

CV/ Résumé Writing: “Tips and Traps”

ASHP Midyear Clinical Meeting
Orlando
December 7, 2008

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Objectives

- **Not:** *a complete overview of resumé/CV writing, applying for a job, interviewing skills, salary and benefit negotiations, EEOC rules, career development, blackjack tips.*
- **Is:** **Tips and Traps, Do's and Don'ts, advice from Bill & Bill, based on excessive years of experience!**
- **So, let's go!**

Getting a Job

- **Don't panic!**
 - Don't let stress become distress
- **What is the right mindset to have?**
 - Sales and Marketing (of You)
 - Both parties are truly seeking a Win-Win outcome (not adversarial)
 - 1. The job is right for you!
 - 2. You are right for the job!

The Résumé

- **Purpose:** **To get you an interview!**
- **Tip:** **Get to know yourself**
- **Tip:** **Focus on accomplishments and outcomes**
- **Remember, you are selling yourself!**
 - You need to show that you are a “differentiated product” that they need
 - **Trap:** A resumé is a two-edged sword

Desired Outcome of a Résumé

- **Again, to get you an *interview***
 - Not a job, yet . . .
- **To put you in a positive light for the interview**
- **To stimulate and guide questions during the interview**

Résumé Formats

- Chronological, Functional, CV
- Students: Do use a chronological format (*building experience*)
- Others: Do consider a functional format (*already experienced*)
- Residencies: Use the CV format
 - So, what's that? What's the difference?

Curriculum Vitae (CV)

- “Record of life”
- Complete, formal, detailed, structured listing of relevant accomplishments
- Used for academic positions, honors, and recognitions
- Résumé? *Used for getting an interview for a job; less structured, more focused on marketing you!*

Résumé Content - 1

- Career objective?
 - Yes!
 - Do make it specific to the job
 - Do choose your words carefully
 - Do be brief, concise, meaningful
 - Trap: Don't try a one-size-fits-all

Résumé Content - 2

- Do remember intent: *Marketing you for an interview. Does it?*
- Do “front-load” the résumé
- Do be brief, but be complete
 - Trap: the one-page obsession

Résumé Content - 3

- Do reflect on your accomplishments using action words
- Do show yourself as a “leader”
 - responsible, accountable, in-charge
 - Tip: Include *any* activities that demonstrate leadership skills, such as communications, life-balancing, self-responsibility, accountability

Résumé Content - 4

- Do show yourself as a “do-er”
 - skills, experiences, accomplishments
 - team player, communicator, initiator, dedicated, people skills
- Students do include rotations, focusing on the above skills and attributes
- Do note language, public speaking, and computer skills

Résumé Appearance - 1

- **Do have a nice looking package**
 - **Trap:** Typos are awful!
 - **Tip:** Look at others; model the best
 - **Tip:** Have friends critique
 - **Tip:** Make sure the important stuff isn't buried
 - **Tip:** Off-white is nice, sticks out and scans well

Résumé Appearance - 2

- **Trap:** Distractions detract
- **Tip:** Balance space and text
- **Trap:** Excessive (& cute) bullets
- **Trap:** Different (or too large) fonts & excessive underlining
- **Tip:** Good use of bold and italics
- **Tip:** Gender-fy your name if necessary

The Cover Letter - 1

- **Do Always!**
 - Opportunity to personalize, clarify, expand the CV
 - Opportunity to show specific interest in the job
- **Do personalize to you and the job**
 - **Tip:** Good place for core values
 - **Tip:** Research the organization first
 - Google them and relevant players

The Cover Letter - 2

- **Tip:** One-page rule applies
 - Be brief, professional, personal, formal
- **Trap:** One-letter-fits-all
- **Tip:** End with *“looking forward to my interview; I will call you to arrange”*
- **Tip:** Proofread real well – *got to look good!*

Submitting the Résumé

- **Tip:** Hand-deliver if you can
- **Trap:** Don't submit only to HR, despite what they say
- **Tip:** Submit to several people if possible
- **Tip:** Call & say it's coming; Call & ask if received; Ask if an interview can be scheduled!

Electronic Submissions

- **Do cc:** yourself; open and read carefully
- **Do carefully proof on-line applications**
 - **Tip:** Mail anyway to key people (not HR)
- **Trap:** Don't send a photo or references unless they insist
 - Do take references list with you to the interview
 - If they require a photo . . .

Common Mistakes

- Unrelated career goals
- Informality
- Wasted space
- Form letters
- Inappropriate stationery
- Typos
- No knowledge of company
- “Cutesy”
- Erroneous or misleading information about yourself (sin!)
- Confessed shortcomings
- Photographs
- Supplying references that aren’t “clued in”
- Sent or e-mailed to wrong persons
- Unprofessional return email addresses

The Perfect Résumé . . .

...is a well-structured, easy to read, concise presentation of your accomplishments and capabilities, designed to convince a potential employer to want to interview you for a position for which you are qualified.

*Have a great time
at the Midyear!*

