



Powerful Midlife Resumes: Telling Your Gamechanger Story

**New Year, New You: Strategies for Job Seekers Over 40
Cuyahoga Valley Career Center - January 21, 2012**

Presenter:

***Kelly Blazek, Job Search House Mother and
Principal, Gemba Communications***



Agenda

1. Resume Basics
2. Layout Tricks
3. Sample Formats
4. Offering Statements
5. Powerful Action Words and Metrics
6. Experience, Job Gaps and Education
7. Cover Letters
8. LinkedIn Profiles



Your Resume Has a Job to Do:

Your resume needs to say the following:

- I am a gamechanger and move the needle
- I pay attention to detail
- I have great communications skills
- I can focus on the big picture
- I understand a business environment

A sharp resume packed with results sets you apart from the competition!



Resume Basics

- Paper: always white or cream
- **Bold**, *Italic* and Underline help the reader
- Consistent tabs and spacing
- Absolutely NO spelling or grammar errors
- No complete sentences – write in bullets
- No need to use “I” in resume
- Good news – no page limit! 2-3 pages OK



Font Suggestions

Serif Font Examples:

Garamond is a great Resume font, Sanjiv and Nedra.

Georgia is a great Resume font, Sanjiv and Nedra.

New Baskerville is a great Resume font, Sanjiv and Nedra.

Palatino is a great Resume font, Sanjiv and Nedra.

Sans Serif Font Examples:

Arial is a great Resume font, Sanjiv and Nedra.

Century Gothic is a great font, Sanjiv and Nedra.

Calibri is a great Resume font, Sanjiv and Nedra.

Helvetica is a great Resume font, Sanjiv and Nelly



Resume Formats

Chronological Resumes Are:

- Preferred by HR and hiring managers
- Easier to follow work history, time in job
- OK for job gaps - your cover letter can explain

But Functional / Skill-Based Resumes Are:

- Frequently used to hide spotty work history
- To be avoided! Tie your results to employers
- Use an Offering Statement instead, then chronological work history



Layouts - Indents

Avoid indent overkill!

- Example here
 - See how this candidate starts to waste space
 - And then gives
 - The reader a headache
 - With even more indents and eye movement
- And then she returns to the left again
 - With more visual hopping
 - To even deeper tabs
 - Couldn't this applicant
 - Have made this cleaner without so many indents?

Maximum 2 or 3 indents – keep it Flush Left!



Layouts – Too Much Copy

Talk about a headache . . .

Leader of the Communications Department for D&B Sales & Marketing Solutions; coordinated efforts with Sales teams drove 14% growth overall; 25 % growth for broker channel.

- Developed and implemented strategic marketing communications programs, collaborating across all levels of the division. Increased revenue consistently year over year.
- Directed creative team contributing to launch of www.Selectory.com and www.companyeach.com – representing market shift from product delivery on CD-ROM to online subscription delivery.
- Enlisted to communicate business-side of collaboration with Product Management, Information Technology, Sales and Executive management to determine web site objectives and goals.
- Participated in strategic goals for information architecture for transactional site, and implementation of graphical user interface, usability, brand experience and delivery of product to marketplace.
- Led the interactive marketing communications team responsible for production of creative media for multiple D&B sales channels of Harris InfoSource, Hoover's and Dun & Bradstreet.
- Team leader in lead flow strategy for multiple sales channels using paid placement and organic programs.
- Content manager for multiple D&B web sites involving information architecture, search engine optimization, content writing, usability and photo editing.
- Supervised the overhaul of D&B sales channel content available via intranet requiring update and/or overhaul of hundreds of fact sheets and other electronic collateral.
- Supervised the creative team for book directory publishing of Harris business directories, generating multiple issues each month of the state print directories. Led the vendor selection to ensure cost-effective solutions.
- Spearheaded promotion of new product launches and online training programs and demonstrations with sales tools, direct marketing, and collateral to generate leads for retention and new acquisition programs.
- Managed national publicity efforts of products using wire service and key relationships.
- Executed trade show objectives including on-location booth management, sales team strategy, lead acquisition.
- Engaged research department to identify potential markets and conduct customer surveys for planning.
- Directed integrated advertising and media plan for multiple sales channels included national publications.
- Expert in commercial publishing creating print collateral and direct mail, e-mail marketing, and Web.



Layouts – Use Buckets

- Acquisitions Lead employee communications for eight acquisitions involving 22 plants and over 2,200 employees in North America and Europe. Create executive presentations, Welcome Day materials and events, newsletters. Execute brand/naming guidelines, new signage and support legal entity compliance. Deliver strategic messaging for integration teams (finance, tax, legal, supply chain, IT, sales).
- Restructuring Lead strategic communications for 20 plant closures and major product line moves. Create messaging for impacted and non-impacted employees, external stakeholders, customers, vendors, elected officials. Support tax and finance teams with communications. Provide media training for plant leadership, serve as Executive.
- Crisis Communications Provide counsel and write materials for scenarios such as environmental incidents, natural disasters, labor negotiations. Work closely with legal, HR and business units.
- Environment, Health and Safety Created successful communication for manufacturing facilities, called “Who’s Depending on Me?”. Produced customized leadership videos for our workforce, training materials. Safety metrics improved 37% after 2007 campaign.
- Executive Presentations Contribute content for executive presentations, created complex 3-D product application animations in less than 5 weeks. Contribute content for COO’s New York analyst presentations, his speaking engagements and business unit strategic plans.
- Employee Newsletters Write and design numerous integration and business unit electronic newsletters for the aerospace, food and filtration operations, and HR function.
- Media Relations Place bylined articles from Sector SVPs in key trade publications (*Information Week* and *Manufacturing Engineering*) to drive employer branding and position executives as industry thought leaders. Write numerous press releases on plant achievements, awards, promotions and local philanthropy efforts.
- Employee Survey Annually execute a Kenexa electronic engagement survey for 33,000 employees and 127 locations globally; achieve 97% participation. Generate 1,000-plus custom reports for insight into functions,

Instead, topic
“Buckets” focus the
reader and tell your
story more clearly



Sample Format

Your Name

1234 Post View Lane ♦ Buckeye, OH 45216 ♦ (614) 123-4567 ♦ yourname@yahoo.com

Offering |

Experienced writer with industry experience in tax, finance and green technology.

Professional Experience

Tax Projects Group, Columbus, Ohio

Senior Project Analyst (January 2008 – May 2009)

Performed specialized tax services as a Senior Project Analyst for Research and Development clients such as Huntington Bank.

- ♦ Worked as a senior project analyst, supervising interns and project analysts while conducting interviews with clients to determine eligibility for Federal Research and Development tax credits. With the information gathered from clients, wrote detailed reports that determined the eligibility of specific client projects for the Federal Research and Development Tax Credit.
- ♦ Interviewed clients to develop the facts and technical data surrounding the research and development activities taking place within the financial services, manufacturing, software and high technology industries.
- ♦ Lifetime client list totaled to over 100 clients; managed a weekly case load of up to 10 clients simultaneously, which included daily interviews and project write-ups.

Akron Beacon Journal, Akron, Ohio

Freelance Newspaper Reporter (July 2007 – September 2007)

The sole daily newspaper in Akron and is distributed throughout Northeast Ohio. The paper places a strong emphasis on local news and business and has a daily circulation averaging 120,000.

- ♦ Conducted detailed interviews with community icons, social groups and field experts for special feature sections.
- ♦ Managed multiple stories concurrently, all in different stages of completion.
- ♦ Stories selected for placement in special summer campaign features.



Sample Format

732 Meridian Boulevard Phone 614.731.2179
Broadview Heights, OH 44147 E-mail yourname@nls.net

YOUR NAME HERE

OFFERING

Outstanding, results-oriented executive and employee communications for diversified industrials GE and Eaton Corporation as key member of operating unit HR team. Business partner to finance, IT, tax, legal, manufacturing and health/safety functional leadership. Significant restructuring, acquisition and integration experience. Strategic communications counsel for global HR function on initiatives such as crisis management, union negotiations, plant manager training, workplace safety, and employee engagement, retention and recognition. Extensive interaction with C-suite executives. Industry proficiencies include aerospace, hybrids, hydraulics, filtration, manufacturing, legal services, economic development, sports management, hospitality, tourism and nonprofits. Led business development, client and public relations, cross-selling, attorney training and branding for major Ohio law firm. Proven national and trade public relations for professional services, consumer and business-to-business sectors. Award-winning graphic design and copywriting. Responsibility for a \$300,000 corporate philanthropy budget. Webmaster and video production experience.

CAREER HIGHLIGHTS

Eaton Corporation, Cleveland, Ohio

Manager – Internal Communications, Industrial Sector (January 2006 - present)

Eaton's Industrial Sector is a \$6 billion operating unit with 33,000 employees and 127 global manufacturing facilities in the hydraulics, aerospace, truck and automotive industries. Attend Sector senior leadership team meetings, direct report to Sector SVP of HR. Eaton is a \$11.9 billion diversified industrial with 70,000 employees.

- Acquisitions... Lead employee communications for eight acquisitions involving 22 plants and over 2,200 employees in North America and Europe. Create executive presentations, Welcome Day materials and events, newsletters. Execute brand/naming guidelines, new signage and support legal entity compliance. Deliver strategic messaging for integration teams (finance, tax, legal, supply chain, IT, sales).
- Restructuring... Lead strategic communications for 20 plant closures and major product line moves. Create messaging for impacted and non-impacted employees, external stakeholders, customers, vendors, elected officials. Support tax and finance teams with communications and strategy regarding economic incentives. Provide media training for plant leadership, serve as Eaton spokesperson with local media.



Sample Format

Your Name Here

Address Avenue Road
City Heights, OH 43219
614-123-4567 (H); 614-987-6543(Cell)
E-mail: yourname@here.com

Summary

Superior writer and editor recognized with more than 40 awards. Journalist, author and communications professional with experience in the newspaper industry, magazines and public relations, excelling at transforming complicated subjects into clear, compelling stories. Skilled at adapting to a variety of writing formats and working in a fast-paced, deadline-driven environment while maintaining attention to detail. Proficient in online news posting and SEO (search engine optimization). Outstanding organizational skills, adept at conference/event planning. Specialized knowledge of equestrian field, maritime history.

Employment

Columbus Dispatch, Columbus, Ohio, 2/1994 – present

Member of news-editing desk for major metropolitan daily newspaper; sometimes fill role of desk supervisor or assistant

- Handle a high volume of local, national/international and business articles, produce creative headlines, work with reporters to craft stories, and post news online, enhancing exposure with search engine optimization (SEO).
- Brought recognition to the newspaper with industry awards for caption and headline writing; consistently cited by supervisors for excellence in editing and headline writing.

Columbus Magazine, Columbus, Ohio, 11/1993 – 2/1994

Associate editor, monthly city publication for Central Ohio market

- Produced feature articles, edited content and created headlines.



Sample Format - Before

Confidential

THOMAS P. McALLEN

5022 Hilltop Road
Bethlehem, PA 18015

TMcAllen@ptd.net

Mobile: (601) 555-0820

Home: (601) 555-8710

PROFESSIONAL EXPERIENCE

Ingersoll-Rand plc (NYSE: IR)

(April 1995 to present)

\$13-billion, 57,000-employee global diversified industrial manufacturer (www.ingersollrand.com)

Manager, Internal Communications

Piscataway, NJ (May 2007 to present)

- Partner with executives and business/functional group leaders to develop/execute global internal communication strategies/messaging to create higher levels of employee engagement and alignment around business priorities; employee understanding of company goals up 4% in 2010 engagement survey – *largest* annual increase for all tracked metrics.
- Collaborate with functional group leaders in developing communication plans and materials (10 languages) for global IT, Finance, HR, Legal, Manufacturing and Management initiatives as communications lead on global teams. Received two Corporate Center President's Awards in 2010 for work on:
 - *My Ingersoll Rand* Intranet Migration (IT) team – consolidated legacy Ingersoll Rand and Trane portals to foster a one-company culture; and



Sample Format - After

THOMAS P. McALLEN

5022 Hilltop Road ♦ Bethlehem, PA 18015 ♦ Mobile: (601) 297-0820 / Home: (601) 625-8710 ♦ TMcAllen@ptd.net

PROFESSIONAL EXPERIENCE

Ingersoll-Rand plc (NYSE: IR)

\$13-billion, 57,000-employee global diversified industrial manufacturer (www.ingersollrand.com)

Manager, Internal Communications, Piscataway, NJ (May 2006 to present)

- ♦ Partner with executives and business/functional group leaders to develop/execute global internal communication strategies/messaging to create higher levels of employee engagement and alignment around business priorities; employee understanding of company goals up 4% in 2010 engagement survey – *largest* annual increase for all tracked metrics.
- ♦ Collaborate with functional group leaders in developing communication plans and materials (10 languages) for global IT, Finance, HR, EHS, Legal, Manufacturing and Management initiatives as communications lead on global teams. Superior work in 2010 recognized with two Corporate Center President's Awards for work on:
 - ♦ *My Ingersoll Rand* Intranet Migration (IT) team – consolidated legacy Ingersoll Rand and Trane portals to foster a one-company culture; and
 - ♦ Cellular Service Optimization (IT) team – achieved \$1 million savings in 2010/\$2 million in 2011.



Offering Statements

Wrong focus: on “what I like/want”...

I have twelve years of experience in public relations, radio promotions, media relations, magazine marketing, advertising services and special events management. I am looking for a position with a diverse job description encompassing these areas in a collaborative and progressive environment. I enjoy people, promotion, and profit generating in that order, and I am open to new experiences and types of work.

Employers **don't care** what job you hope to land and what you like to do!



Offering Statements

An Offering Statement is your Elevator Speech: How I'll move the needle for you!

A product management and marketing support professional with 20+ years' experience in a \$1 billion industrial organization. Proven ability to get people to “buy-in.” Excellent interpersonal and computer skills, can multitask and work under pressure to meet and exceed deadlines. Demonstrated proficiency in budgeting, trade show coordination and significant travel administration.



Offering Statements

An Offering Statement is your Elevator Speech: How I'll move the needle for you!

Outstanding, award-winning creative leader with 20 years of consumer products and B2B agency experience. Skilled at national product launches, integrated consumer campaigns, and all facets of print, web, direct and POP marketing. Expertise in retail, beauty, infant and personal care, hospitality and financial services. Ability to lead large teams in delivering on-target, on-time campaigns that drive sales.



Offering Statements

An Offering Statement is your Elevator Speech: How I'll move the needle for you!

Strategic sales leader and business development executive with proven track record in building and leading world-class teams that deliver revenue, market share and profit in competitive markets. Industry proficiencies include automotive aftermarket, distribution and molded plastics. Exceptional negotiation and closing ability, persuasive communicator.



Powerful Action Words

- Use these in your employer write ups
- Action words set you apart
- Action words say you “get ‘er done”
- Action words convey leadership

Proven	Created	Delivered	Launched
Award-winning	Managed	Leveraged	Sustained
Superior	Executed	Coached	Grew
Outstanding	Led	Implemented	Increased
Successful	Counseled	Handled	Improved



Using Your Action Words

- **New Business Development** Targeted new business and current clients for cross-selling initiatives. Prepared RFPs, coached attorneys in beauty contests and pitch meetings. Delivered strategic relationship-building vehicles and events to clients, prospects and referrers including seminars, newsletters, speaking engagements, bylined articles and client surveys.

The Indicator • Youngstown, OH • Single Copy Sales & Marketing Coordinator • September 2003 to July 2004

- Increased newspaper purchase points by acquiring eighty new retail store accounts and freestanding rack locations in seven counties
- Leveraged existing resources to deliver higher ROI and sales by reorganizing delivery routes, analyzing sales volume, and creating point-of-purchase material
- Executed promotions with local and national sponsors, which included cold-calling, relationship building, and developing proposals; resulted in 24% increase in the number of sponsored newspaper copies over the previous year
- Collaborated with editorial staff and made recommendations to alter production and create marketing materials to promote upcoming features

- **Six Sigma Communications** Created all internal communication tools for GE Lighting's rollout of Six Sigma to its global workforce, including a launch video, Manager's Tool Kits, logos, newsletters and articles. Won 1997 IABC Gold Award for Six Sigma poster campaign. Managed a 300-attendee Six Sigma conference



Powerful Metrics

- Quantify how you made a difference
- Prove you helped make a profit/solution
- Show your job scope is large
- Say “I crank work out, no problem!”

“Reduced annual conference costs by 11%”

“Managed inbound calls for 12 sales territories”

“Increased ticket sales by 19%; highest ever door”

“Improved machining changeover time by 15%”



Using Your Metrics

- Acquisitions Lead employee communications for eight acquisitions involving 22 plants and over 2,200 employees in North America and Europe. Create executive presentations, Welcome Day materials, events and newsletters. Execute brand/naming guidelines, new signage and support legal entity compliance. Deliver strategic messaging for integration teams (finance, tax, legal, supply chain, IT, sales).
- ◆ Lifetime client list totaled to over 100 clients; managed a weekly case load of up to 10 clients simultaneously, which included daily interviews and project write-ups.
- Doubled number of active sales crews and increased number of subscriptions by 22%
- Website Managed 160-page website with continual updates to 100 attorney biographies, and uploaded articles, practice area content and firm news. Tracked visit and content popularity.
- Environment, Health and Safety Created 2007 and 2008 safety campaigns for 107 manufacturing facilities, called "Who's Depending on You," to reduce workplace injuries. Materials included customized Group president and Division vice president videos, translations into 17 languages, banners and other print material. Group safety statistics improved 37% after 2007 campaign; 2008 campaign seeing 24% better results v. 2007.



Experience and Education

- Begin chronology with most recent jobs, not every first job you had
- Account for work gaps – cover letter is fine
- List specific types of computer software
- If college degree, no high school needed
- If high school, add certifications or courses
- Graduation year can be eliminated
- Put Education at the **end of your resume**
- Add Civic/Professional Involvement, Volunteering



Your Cover Letter

- Include key metrics
- Women: ditch the “love,” “thrilled” and “passionate” – please!
- No “I will call you Wednesday”
- Short – 3 or 4 brief paragraphs
- Awesome closing sentence:

“I look forward to learning how I can make a contribution to your team’s goals”



Your **LinkedIn** Profile

- What kind of account do you want? FREE!
- Use your awesome Offering Statement as your Summary
- List all/most of your prior jobs; use action-oriented metrics
- Don't forget awards, articles, speeches, certifications, skills
- Make sure your photos are professional and businesslike – no ballgowns, no T shirts!



Your **LinkedIn** Headline

- Headlines are critical – write one that Search Engines and HR recruiters can find
 - Results-driven financial leader with global experience in transition
 - Environmental professional combining a spectrum of hands-on skills with sound analytical practice
 - Strategic Manufacturing Engineering Leader seeking next opportunity
 - Freelance Copywriter that makes cash registers ring!
 - Experienced banking and finance professional seeking a shift to wealth management



Building Connections

LinkedIn recommends minimum of 50-75 connections

Personalize your invite message

- “great to see you on here – I’d like to stay in touch”
- “hoping your New Year is off to a great start”

Always, **only**, send invites to people you know – current/past co-workers, clients, suppliers, alumni, volunteers, neighbors

Add Connections

Colleagues

Classmates

People You May Know

Get more value out of LinkedIn by inviting your trusted friends and colleagues to connect.

[See Who You Already Know on LinkedIn](#)

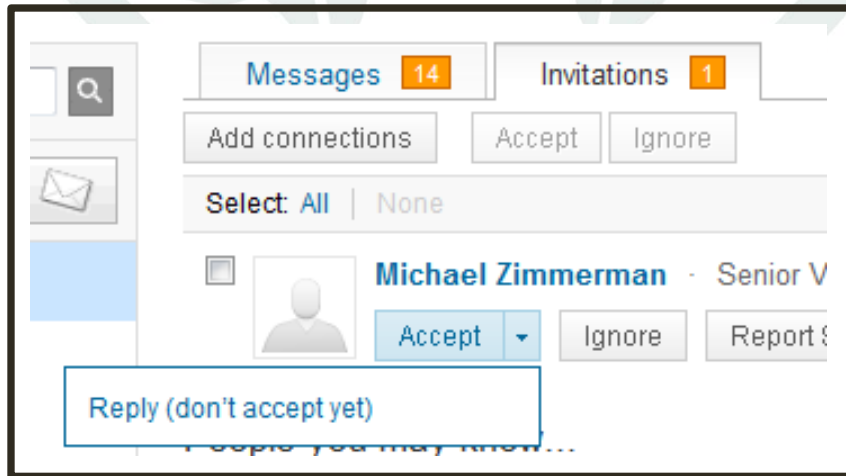
Searching your email contacts is the easiest way to find people you already know on LinkedIn.
[Learn More](#)

Rule of Thumb: Your connections are a personal recommendation – be cautious with your reputation!



Don't Want to Connect?

- Do nothing – this leaves the other person guessing
- Click IGNORE option (and “I Don't Know This Person” if wished)
- Select REPLY drop down under ACCEPT, and write:



“Dear Bob: I only connect with individuals I’ve met personally and worked with professionally. Perhaps our paths will cross in the future. Thanks for understanding.”

- Forced to connect - but wish to drop them later?
Contacts>My Connections>Remove Connections



Get on Board with **LinkedIn**

Building a profile takes a few sessions – be patient

Tackle summary, current job and education first

Then, launch your first round of invitations

Backfill later for prior jobs, certifications, key words

Once a week, go in and look at connection requests, and respond



Kelly Blazek kblazek@nls.net

- Available for resume review consultations
- Speaker on “Creating a Gamechanger Resume”
- AOL/Patch.com blogger on job search advice
- Blogger at <http://kellyblazek.wordpress.com/>



Kelly Blazek

Job Bank House Mother

kblazek@nls.net

kellyblazek.wordpress.com

The region's recognized job search expert in marketing, PR, graphics, communications, media and nonprofit careers since 2003.



Resources

Microsoft Resume Templates at:

<http://office.microsoft.com/en-us/templates/FX103076501033.aspx>

Chagrin Valley Job Seekers

<http://finance.groups.yahoo.com/group/CVJS/>

CareerBoard.com – best local site

Indeed.com – great aggregator of listings

