

RESUME GUIDE

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Promoter Profile



UniSA

CareerShop

www.unisa.edu.au/careershop

www.MyCareerMatch.com.au ... **Promoter Resume Guide**

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Resume tips for Promoter personality styles

Writing your resume

Your resume represents you. It's a marketing document about you and the benefits you bring to an employer. **The purpose of the resume is get you an interview.**

To be an effective document it must:

- get the attention of the reader
- persuade them that you are the best person for the job
- closely match the skills the job requires
- get you an interview

Your resume will be competing with many others, so this is not a time to be shy or hide your talents. Be concise – remember this is a business document, so ensure the layout is readable with headers, bullet points and plenty of “white” space. You need to stand out from the crowd and describe what makes you unique, what makes you different and what you bring to the company. Be specific about your talents.

Essential

Revise your resume for each job you apply for. Don't just send the same resume off with every application. Edit your resume. Do this by:

1. Researching your prospective employer company on the internet.
2. Analysing the job description to identify the skills and qualities they want.

Make the benefits of hiring you clear to the employer. Tell them “what's in it for them”.

Resume content

School leavers and graduates

If you are a school leaver or graduate and this is your first application for a full-time position, then your resume needs to focus on **who you are** and **what you can offer**.

If you have had part-time jobs, then list these and describe the job and what you accomplished. No matter how insignificant you think it might be, it provides the employer with clues as to your potential. Did you manage a project? Did you solve a problem? Did you work in a team to accomplish a task? What was your role? You may have been the best floor sweeper they had – don't be shy about saying so.

Write about the things you did at school. Not just the academic stuff but your involvement with other activities whether sport, arts, music, the school magazine, internet, projects or fundraising. Did you do work for a charity, church, community or welfare organisation? What are you passionate about?

Job seekers

If you are in a full-time or part-time position and have worked previously, then your resume needs to **reflect the jobs you've done** and **what you've accomplished** at each job. In your resume briefly describe the job, the skills or tasks required of you, how you went about doing the job and what you succeeded at. Did sales go up? Did costs come down? Was the business more productive and efficient as a result of you doing your job?

Employers want to read about what you achieved because if you've done it for others, you'll likely do it for them. There's a recruitment saying that “past performance is a predictor of future success”.

If your jobs have been varied then explain why, and why you are applying for this particular job. It could be that this meets your career goals or it's an opportunity you've been waiting for. It might be that you've always wanted a job in this industry and you are passionate about it.

Career profile

Use the copy from your Career Profile to **make it clear to an employer what you bring to the job** and what talents and gifts you have that can be used to make you the person who gets the job.

Research

The internet and bookstores are full of quality books and articles to help you write your resume. Check out internet job boards and recruitment companies – they have free resources to help with your resume and job interviews.

Visit www.mycareermatch.com.au for further resume writing tips and YouTube resume video.

Using content from your Promoter profile in your resume

Add to your resume the following content

- Your work-related strengths
- What you bring to the job
- What you value
- How you make a difference

Copy from your Career Profile the content that is most appropriate to you and that MATCHES THE JOB DESCRIPTION or SKILLS required of the job you are applying for. In other words, **match what you're good at with what the employer is looking for.**

Change the tense from You to I. For example, the report says "you accept challenges" – change this to read "I accept challenges". Always write your resume in the first person.

In your resume, add a header titled: **My personal qualities** or **Capability statement** and under this heading list the following.

My personal qualities

Work-related strengths

- Able to think outside the box and consider new ideas
- Natural curiosity and skills for getting information
- Ability to see the big picture and the implications of actions and ideas
- Excellent communication skills
- Adaptability – I can shift gears and change directions quickly
- Perceptiveness about people – I understand their needs and motivation

What I bring to the job

- I'm excellent at getting people to act and think positively
- I generate enthusiasm
- I am an excellent communicator
- I enjoy interacting with people
- I like helping others
- I am highly motivated

What I value

Adventure, change, creativity, enthusiasm, excitement, flexibility, freedom, innovation, spontaneity, uniqueness, versatility, vision.

How I can make a difference

From your report use NO MORE than **three** statements that most match what the employer is looking for in the job description or advertisement. Make sure you convert to first person. You – I, your – my, you are – I am.

Example:

Being creative

I make a difference by being creative, inventive, original and enthusiastic. I help others see new ways of dealing with things and my entrepreneurial spirit is always thinking of innovative ideas.

Getting the message across

I have excellent communication skills that make a difference. I have a natural talent for working with groups and initiate public relations, marketing and image-making programs.

Keeping your job

Getting a job is not easy. Keeping it is even harder. Don't take your job for granted. You need to put maximum effort in to keeping it. You will be put on a period of probation. During this time you must get up to speed and show determination and flexibility, accept challenges, and do things right and on time.

Employers want to see the talents you have and how you use them. In return for paying you a salary, your employer wants something from you. You must deliver, otherwise they will find someone who will.

Top 4 characteristics employers want from employees

1. **Communication skills:** The better you communicate verbally and in writing, the more successful you will be.
2. **Honesty and integrity:** Your ability to have people trust you will be a magnet for all sorts of opportunities.
3. **Teamwork skills:** Your success will largely be based on your ability to work with others.
4. **Strong work ethic:** Go the extra mile. Give it 110%. Have a positive attitude. Whatever you do, make sure you ROCK. Be the best you can be.

Good luck in your job search