



Advice from a Hiring Manager

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30 Seconds to Impress - Your Resume

Never Forget This

- Your resume will be one of hundreds, maybe thousands, that are submitted for just a few open positions
- The average resume is reviewed for less than *30 seconds*



The Mission of the Resume

- A good resume **WON'T** get you a job
- A good resume **WILL** get you an interview
- A good resume **WILL** represent you well after the interview



It's the key that unlocks
the door to the interview

The Goal of the Resume

- Identify yourself as a serious candidate for the position
- Identify your potential VALUE!
 - Outline to a prospective employer how you will add value to their organization with your
 - Education
 - Skills
 - Experience

In other words, show how you can add \$\$\$ to their bottom line!



Set the Proper Tone

- It is vital to engage the reviewer
IMMEDIATELY
- It's not an autobiography
 - You are the subject, but addressing the employer's need is **the central theme**
- It is a document that can meet the employer's need

Chronological Resume

- The most common type of resume
 1. Objective
 2. Education
 3. Experience
 4. Other Relevant information

- Change your Objective Statement into a Value Statement
- Tailor for each specific position



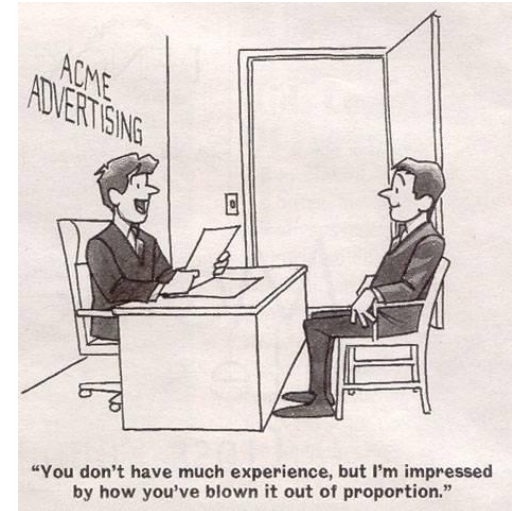
Objective: To obtain an entry level engineering position in a dynamic, growing company

Reviewer's thought.....oh really, is there anything else I can do for you?

Value Statement: A recent honors graduate with a Bachelor's degree in Electrical Engineering who has a proven ability to work effectively on a multi-disciplinary team

Reviewer's thought.....hmmm, I need someone like that!

- Choose EVERY VERB very wisely
 - What did you really do?
 - Yes: “Led”
 - No: “Supported”
 - Yes: “Completed”
 - No: “Participated”
 - Yes: “Created”



Tip: Go through your finished resume with a highlighter and note every verb. Then go back and ask yourself, “can I choose a stronger verb that better conveys my contribution to the effort I am discussing”

Content – Work Experience

- Don't be afraid to use relevant buzzwords and keywords!
 - Employers sometimes use software programs that pre-screen resumes



*From the spec sheet:
“Takes max 10 seconds to parse and store any resume in database for reporting”*



- For students, this means software languages, computer analysis tools, specific technologies, etc

- Convey action and accomplishment!
- As much as possible, use STAR statements
 - Situation / Task
 - Action
 - Result



Exhibit A: Responsible for electrical design of robotics project.

OK..... I guess?

Example B: Led electrical design team for Florida Tech entry in the IEEE Region 3 SoutheastCon robotic vehicle competition. Used infrared and FPGA technologies to design position sensor and control system. The vehicle met all required design specifications, and successfully completed the course during the competition.

That's good stuff!

Content - “Don’ts”

- Don’t include any information that a reviewer can use to put it in the “no” pile
 - GPA, unless it’s required
 - Hobbies and interests (unless relevant)
 - Sense of humor/eccentricity
 - Objectives not aligned with reviewer’s needs (another reason to have a Value Statement, not an Objective Statement)

- Don’t over-embellish your accomplishments



Structure – “Do’s”

- Make it convey professionalism
 - As concise as possible – keep the info relevant
 - Organized: shows you have focus
 - Consistent (font, spacing, etc)
 - No grammatical errors
 - No typographical errors
- If you cannot create a concise and organized resume on your own, find someone who can help
 - Solicit feedback from an impartial reviewer



- Don’t think of it as an autobiography
 - Be selective about listing experience and accomplishments
 - Guide the reviewer to exactly what they need to see
 - don't make them read through the whole resume in order to understand your direct qualifications
 - Avoid the temptation to list accomplishments, no matter how great, that simply are not relevant
- Don’t waste valuable space
 - “Willing to relocate”
 - “References available upon request”

Student Resume

- Stress co-op/internship experience
- Stress skills learned, major class projects
 - Technical
 - Soft skills
 - Business skills
 - Key activities
- Highlight leadership and teamwork activities
- Include hobbies and outside interests, if they support the overall value proposition

Other Considerations

- Keep your information consistent
 - Resume
 - On-line profiles (LinkedIn, etc)
- Be careful with, and protective of, your on-line presence
 - Companies may have HR policies prohibiting the investigation of social media postings in the hiring process, but.....
 - Do not let any information to float out on the web that would lead a hiring manager to put your resume in the “no” pile

It's an Ongoing Process

- Keep a “master” resume up to date
 - Have it ready when you need it
 - Use it to create tailored resumes
- You are your own PR firm!
 - Keep a record of your specific accomplishments
 - Status notes
 - Engineering notebooks
 - Keep a file of “kudos”



Questions?