

Writing Rousing Resumes

By: Katina Deichsel
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TESL Ontario Webinar



Hello!

I'm **Katina Deichsel**, *M.Ed, M.A., OCELT*

- ▶ **10 years Business Communication Specialist**
- ▶ **Tailored 2000+ cover letters and resumes**
- ▶ **Trained 30+ cohorts in behavioural interviewing**
- ▶ **Designed 1000+ hrs of Employment focused curriculum**
- ▶ **Coached 1500+ IEPs in building careers in Canada**

A 3D illustration of a maze with a person and a flag. The maze is composed of grey walls and green platforms. A person in a red shirt and black pants is standing on a green platform in the lower-left area. A red flag is on a small pedestal at the top of the maze. Sunlight rays emanate from the flag. The maze has several paths, including a blue staircase, an orange staircase, and a light blue staircase. The entire scene is framed by an orange border.

One destination
but...
many paths with
different modes

Let's Start with 4 polls!

As the polls appear, answer
directly on the screen.



Agenda:

1. Resume Blunders
2. Identifying resume sections
3. Accomplishment statements
4. Word clouds for keywords
5. Resume templates vs. builders
6. Types of resumes
7. Summary
8. Q&A



Activate your knowledge:

When you hear the word **RESUME**, what comes to mind?

- Add 5 - 6 ideas to the [answer garden](#)! Please feel free to add your ideas before the webinar!

Don't know how to use answer garden? Click [HERE](#).

The background features a dark teal color with several overlapping geometric shapes. A large orange square is positioned in the upper-middle section. To its right, a teal square is partially visible. Below the orange square, a dark teal vertical bar runs down the page. On the far right, a yellow square is partially visible, overlapping a dark teal vertical bar. The overall design is modern and minimalist.

Part 1

Resume Blunders

NICOLE SPARKS

Resume available upon request

Work Experience

Business Insider New York, NY

February 2011 - Present

Associate Producer

- Highly qualified to write copy and headlines for original and syndicated video content
- Drafted, pitched and research stories for video topics and book interview pieces including business and technology leaders and national politicians
- Cut news and feature video stories on *Adult Premium* and *Food Cut Pro* that are distributed on platforms which earn over 1 billion views a month
- Work closely with video department managers and producers to coordinate *Business Insider's* original video library and program for video page

NorthSouth Productions New York, NY

August 2014 - February 2015

Post Production Assistant, *Say, Go to the Drive - Atlanta - Season 4*

- Contributed to successful clear delivery of all picture work elements to network by managing interview transcription and finalizing client logs
- Wrote and cut narrative 3-minute "mag-01" updates as AVID for international versions of the show
- Wrote episode descriptions and various show elements per network specifications, secure all media assets and schedule all dates, location and tape releases

ID Public Relations New York, NY

March 2014 - August 2014

Assistant to SVP of Talent

- Directly supported SVP of Talent by coordinating directly with clients and various press contacts to schedule interviews and appearances
- Built and managed client schedule for various publicity campaigns including film press tours, television upfronts and national and regional broadcast appearances
- Liaised with media and network publicity teams to coordinate client schedules and booked hair stylists, makeup artists and producers for film/television campaigns

NBCUniversal

Universal Pictures New York, NY

April 2013 - March 2014

National Publicity Assistant

- Built talent schedules for trailers, press days, fan-meeting publicity, film premieres, photo shoots and other special events
- Successfully handled talent at red carpets, national broadcast appearances, press days, film premieres and other various publicity events
- Oversee all New York screenings and secured publicists, bookers and producers for coordination logistics of talent appearances and ensuring delivery of press materials

NBC East Coast Page Programs New York, NY

July 2012 - April 2013

- Covered, organized and prepared schedules for "Late Night with Jimmy Fallon," "The Dr. Oz Show" and "Saturday Night Live"
- Conducted media tours and presented NBCUniversal talent and talent to general public and VIP's

Focus Features, Publicity Page

- Was a team player and distributed daily press and media press logs
- Managed schedules and booked talent for talent appearances, film premieres, press screenings and other publicity events


MSNBC - "The Ed Show," Production Page

- Covered and coordinated coverage for on air 5:00- 6:00 PM EDT "The Ed Show" news/talk program produced by the on location, public and social
- Managed all production work with studio support for "The Ed Show"

BUSINESS
INSIDER

RESUMÉ WORDS

Which 9 are **YOU** guilty of?

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Part 2

Main Parts of Resumes

Highlights

- ▶ Objectives (entry level)
- ▶ Summary of skills (mid level+)

Professional

- ▶ Paid work experience
- ▶ Paid & unpaid internships / volunteering

Education

- ▶ Formal education
- ▶ PD / upskilling


Activate your knowledge!

Can you identify:

- ▶ Highlights
- ▶ Professional experience
- ▶ Education / PD

Samples:

1. [Claudia Marisa Reveyes](#)
(Chronological)
2. [Lanei Silvani](#)
(Combination)

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Part 3

Accomplishment Statements



Task

Served
customers at
Tim Hortons

Accomplishment

Greeted and served
approximately 30 customers per
hour by completing food and
beverage order within 3 minute
protocol from entry to exit.



Formula



Action verb + **supporting descriptive detail** + **result**

Designed and facilitated a series of 5, 1-hour workshops for blended and fully online cohorts, focusing on increasing self-efficacy, attended by 20 - 25 pre-service teacher-students, resulting in self-disclosed increase in confidence and renewal of contract for 5 more workshops.



Action Verbs List

From the list, identify 10 - 15 verbs you'd like to use in your next resume, cover letter, and interview preparation.

Did
Completed
Arranged
Organized

Difference?

(task) Reviewed resumes.

Reviewed entry level, mid level, senior level, and c-suite resumes.

Reviewed entry level, mid level, senior level, and c-suite resumes for 2500 internationally trained professionals, new Canadians, and displaced workers.

Reviewed and updated entry level, mid level, senior level, and c-suite resumes for 2500 internationally trained professionals, new Canadians, and displaced workers, resulting in a reported 25% increase in applications leading to interviews.

(task) Taught interviewing.

Trained 1500+ participants in behavioural interviewing for both face-2-face and virtual settings.

Instructed and trained 1500 native English and English as a second language job seekers in behavioural interviewing for both face-2-face and virtual settings.


Instructed and trained 1500+ native English and English as a second language job seekers in behavioural interviewing for both face-2-face and virtual settings at 4 employment not-for-profit organizations in Canada, increasing job seekers' confidence and interview success by 50%.

Explain your **actions!**

1. How many students/participants did you teach?
2. How many minutes / hours was your workshop?
3. How many attendees participated?
4. What protocol or methods did you follow?
5. What systems / programs / tech did you use?
6. What mediums did you work in? Face2face, email, phone, virtual?
7. What departments or teams did you work on?
8. How many organizations did you collaborate with?
9. How many times per day, week, month, year, quarter does it happen?

Quantify your **outcomes!**

1. What was the individual / cohort GPA?
2. How much time did you save?
3. How much money did you make / save?
4. How many new clients / customers / participants?
5. Did you improve the process – decrease time, decrease working hours, increase efficiency? By how much (%)?
6. What soft skills did you increase – confidence, time, teamwork abilities, management?
7. Was funding granted again? Any increase in funding?
8. Any recognition internally or externally (other companies, news, awards, social media?)

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Part 4

Tailoring made easy!



Best Line of Defense? **KEYWORDS!**

A
T
S
?

Word Cloud Generator

Job postings:

1. Learning & Development Specialist
2. Training & Development Specialist
3. Specialist, Learning & Development

The background features a dark blue field with several overlapping, semi-transparent geometric shapes. A prominent orange square is positioned in the upper-middle section. To its right, a large cyan rectangle is partially visible. Further right, a dark blue vertical bar contains a smaller yellow square near the bottom. The overall aesthetic is modern and minimalist.

Part 5

Formatting - Templates & Builders

Resume Templates?

Tips and tricks



Resume template in Word

Microsoft Support

Resume template in
Google Docs

Building in Google Docs

Building in Microsoft
Word

Resume Builders?

- [Visual CV](#)
- [CV Maker](#)
- [My Perfect Resume](#)

And they're FREE? Not so fast...

- Pay to download into word or pdf version
- Pay to upload to cloud
- Often include auto pay after initial “free” trial period
- Can cost between \$20 – 40/month without you realizing

So why would ANYONE use this?

Part 6

Types of Resumes

The background features a dark teal gradient. On the right side, there are several overlapping rectangular shapes in various shades of teal, a bright orange, and a yellow, creating a modern, architectural feel.

Chronological

List work history with most recent position listed first. Focus is almost exclusively on work history.

[Katina Deichsel Sample](#)

Functional

Focuses on broad skill sets without dates. Typically used for individuals at the beginning or end of career.

[John A. Doe Sample](#)

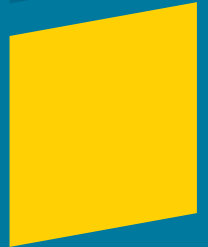
Combination

Typically include additional sections like professional summary or objective & highlights skill set relevant for the job. Should end with a chronological work / education history.

[Lanei Silvani Sample](#)

Part 7

Review & Summary



Time to play!

If you would like to compete against your peers, open a new window and go to:

Link: Kahoot.it

Code:



Don't know how to use kahoot? Click [HERE](#)

Let's Recap..

1. Resumes are an art, not a science.
2. Avoid vague, overused “fluff” words
3. Create 3 distinct sections: highlights, work experience, education.
4. Always add quantified accomplishments.
5. Tailor with keywords to pass the ATS phase.
6. Utilize templates and builder for visual impact.
7. Choose appropriate resume type.
8. **Begin any job search by mining your network.**



Good resumes get your
foot in the door, but
connections get you
jobs.

August 25th at 7pm EST - The ABCs of Interviewing

Coming Soon - LinkedIn: Networking 2.0

Questions?



Let's connect!

[Katina Deichsel Consulting](#)

[Linkedin Profile](#)

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