

CHAPTER 04

Marketing Yourself

When companies have a new product to sell, they begin a marketing campaign to promote their product. You may be familiar with some of these from television commercials, print ads and radio jingles. Many feature music or scenery that you remember and associate with that product such as Nationwide Insurance, which use musicians, athletes and their famous “Nationwide is on your side” jingle. Applying and interviewing for jobs require the same tactics only the product you are selling is yourself. How do you market yourself to potential employers when you cannot create a one minute commercial to show them? By crafting a great résumé and using social media responsibly, you will be able to advertise your skills and abilities in a way that makes employer remember you and want to hire you.

In this chapter you will:

1. Learn how to craft a professional résumé that highlights your skills and abilities, work history and other elements that make you competitive; and
2. Learn how to use social media responsibly to display your work history, skills and abilities as well as use these platforms to search for jobs and network.

Lesson One: The Résumé

The purpose of this lesson is to create a professional résumé that will be appealing to potential employers. The individual will learn what information is necessary to include in a résumé, the different types of résumés, and be introduced to several online resources for résumé writing.

STANDARDS ALIGNMENT

North Carolina Essential Standards Guidance

- RED.CR.1 Understand the meaning and importance of career self-awareness and career goals.

North Carolina Professional Career Development Coordinator Standards

- Standard III: Career development coordinators understand and facilitate the implementation of a comprehensive career development program.

North Carolina Essential Standards Grades 9-12, Information and Technology Essential Standards

- HS.TT.1.1 Use appropriate technology tools and other resources to access information (multi-database search engines, online primary resources, virtual interviews with content experts).

NC Community College System College and Career Readiness Adult Content Standards

- R.5 The student will develop and demonstrate knowledge of a range of increasingly complex literature and informational texts.
- W.5 The student will develop and apply the writing process to communicate in writing for a variety of purposes.
- T.4 The student will demonstrate knowledge and skills in keyboarding, word processing, and desktop publishing.
- T.6 The student will demonstrate an ability to utilize Internet and other telecommunication resources.

Workforce Development Standards

- 20 CFR Parts 676, 677, and 678: Workforce Innovation and Opportunity Act is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Programs are based on eligibility.

STUDENT OBJECTIVES

At the close of the lesson, learners will be able to say... I can:

- choose the appropriate résumé for a selected job posting that best fits my need.
- write a comprehensive résumé that highlights my skills and abilities and accurately describes my work history.

MATERIALS NEEDED

- Computer with internet access
- Job description
- Handout: *Online Resources*
- Handout: *Types of Résumés*
- Handout: *Guidelines for Preparing a Résumé*
- Handout: *Résumé Checklist*
- Pens or pencils
- Paper

DELIVERY SUGGESTIONS

Times for delivery will vary depending on group size and learning level.

The following lesson is appropriate for:

- high school students
- adult learners

INSTRUCTIONS

1. State purpose of session and post within the room for reference (above).
2. Share the “I can” statements and post within the room for reference (above).

You may wish to share the steps below in printed format with job seekers as you walk them through the following:

3. Turn on computer and log on to network if not already accessed.
4. Have learners search for a job posting if they have not brought one with them. Refer to the handout *Online Resources* for job search websites.
5. Using the handout *Résumé Checklist*, explain to the group what information should be included in a résumé. Make sure they understand information should be truthful and related to the job posting they are working with. Résumés must be typed, with a consistent and professional font (Times New Roman, Georgia, Calibri, Arial) and free from grammatical and spelling errors.
6. Using the handout *Types of Résumés*, explain to the group the different types of résumés and how to go about choosing the appropriate one.
 1. **Chronological Résumé:**
 - a. Lists work history in reverse chronological order (current/last job first)

- b. Lists education, special skills, languages, associations
 - c. Includes location and length of time you held each job
 - d. Describes responsibilities and skill set that each job required using quantitative language (numbers)
 - e. Uses bullet points
 - f. When unsure what type of résumé to use, go with chronological
2. **Functional Résumé:**
- a. Requires the most detail explanation of past work experience
 - b. Lists jobs that are relevant to the job posting
 - c. Discusses number of people you managed, special projects you created/worked on
 - d. Uses bullet points
 - e. May include 1-2 brief sentences describing what you did at each job
3. **Combination Résumé:**
- a. A combination of elements from the chronological and functional résumés
 - b. Extends the descriptions of your past work more than in a chronological résumé
 - c. Uses sentences to describe what you did at past jobs so employers can get a better perspective of what to ask during an interview
7. Using the handouts Guidelines for Preparing a Résumé and Résumé Checklist, as well as the job posting, have learners brainstorm and outline what information they will include in their résumé.
8. Have learners draft their résumés according to style.
9. Give meaningful feedback on drafts so learners can adjust their résumés as necessary.
10. Next Steps: Job seekers can speak more with their counselor/career advisor about their résumés to receive feedback, editing and tips.

ONLINE RESOURCES

- NCWorks Online is a one-stop online resource for job seekers and employers in North Carolina. Job seekers can search for jobs, create résumés, find education and training, and look up labor market information.

NCWorks Online Website: www.ncworks.gov

- O*Net OnLine is a primary source of occupation information. It provides Career Exploration Tools and a set of valuable assessments as well as the ability to explore and search occupations.

O*NET Online Website: www.onetonline.org

- My Next Move for Veterans is a great website, accessible through O*NET online. Veteran job seekers can search for jobs by using keywords, by industry, or by military occupation specialty.

My Next Move for Veterans Website: www.mynextmove.org/vets/

- Career One Stop is a resource to learn about and find career information, locate resources, and get career advice.

Career One Stop Website: www.careeronestop.org

- Bureau of Labor Statistics is a great resource to find labor market information, skills and education necessary to get a job in a chosen field and other important labor related information.

Bureau of Labor Statistics Website: www.bls.gov

- USAJobs is the official job posting site for the United States Federal Government. Job seekers can search for federal jobs, upload résumés or use the federal résumé builder.

USAJobs Website: www.usajobs.gov

Adapted from: **North Carolina Workforce Training Center document “Types of Résumés: Online Resources.”**

Types of Résumés: CHRONOLOGICAL TEMPLATE

Name: _____

Address: _____

Home Phone: _____ Mobile Phone: _____

Email: _____

EMPLOYMENT OBJECTIVE (Optional – phasing out):

SUMMARY (Optional):

WORK EXPERIENCE:

Employer, City, State: _____

Job Title: _____

Dates (from-to): _____

Responsibilities/Accomplishment/Skills:

Employer, City, State: _____

Job Title: _____

Dates (from-to): _____

Responsibilities/Accomplishment/Skills:

EDUCATION:

Last Name, 2

LICENSES AND CERTIFICATIONS:

AWARDS:

PROFESSIONAL MEMBERSHIPS:

Adapted from: **North Carolina Workforce Training Center** document “**Types of Résumés.**” Template only, actual content and layout may vary.

Types of Résumés: FUNCTIONAL TEMPLATE

Name: _____

Address: _____

Home Phone: _____ Mobile Phone: _____

Email: _____

EMPLOYMENT OBJECTIVE (Optional – phasing out):

SUMMARY/HIGHLIGHTS OF QUALIFICATIONS:

WORK EXPERIENCE:

Occupational/Functional Category: _____

Skills/Accomplishments/Responsibilities:

Occupational/Functional Category: _____

Skills/Accomplishments/Responsibilities:

Occupational/Functional Category: _____

Skills/Accomplishments/Responsibilities:

EMPLOYMENT HISTORY

Name of Employer: _____

Job Title: _____ Dates of Employment: ___/___

Name of Employer: _____

Job Title: _____ Dates of Employment: ___/___

Name of Employer: _____

Job Title: _____ Dates of Employment: ___/___

EDUCATION:

LICENSES AND CERTIFICATIONS:

AWARDS:

Adapted from: **North Carolina Workforce Training Center** document “Types of **Résumés**.” Template only, actual content and layout may vary.

Types of Résumés: COMBINATION TEMPLATE

Name: _____

Address: _____

Home Phone: _____ Mobile Phone: _____

Email: _____

EMPLOYMENT OBJECTIVE (Optional – phasing out):

SUMMARY OF SKILLS AND EXPERIENCE:

Skill/Experience: _____

Description: _____

Skill/Experience: _____

Description: _____

Skill/Experience: _____

Description: _____

Skill/Experience: _____

Description: _____

WORK EXPERIENCE:

Name of Employer: _____

Job Title: _____ Dates of Employment ____/____

Address/Phone: _____

WORK EXPERIENCE:

Last Name, 2

Name of Employer: _____

Job Title: _____ Dates of Employment ____/____/____

Address/Phone: _____

Name of Employer: _____

Job Title: _____ Dates of Employment ____/____/____

Address/Phone: _____

Name of Employer: _____

Job Title: _____ Dates of Employment ____/____/____

Address/Phone: _____

EDUCATION:

School Name: _____

City, State: _____ Dates of Attendance: ____/____ - ____/____

Major(s): _____

Degree/Certificate Earned: _____

LICENSES AND CERTIFICATIONS:

PROFESSIONAL MEMBERSHIPS/ORGANIZATIONS:

Adapted from: **North Carolina Workforce Training Center document “Types of Résumés.”** Template only, actual content and layout may vary.

GUIDELINES FOR PREPARING A RÉSUMÉ

These are general guidelines to keep in mind as you create your résumé.

1. Keep your résumé to one to two pages, if possible. If you do have a second page, try your best to fill out the full sheet. Play with font size if necessary, but don't make it too big. The résumé should be a concise brief advertisement about you. If you are writing a Federal résumé, plan for at least 4 pages as it is very detailed.
2. Type your résumé on a computer and print it on quality bond résumé paper. Do not photo copy your résumé.
3. Use white or cream colored paper. Use matching envelopes and paper for cover letters.
4. Use a format that lets you make the best presentation of your background and experience (chronological, functional, combination).
5. Focus on your strongest assets, whether it be an education, special skills, or work history and de-emphasize your weaknesses. Leave any areas that are extremely weak off of your résumé.
6. Use your current mailing address and telephone number. It is also best to ensure your voice mail message includes your first and last name so employers know they've reached the correct number and will be more likely to leave a message.
7. Use a professional email. You can get a free account at many hosting sites such as gmail.com, yahoo.com, or Hotmail.com. Use your first and last name and a number if necessary (firstname.lastname@gmail.com or firstname.lastname01@gmail.com). Do not use a silly email!
8. Always proofread your résumé. Ensure accuracy, content and neatness. Have someone else read it for grammar and/or spelling errors. Proofread again after it is printed to ensure proper alignment, bolding and correctness of information.

*Adapted from: ESL: **Domain Four: The World of Work from the North Carolina English Language Acquisition Virtual Library** (<http://www.nc-net.info/ELA/guide.php>) and Module G: Lesson Plan 23: Job Search from the Florida Department of Education (<http://www.fldoe.org/core/fileparse.php/7531/urlt/writing-a-resume.pdf>).

RÉSUMÉ CHECKLIST

Not all items on the following list will be appropriate for your résumé. This is just a rough idea of what you may want to include. You may think of things to include that are not on this list.

Consider including:

- Your Name
- Address
- Phone Number
- Email Address (professional)
- Webpage Address (LinkedIn or if you have built one of your own)
- Job Objective or Career Goal (optional, phrasing out)
- Skills
- Education History
- Employment History (including volunteer work)
- Professional Societies and Organizations
- Military Services
- Honors and Awards
- Publications

Do not include:

- A photograph
- Names of spouse or children
- Names and addresses of references (it is assumed by the employer that you will provide these upon request)
- Reasons for leaving past jobs (this may be addressed in the interview)
- Present salary requirements (an employer may ask this in the interview or on the application)
- Past salaries (may be requested on the application; do include if it is a Federal résumé)

Adapted from: **ESL: Domain Four: The World of Work from the North Carolina English Language Acquisition Virtual Library** (<http://www.nc-net.info/ELA/guide.php>) and Module G: Lesson Plan 23: Job Search from the Florida Department of Education (<http://www.fldoe.org/core/fileparse.php/7531/urlt/writing-a-resume.pdf>).