National Cybersecurity Student Association

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RESUMES 2017
TELLING YOUR STORY AND GETTING THE JOB

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Resumes 2017: Telling Your Story and Getting the Job

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and Digital Media

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Building IT Businesses and Careers

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CompTIA is a Global Tech Trade Association and the Voice of the Industry

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Presentation Goals

Understanding of:

- Applicant Tracking Systems and Human Resources
  - Keywords from Job Posting
- Resume Development
  - The Golden Zone of Your IT Resume
- How to Target IT
  - Customization
  - Quantifying
- Using LinkedIn
- Video Resumes and Infographic Resumes

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THE IMPORTANCE OF APPLICANT TRACKING SYSTEMS

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Matched Keywords (highlighted in yellow)
Missing Keywords (highlighted in red)

Job description:
Establishes networking environment by designing system configuration; directing system installation. Maximizes network performance by monitoring performance; troubleshooting network problems and outages; scheduling upgrades; collaborating with network architects on network optimization. Secures network system by establishing and enforcing policies. Reads professional publications; maintains personal networks. Accomplishes information systems and organization mission by completing related results. Reporting network operational status by managing projects. Must have Net+

Applicant's Resume: *Score: 5/11 - 46%*

Bob Fakeman
630-867-5309
Robert.Fakeman@gmail.com
www.linkedin.com/in/robertfakeman

IT Network Engineer
Network Engineer with strong analytical abilities and 12 years of IT experience. Successful in engineering and implementing LAN/WAN networks while supporting users, providing desktop support, and troubleshooting networks. Proficient in technical and non-technical communication, both in oral and in written. Extensive knowledge of Network System Engineering methods. Good leadership skills and has the ability to provide technical direction and supervision for a given project. Excellent problem solving, analytical and logical thinking skills

SKILLS AND ABILITIES
Excellent Communication Skills   User Interface Design   Strong Cisco Skills
Knowledge of Protocols   Network Security   Business Analysis
Network Administration   Multitasking   Data/Server Management

CERTIFICATIONS AND TECHNICAL SKILLS
Certifications: CompTIA A+, CompTIA Network+, CCNA
Operating Systems: Mac OS X, Windows XP/Windows 7/Windows 8, Windows Server 2008/2012
Networking: FTP, TCP/IP, HTTPs, POP, NTP, FDDI
Languages: Java, C#, PHP, Python, Ruby, JavaScript, SQL

WORK EXPERIENCE
XYZ Computer Services – Chicago, IL   2003 – Present
Manufacturer of computer parts. The company is growing quickly, and is referenced on the Fortune 1000 list.

Network and Security Engineer
Configures, supports, and maintains routers, switches, network appliances, firewalls, concentrators, and other communication devices. Participates in team meetings to create and maintain a disaster recovery plan. Recommends upgrades, patches, and new applications and equipment. Evaluates project fit and design, utilizing best practices and vendor comparison techniques to provide customer with best business solution.

Accomplishments:
Engineered the plan for deploying Windows 2008 Server
Set up a Cisco 1721 router that provides Internet connectivity at remote facilities and secured the network

THE "GOLDEN ZONE" OF AN IT RESUME

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Contact

Summary

"**Golden Zone**"

Keywords

Bob Fakeman
630-867-5309
Robert.Fakeman@gmail.com
www.linkedin.com/in/robertfakeman

Title

IT NETWORK ENGINEER

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Certs

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Work Exp.

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Duties

Accomplishments:
- Engineered the plan for deploying Windows 2008 Server
- Set up a Cisco 1721 router that provides Internet connectivity at remote facilities and secured the network
- Acknowledged for the expansion of business relationships, providing exemplary customer service
- Presented with the "Above and Beyond" employee award for 6 consecutive years

Accomplishments

EDUCATION

Roosevelt University – Schaumburg, IL	1999 – 2003
Bachelor of Science in Business Administration	
National Able – Chicago, IL	2009
CompTIA A+, CompTIA Network+, Cisco Certified Network Associate (CCNA)	

Education

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WHAT IS DIFFERENT IN AN IT RESUME?

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IT Resume

Keywords

Employability Skills

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IT Resume - Duties Vs Accomplishments

Job duties are tasks you must do on a job. They are the responsibilities you have for a particular job. A job description lists the duties you will do for your job.

Examples:

– Installs; configures; and upgrades computer hardware and software.

– Provides end-user software troubleshooting and support.

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IT Resume - Duties Vs Accomplishments

Accomplishments are something that has been achieved successfully.

Examples:

– We successfully demonstrated the environment operating at 44,000 transactions per second.

– Developed the architecture to support 99.999% availability, and documented the necessary connectivity and network architecture needs to provide a reliable and redundant architecture.

– Developed a key hardware and software component for tactical capture of triage medical information.

– Won a key strategic $80.3M opportunity related to implementing a services environment for government health care.

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IT Resume - Quantifying

This federated solution uses technology from IBM, CA, Layer 7, and Mirth to provide clinical transformation and business decision abilities to help bridge lexicon and communications short-falls between the two agencies. We successfully demonstrated the environment operating at 44,000 transactions per second.

Developed the architecture to support 99.999% availability, and documented the necessary connectivity and network architecture needs to provide a reliable and redundant architecture. Supported key application and services that would utilize the ESB, to aid in service pattern design and prioritization.

IT Resume - Quantifying

Developed a key hardware and software component for tactical capture of triage medical information. Won a key strategic $80.3M opportunity related to implementing a services environment for government health care.

Supported both in garrison and in theater programs, to include the development of requirements and workflows on 4 of the 8 Wounded Warrior Lines of Action.

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THE MASSIVE ROLE LINKEDIN PLAYS

The Must-Haves

A professional headshot.

A capturing professional headline.

A professional summary.

LinkedIn Job Search

Your LinkedIn header is your online brand, so make it count.

Follow your "dream companies."

Find the hiring manager!

Grow your network.

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LinkedIn vs. Your Resume

Tell a bigger story.

It should not be tailored.

Include back-up.

It should not be too formal.

INFOGRAPHIC AND VIDEO RESUMES

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Infographic Resumes

- Not for everyone
  - know your audience
  - consider it as a supplement to your resume
  - might be best to display on your LinkedIn Profile vs submission on a job application
- Make it easy to understand
  - follow a logical flow or have it tell a story
  - choose your color scheme carefully
  - simple is better
  - hire a designer to help you
- Customize
  - create a skeleton infographic resume with all info
  - tweak to show your fit to each individual job lead
- Creativity
  - great way to showcase creative skills
  - doesn't supersede a portfolio or graphic samples
- Don't
  - use an infographic resume to hide lack of experience or fit
  - use in place of your traditional resume unless asked for
  - use overly complex charts or graphics

https://www.themuse.com/advice/4-rules-for-creating-a-killer-infographic-resume
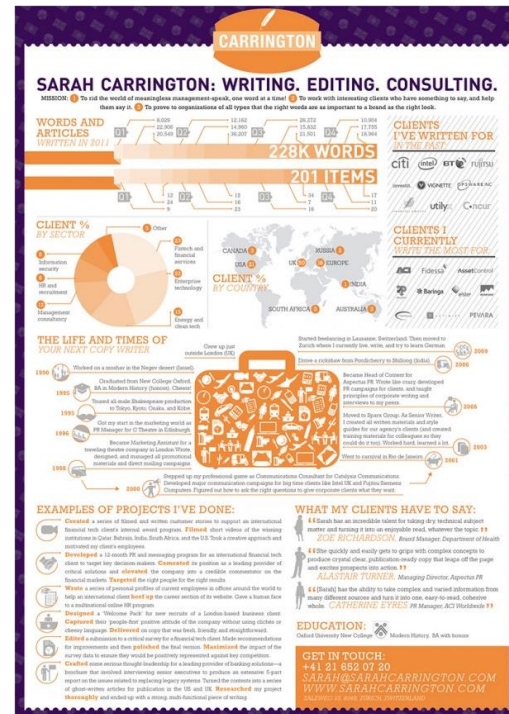
Video Resumes

- Make sure it is appropriate
  - know your audience
  - use for creative type positions
  - keep it short and simple
- Develop a plan and script
  - tell a story, logical order
  - customize to the job applying for
  - be creative, show your personality
  - use visual aids
- Practice makes perfect
  - piece together best takes
  - experiment with delivery of content
- Troubleshoot
  - feedback from family and friends
  - link - accessible/user friendly/no downloads
- Don't
  - try to use it in place of a traditional resume unless requested
  - not a replacement for an interview
  - simply read your resume
  - act unprofessional

Graeme Anthony C.V.I.V - Skills

CORPORATE EXPERIENCE INCLUDING BRAND GUARDIAN AND CSR

1:20 / 3:18

http://mashable.com/2011/01/17/tips-video-resumes/#rD9e54XiakqD

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Cover Letters and Thank You Notes

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Nicole Maseberg

Tom Liszka

Thank You!

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**Nicole Maseberg**

Tom Liszka

Questions and Comments

APPENDIX

Appendix - Super Quick Resume Formatting Basics

- Chronological > Functional
- 1-2 pages
- 11-12 font size
- Normal font type
- No headers or footers
- No personal info
- No 1st person writing
- No lines, graphics, pictures
- No PDF
- No references
- Only go back 10-15 years

Remember: you can bring a fancier resume to the interview!
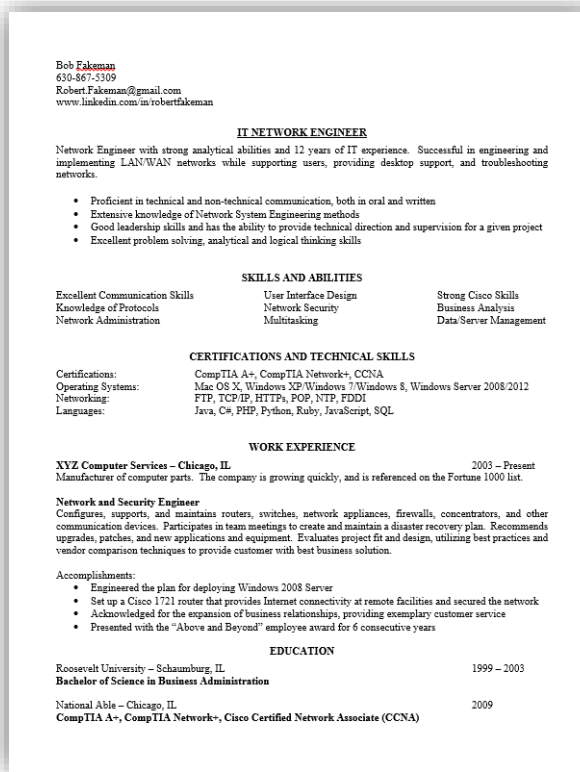
Appendix - Applicant Tracking Systems

"What is an applicant tracking system??"

They're the bouncers of the resume world. They prevent 70% of applications from being seen

There are 193 different ATSs, so make sure your resume is "scannable"

"How do I beat an applicant tracking system??"

Use keywords from the job lead, even the job title! Especially for IT roles

    Don't spam keywords

No PDFs

No tables, lines, images, or fancy graphics

Call work experience "work experience"

Know someone*

    Red flag for ATS problems: "I'm qualified, but I never hear anything back!"

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Appendix - The "Golden Zone"

▪**Contact Info**
- ▪Appropriate email address (no Hotmail or AOL. You're in IT!!) and voicemail.
- ▪Must include LinkedIn profile URL.

Summary
- ▪Your summary is your greatest hits. For IT, make sure it is filled with appropriate keywords from the job lead.

IT Job Title
- ▪Not only does this help with an ATS, but it will help a reader understand who you are quickly.

Certs
- ▪Put all relevant certs you have based on the job lead, and be careful not to include ones that are irrelevant or outdated.
- ▪Make sure certs are spelled out and in acronym format.

Keywords
- ▪Same as Certs.

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Appendix - IT Resume - Duties Vs Accomplishments

- Help Desk Duties
  - respond to requests for technical assistance in person, via phone, electronically
  - diagnose and resolve technical hardware and software issues
  - research questions using available information resources

- Help Desk Accomplishments
  - Employee of the Month 4 months in a row (January – April 2016)
  - Built reputation for working successfully with unhappy clients
  - Became go-to staff member for relaying complicated IT information to diverse clientele

Appendix - Infographic and Video Resume Sites

More info on infographic resumes:

- Templates
    - https://graphicriver.net
- Articles
    - https://www.themuse.com/advice/4-rules-for-creating-a-killer-infographic-resume
    - https://www.fastcompany.com/3037764/hit-the-ground-running/how-to-create-an-infographic-resume-that-doesnt-repel-hiring-managers

More info on video resumes:

- Articles
    - http://mashable.com/2011/01/17/tips-video-resumes/#rD9e54XiakqD
    - https://www.themuse.com/advice/7-steps-to-a-killer-video-application
    - https://www.thebalance.com/tips-for-creating-a-video-resume-2064219
- Example
    - http://www.dailymotion.com/video/x2o0w4c