



Presents:

# Online Job Search & Resume Writing

By Angie Harris

Adapted from the Texas State Library's TEAL for All Texans Student Resources Manual

# Online Job Search Topics

- What does a Job Seeker need?
- Career Assessment
- Creating an Effective Resume
- Applying for Jobs

# Goals and Objectives

- Identify the steps for an effective job search
- Learn how to assess your interests and career goals
- Learn how to craft a winning resume
- Evaluate job search strategies

# Introduction

- Finding a new job can be a challenge for just about everyone. There's a lot more to it than looking in the classified section of the newspaper, hoping to find your dream job.
- Today, the internet plays a major role in the job search, from developing a network of professional contacts to submitting job applications via email.
- What's more, the majority of entry-level positions in the United States are now **only posted online!**
- Knowing how to use the internet effectively is now a required skill for all jobseekers.

# What does a Job Seeker Need?



# 1. Internet Access

- Having reliable access to a computer and the internet is crucial since so much of the job search is now conducted online. You will need access to the internet to do research about companies, keep in touch with your network by email, find openings on job boards, and submit online job applications. If you don't have a computer or internet at home, a local library may be able to help.

## 2. Professional Email Address

- Email is a fast and effective way to build your online network and communicate with potential employers. Before you start making online connections, make sure that you have a “professional “email address. Using an unprofessional nickname as your email address could give a potential employer a negative impression of you. Imagine that you are an employer and you receive two job applications from the following email addresses:

[Steve.Gobs@gmail.com](mailto:Steve.Gobs@gmail.com)

[fUnkyyyb0Y68@hotmail.com](mailto:fUnkyyyb0Y68@hotmail.com)

- If you are looking for a new job while presently employed, do not use the email address from your current job. You could get into trouble for using company resources to look for a new job. The best way is to create a free personal email account with an email provider such as **Gmail or Yahoo**.
- Finally, make sure you always employ proper email etiquette when searching for a job. Always include an explanatory subject line, choose a plain styled font like Times New Roman, and keep your messages brief and direct.

# 3. Resume

- A resume is like an advertisement for your job skills. Spend a considerable amount of time working on creating a strong resume that highlights your skills and qualifications. Also, think of your resume as a living document: every time you submit your resume, you should tweak it to match the position you want.
- Basic Rules:
  - One page
  - Use bold and italics to distinguish headings
  - No references section
  - Use bullets
  - Use clear readable font
  - Use action verbs in your descriptions
  - Incorporate skills most relevant to the position your applying for
  - Work from master resume

# 4. Organizational System

- It is very important to stay organized during the job search. To do that, you will need a:
  - Calendar – keep track of interview dates and when you've submitted an application so that if you need to do a follow up you know when a week or two weeks has passed
  - Job search journal – make note of where you've applied, who you still need to apply to, and record details every time you submit an application or contact a potential employer
  - Contact list – to keep track of the name and phone number of your contact at a company. There's few things worse then being called for an interview and you can't remember who it was that contacted you from the company.
- Many of these organizational tools are incorporated into email programs, making them very convenient to use during the online job search.
- **Note: Yahoo's new email design has a convenient organization system**

# 5. Time

- A job hunt takes time: researching companies, preparing cover letters and resumes, and developing your professional network. Try to make the best use of your time and set a daily routine of job hunting tasks. Treat the job search like it was your job—even though you aren't getting paid for it.

# 6. Positive Attitude

- Remember that finding a job is not something that happens overnight. It may take several months before the right opportunity comes along, and for many, this process can be difficult and draining. However, it is very important to maintain a positive attitude throughout the entire job search process. Here are just a few ways to help you stay uplifted during the job search:
  - Set realistic small goals, such as taking a class to gain a new skill. Remember to record meeting these small goals in your job search journal. Seeing the progress you are making will validate the time effort you put into the job search.
  - Try to turn any setbacks into learning opportunities that will make you a stronger job-seeker. Remind yourself that there are always jobs available.
  - Having the support of family and friends during the job search can keep you from getting discouraged and losing focus of your goals.

# Career Assessment



# Assessing Your Skills

- Before you find the job of your dreams, you have to know exactly what you want from that job. The first step to an effective job search is completing a thorough assessment of your interests, beliefs, abilities, experience, and needs. Some questions you can ask yourself are:
  - What am I passionate about?
  - What are my strongest skills? (what am I good at doing?)
  - How much education do I need to meet my career goals?
  - What kind of workplace culture matches my values?
  - What type of career will suit my personality?
  - How much money do I need to earn to support my lifestyle of choice?

# Online Career Assessment

- You can also do online career assessments for free that will ask questions and give you detailed information on what type of jobs or careers may suit you. This can be an effective way of opening up new job possibilities that you may not have thought of or considered before.
- Some good websites to visit for online career assessments are:
  - [www.assessment.com](http://www.assessment.com) (paid)
  - [www.iseek.org/careers](http://www.iseek.org/careers) (free)
- Some good websites to visit for online career resources are:
  - [www.careerpath.com](http://www.careerpath.com)
  - [www.iseek.org](http://www.iseek.org)
  - [www.gcflearnfree.org/career](http://www.gcflearnfree.org/career)
  - [www.ci.desoto.tx.us/index.aspx?NID=1276](http://www.ci.desoto.tx.us/index.aspx?NID=1276)

# Creating an Effective Resume



# Resume Writing 101: WHY NEEDED?

- A resume is NOT to '*get you the job*' as many think!
- Rather, resumes help you get the INTERVIEW (where you'll have to prove you're the best candidate for the job)



# Types of Resumes

## Chronological

- Work history is organized in sequential order, starting with the most recent position, and details your skill set by showing your accomplishments on the job.
- This format is ideal for:
  - job seekers with a continuous work history
  - standard for most employers

## Functional

- Key skills are highlighted first that demonstrate what skills your most experienced in, with work history in a secondary position listing only your title, company and dates of employment.
- This format is ideal for:
  - older job seekers (65+)
  - changing careers
  - people with long gaps in their work history
  - inexperienced workers.

# Key Formatting Functions

- Bold fonts to emphasize headings, italicize to emphasize titles or positions
- Bullet points make your resume easy to scan
- Use a clear professional font such as Calibri, Cambria, Times New Roman or Arial
- Use lines and symbols to divide and structure sections
- Add, delete, and move sections using Copy+Paste or Cut+Paste

# Make your name/header section stand out

- Name at the top, **biggest** item on page
- Include relevant contact info; may fit all onto one line directly below or above name to save space
- Consider using reliable “local” address (friend/family/RPCV) as temporary address when applying for jobs from afar
- Non-local cell phone numbers are fine
- Don’t use work e-mail or unprofessional e-mail addresses like:
  - tooprettypaula@gmail.com
  - monkeyboi@excite.com
  - jsmith@iheartbeer.com

# Use a bulleted style to make your resume more reader-friendly

- You get 30 seconds tops to make the hook—bullets help readers scan quickly
- Avoid fancy templates: the simpler the better
- Bullets, bold, italics, and underline are primary tools you need to create a winning resume
- Standardization is good, with a few exceptions
  - This is not your chance to wow them with your artistic ability

# Use action- and accomplishment-oriented phrasing

- DON'T simply cut and paste job descriptions into your resume and call it a day unless you really like searching for a job!
- Responsibilities-driven bullets tell nothing about how well you did your job
  - Responsible for...
  - Duties included...
- Use -ED “action verbs” (i.e. planned, managed, compiled) and use synonyms to avoid repetition of common verbs
- Accomplishment-oriented language tells employers what makes you special, how you've taken initiative, and how you can make a difference in their organization
  - How you went above and beyond your job
  - How you solved problems for the company
  - How you saved or made money for the company

# Use ' -ED ACTION VERBS '

## GOOD RESUME ACTION VERBS

Managed	Devised	Created
Coordinated	Facilitated	Exceeded
Led	Oversaw	Organized
Developed	Monitored	Identified
Upgraded	Directed	Obtained
Established	Analyzed	Generated
Implemented	Pioneered	Improved



- **Google 'resume action verbs' for more complete listings of options**
- **Avoid repeating same verbs—use synonyms:**  
i.e.: managed = supervised = oversaw = directed

# Don't mix noun and verb phrases

Example:

- **Managed** and **controlled** all aspects of company's West Coast presence. [verb]
- Complete ownership of inventory and financial standards. [noun]
  - Better: “**Supervised** inventory and financial standards” [verb]
- Full P&L responsibilities. [noun]
  - Better: “**Oversaw** all profit and loss aspects of operation” [verb]
- **Analyzed** market and forecast sales, **prepared** corporate budgets, and **monitored** results to achieve ROI objectives. [verb]

# Eliminate *clutter* from your resume

- Unnecessary dates
- Avoid excessive parentheses
- No need to say "References available upon request"
- Irrelevant hobbies, trainings, or awards
- Eliminate articles (a, an, the) – go with concise, tight phrases to get point across

For Example:

Hired to manage <b>the</b> public health unit and oversee <b>the</b> opening of <b>the</b> Ethiopia country program.	Hired to manage public health unit and oversee Ethiopia program opening.
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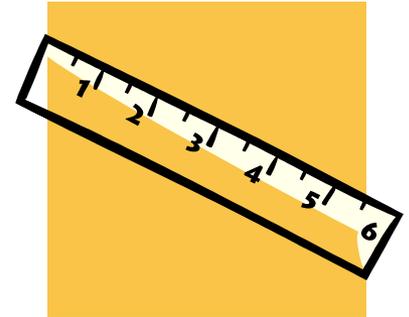
# Focus on job activities highlighting applicable skills

- De-emphasize irrelevant duties and skills
  - Even if you're an expert in those skills, it may suggest you're really not the perfect candidate for the new job
- Consider changing order of bullets under job, listing more relevant items first
- Incorporate "skills statements" to highlight the qualifications employer is seeking:
  - Ex. "Demonstrated attention to detail in accurately tracking and entering program data into Excel database."

# What about resume length?

For **public & government positions, don't fret about the one-page resume**

- Federal resumes can be much longer— >2 pages



**If you fill a third or less of the second page, consider condensing to one page:**

- Widen your margins – as low as .75” per side
- Use a smaller font size: 11-point is good
- Try a smaller font such as Calibri, Times New Roman, or Garamond

**If you fill more than half of the second page, consider expanding to 2 pages (vs. having blank space at end).**

- Use a larger font size – 12 point is good
- Try a larger font such as Cambria or Arial

# Make sure your resume has a sharp focus

- Create and keep a **master resume** that includes everything you ever did—length doesn't matter
  - Skills inventory / multiple qualification statements
  - Accomplishment statements
- **Copy and paste from the master resume** to simplify customization process for each job
  - Tailor resume to each job you're applying for; incorporate wording and skills statements relevant to that job

# Don't list too much experience on your resume

- Senior level = 15 years' worth of jobs, max
- May choose not to include graduation dates under education if long ago
- Don't want to tempt the issue of age discrimination

# Limit acronyms and jargon

- As a general rule spell out words
- Be careful with tech-based words, certifications, and corporate or organizational culture words/acronyms like APCD, HCN, PCVDBMS
- But **DO** incorporate lexicon of organization to which you are applying with this resume



# THE DO'S OF RESUME WRITING:

- **DO** tailor resume to each job and save copy
  - Incorporate most relevant key qualification statements
  - Tailor order of items w/in each job description to spotlight most relevant aspects to the job applying for
- **DO** include footer with “page x of 2” if two-page resume
- **DO** fill the second page, if you go onto a second page (or condense to one page if possible)
- **DO** be consistent with order of listings (i.e. title OR organization first, etc.)

# THE DON'TS OF RESUME WRITING:

- **DON'T use an "Objective:"** Old school, generic, and limiting
  - Better alternatives: "Key Qualifications" or "Qualification Profile"
- **DON'T have lone bullets** (minimum two, max five)
- **DON'T use subjective descriptions:** Employers typically ignore phrases like "great leadership skills" or "creative innovator" or "team player" because so many people's self-assessments are wildly inaccurate, so your resume should stick to objective facts.
- **DON'T include pictures unless specifically requested**
- **DON'T be lazy:** Tailor resume and create a cover letter, even if not required
- **DON'T depend exclusively on 'cold' applications/resume to get you the job—** network, do informational interviews, follow up
- **DON'T get discouraged—**it takes time; be realistic & keep positive!

# Generally, what NOT to include:

- Reason for leaving
- Salary
- Date of birth
- Religion, sex, national origin
- Photograph
- Health issues
- Weaknesses
- Demands
- References

## JANE DOE

1650 Anyway Dr., NW Apt. 104 • Washington, DC 20009

Phone: (202) xxx-xxxx • E-mail: [janedoe@xyz.com](mailto:janedoe@xyz.com)

### KEY QUALIFICATIONS

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- Dedicated professional with 3 years of experience in domestic and international public health
- Excellent oral and written communication skills, in both Spanish and English
- Proven flexibility, resourcefulness, and ability to excel with minimal supervision

### PROFESSIONAL EXPERIENCE

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#### Peace Corps

##### *Health Education Facilitator*

Guatemala City, Guatemala

*Jan. 2006-June 2008*

- Facilitated school health program designed to reduce common illnesses and diseases among school-age children in rural Guatemala
- Evaluated program effectiveness encompassing 15 teachers and 500 students
- Managed distribution of funds from the U.S. for 3 scholarship recipients
- Created social maps for water and sanitation project in community of 300 beneficiaries
- Collaborated with local health ministry to plan and implement comprehensive HIV/AIDS training for over 30 village women

## JANE DOE resume, page 1 (con't.)

### **Brighton Hospital Pharmacy**

*Pharmacy Technician Intern*

Anytown, WA

*Aug. 2005- Dec. 2005*

- Provided efficient and effective client care; pre-filled insulin syringes; prepared IVs
- Compounded creams and suspensions for use on specific nursing home patients
- Required attention to detail, and broad knowledge of over 200 commonly used medications

### **Community Health Care**

*Interpreter/Scheduler (Temporary)*

Tacoma, WA

*Jan. 2004-May 2005*

- Provided Spanish/English interpretation services between staff and patients
- Facilitated client access to broad range of clinical services
- Scheduled appointments and maintained accurate records

### **Tacoma General Hospital**

*Unit Secretary*

Tacoma, WA

*June 2003-May 2004*

- Independently handled information requests for doctors and nurses in ICU
- Maintained patient charts; filed reports and test results; scheduled lab work
- Transcribed doctors orders and managed patient admits
- Required sensitivity and a commitment to confidentiality in dealing with diverse health issues.

## EDUCATION

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### **Pacific Lutheran University, Tacoma, WA**

Bachelor of Arts, Biology, 2003

- Minor: Psychology
- Graduated with high honors (3.75/4.0 cumulative GPA)

### **Universidad de San Francisco (Quito, Ecuador)—Fall, 2001**

Study abroad program, including language and culture coursework

### **Peace Corps Pre-Service Training, Santa Lucia, Guatemala (1/05-4/05)**

- Intensive 3-month field-based training consisting of 138 hours Spanish language, 110 hours technical training and 68 hours of cross cultural and safety.
- Lived and interacted with Guatemalan host family during community-based training.

## SPECIALIZED SKILLS & CERTIFICATIONS

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- **Computers:** Proficient in Microsoft PowerPoint, Word, Excel and Publisher
- **Languages:** Fluent Spanish (oral and written); basic Nepali
- **Certified** in American Red Cross CPR & First Aid (2007)
- **Trainings:** Foundation Center Project Proposal/Grant Writing workshop (Feb. 2007); Budgeting/Financial Management workshop (2008)

# Applying for Jobs



# Research

- After completing an assessment of your needs and interests, you are ready to start looking at possible careers. The next step is to learn more about the field you want to join. Learning as much as possible about an industry will make you a stronger applicant when you are ready to apply. Here are some questions you should ask when researching a career:
  - What is the state of the industry?
  - What kinds of positions are available?
  - What are the educational requirements? .
  - What is the typical salary?
- There are a lot of resources available to help you answer these questions. The internet is a great place to start:
  - **The Occupational Outlook Handbook** ([www.bls.gov/ooh/](http://www.bls.gov/ooh/))- Published by the US Bureau of Labor Statistics, this site profiles hundreds of occupations and provides information about required qualifications, salary averages, work environment, and the growth rate.
  - **Salary** ([www.salary.com](http://www.salary.com))
  - **Occupation information** ([www.occupations.careers.org/](http://www.occupations.careers.org/) )
- Another good place to look for information is directly on a company's website. There you can find information about the company's history, products, values, and much more. And many companies list job openings directly on their websites.

# Finding Job Openings

- **Creating an Account** – the first thing you'll have to do no matter what site you apply for a job on is create an account. The four main things asked for are:
  - Username
  - Password
  - Email
  - Resume – either attached to your account or filled in on their website in sections they provide

# Finding Job Openings

- There are five main ways to apply for jobs online:
  - Networking
  - Online Job Boards
  - Through a company or city website
  - Federal Jobs
  - Working from home (Entrepreneurship)

# Networking

- Networking means making connections with other people. It's not unreasonable to say that everyone already has a network. Your network includes family, friends, recreational groups, former teachers and classmates, current and former co-workers, church, and social organizations.
- Your network (who you know and who they know) is a key way to finding a new job. According to the US Bureau of Labor Statistics, around 70% of all jobs are found through networking.
- **Note:** Also look for network opportunities in your city. Many times events are hosted for the sole purpose of networking and job seeking. One example is [dallas.networkafterwork.com/city/dallas](http://dallas.networkafterwork.com/city/dallas)
- Social media sites like **LinkedIn** are perfect places to start building your online network. You can connect with countless people who have similar career interests. But be careful what you put online. Employers do check social websites.
- Employers want to be sure that the employees they hire are outstanding and can add value to their companies. Thus personal recommendations from trusted sources are still the best way to find those great employees. Take every opportunity you can to cultivate your network—even after you start your new job.

# Online Job Boards

- Online job boards seem to advertise unlimited jobs, and thousands of new openings are added every day. Most feature powerful searching tools, letting you narrow down your job search to very specific criteria, such as location, job title, and salary.
- However, relying on these big online job boards can limit your opportunities. While it would be nice to simply type in your dream career and immediately get a job offer with a few clicks, the reality is that these big boards are typically swamped by thousands of applicants all competing for the same jobs.
- Additionally, it is much more difficult to make personal contact with a company this way. Despite this, online job boards are still valuable resources for career information.
- Here a few of the major online job boards:
  - **monster.com**
  - **indeed.com**
  - **simplyhired.com**
  - **careerbuilder.com**
- There also job boards that specialize in a specific industry or location:
  - **idealist.org** - specializes in non-profit jobs and volunteer opportunities
  - **workintexas.com** - advertises job opportunities in Texas
  - **craigslist.org** - features jobs from local employers, but beware of scams
  - **experienceworks.org** – helps Texan seniors find jobs

# Apply Directly to Company or City

- When you find a company that matches your career objectives, see if any job listings are listed on their website. Additionally, you could look for contact information on a company's website and call or send an email to ask about any employment opportunities. It never hurts to ask!
- City websites also will post job listings if you know the specific area you want to look in. Just visit that city's website and research their job opportunities. Many cities allow you to sign up for job notices sent directly to your email. This is a good way to find out and apply to openings as soon as they become available.

# Federal Jobs & Working from Home

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**I WANT YOU**



# Federal Jobs

- To apply for federal jobs go to [www.usajobs.gov](http://www.usajobs.gov). This is an excellent starting point to learn about federal agencies and the positions they need to fill. You can search the site by your location, the type of job you want, the department you'd like to work for, or your skills.

# 4 Tips for Getting a Government Job

- 1. Acquaint yourself with the landscape.** Although we tend to think of the federal government as one gigantic entity, it actually comprises hundreds of agencies and departments, each with its own mission and culture. Take the time to identify ones that are a good match for your interests, experience and expertise. For example, if you're a financial professional intrigued with the environment, you might investigate finance jobs with the National Parks Service. One helpful site at [bestplacestowork.org/BPTW/index.php](http://bestplacestowork.org/BPTW/index.php), provides information about employee job satisfaction and engagement at more than 300 agencies
- 2. Engage your network.** Use your circle of friends, colleagues and former workmates to gain a competitive advantage in your search for a federal job. Tools, like LinkedIn, can help you network with people and groups who work in or with the federal government. Talk to friends who are government employees to learn about openings and to gain insights into the job application and interview process. Also check in with your college's career services department to see if it has established relationships with any government agencies and recruiters. Many of them have.
- 3. Reformat your resume.** The terminology used by the federal government in job descriptions can differ from what you'll find in the nonprofit and private sectors. So be sure to analyze the keywords and phrases in federal job postings, then incorporate them into your resume. [Gogovernment.org/index.php](http://Gogovernment.org/index.php) nicely explains how to write a resume for a federal job listed on USAjobs.gov.
- 4. Be patient.** It can take four months or longer to get a job offer. (Remember: This is the government; it's known for its bureaucracy.) While federal agencies aim to fill most openings within 80 days, the actual time from application to hire is running closer to 105 days. So be prepared to wait it out. Your patience could be well rewarded.

# Working at Home

- Working at home generally appeals to parents who want to spend more time with their children, military spouses who need to pick up and move every few years, retirees needing or wanting supplemental income, people with disabilities, social introverts, and even employers who believe telecommuting is a good deal for them because it reduces overhead expenses, allows access to talented workers who may not be available locally, provides off-hours support and helps retain employees.
- Self-motivation, discipline, job skills and independence are key characteristics for at-home workers and entrepreneurs.

# Stay at Home & Entrepreneurial Careers

## Stay at Home

- Virtual assistant
- Medical transcriptionist
- Translator
- Web developer/designer
- Call Center Representative
- Tech Support Specialist
- Travel agent
- Teacher/Tutor
- Writer/editor
- Franchise owner

## Entrepreneurship

- Photographer
- Caterer
- Tech Support or Repair
- Teacher
- Web Developer
- Hair Stylist

**For more information on these job requirements, descriptions, and salaries visit:**

[www.bankrate.com/finance/personal-finance/10-best-and-real-work-at-home-jobs-1.aspx](http://www.bankrate.com/finance/personal-finance/10-best-and-real-work-at-home-jobs-1.aspx)

# Places to Apply

- [LiveOps.com](http://LiveOps.com): They have over 20,000 agents working from home. As an employee you will take incoming calls for major corporation or from most of the offers you see advertised on television. The company provides training and flexible hours. They also offer an excellent opportunity for licensed insurance agents.
- [TeleWork.gov](http://TeleWork.gov): Congress passed the “Telework Enhancement Act of 2010,” allowing various federal agencies the ability to hire and support work-at-home federal employees.
- [Salesroads.com](http://Salesroads.com): They are looking for appointment setters and lead generators. The company pays a guaranteed hourly rate and commission.
- [Brightencommunications.com](http://Brightencommunications.com): Full or part time opportunity to make up to \$18.50 per hour working from home. You will be calling to generate leads for fortune 1000 firms.
- [ArRecovery.com](http://ArRecovery.com): For career information on their website go to the “contact us” link. You will take incoming calls from patients, answer questions and work out payment arrangements for medical bills.
- [TeleReachJobs.com](http://TeleReachJobs.com): This is a great opportunity with a well established company. They have one of the best pay plans and also offer paid vacations and benefits for their full time workers.
- [ProgrammingFromHome.com](http://ProgrammingFromHome.com): Full list of companies that hire programmers to work 80% to 100% from home.
- [CallCenterOptions.com](http://CallCenterOptions.com): A work-at-home model for doing business in medical, financial and insurance industries. ARO will hire you to take incoming calls from clients and patients.

# Places to Apply

- [VIPDesk.com](http://VIPDesk.com): For over 20 years this company has been serving brand name companies. You will take incoming calls and work totally from home.
- [TeleTech.com](http://TeleTech.com): With over 44,000 employees in over 17 countries, TeleTech is the biggest of the virtual companies. Their employee benefit program and perks are unmatched even when compared to brick-and-mortar companies.
- [Telecommuting-Techies.com](http://Telecommuting-Techies.com): Home based jobs for technical trades, programmers and web designers.
- [VirtualVocations.com](http://VirtualVocations.com): A job posting site that has global telecommuting opportunities in over 50 categories.
- [Jobs.Uhaul.com](http://Jobs.Uhaul.com): If your a full time, part time, or second job, this 60 year old corporate giant is hiring. U-Haul is an established brand name that not only pays well, but also offers excellent benefits. Work from home answering calls for U-Haul rentals or other customer service issues.
- [BalanceYourBooks.com](http://BalanceYourBooks.com): They hire bookkeepers, accountants, appointment setters and salespeople to work from home.
- [EchoStentel.com](http://EchoStentel.com): They Specialize in medical records, dictation and transcription services and hires work-at-home transcribers.

**For more information on these websites visit:**

[www.examiner.com/article/15-companies-that-offer-legitimate-work-at-home-jobs](http://www.examiner.com/article/15-companies-that-offer-legitimate-work-at-home-jobs)