer.com)



- *Professional Networking sites:*

*LinkedIn.com*



*TrackAhead.com*



*Facebook.com*



# How to reach me...

Emily Brown

Journalist, Principal Copywriter & Brand Consultant

**Read My Blog:** [www.thecareerpioneer.com](http://www.thecareerpioneer.com)

**Follow Me:** [twitter.com/careerpioneer](https://twitter.com/careerpioneer)

**Connect With Me:**

[www.linkedin.com/in/emilyannbrown](http://www.linkedin.com/in/emilyannbrown)

**Befriend Me:** [www.facebook.com/careerpioneer](https://www.facebook.com/careerpioneer)

**For writing that opens doors, Write House, LLC**

A Writing and Communications Firm

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**Contact by email:**

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