



Get the

JOB

PERSONAL

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ABOUT ME

EXPERIENCE

EDUCATION

SKILLS

Highlighting Education

Writing a resume can be subjective. What one recruiter prefers to see on applications can be wildly different than another's preferences.

As a job-seeker, this can be a frustrating reality of the career search. The key is to stay focused on what really matters: the content.

Your educational background is one of the most vital pieces of content to be considered by hiring managers.

What kind of degrees you have earned, where you went to college and the types of professional development training you have pursued on your own time are all crucial aspects of the educational background section of your resume.

Here are some tips on how to list your education in a way that will satisfy recruiters and hiring managers, no matter how different their expectations may be.

EDUCATION PLACEMENT

A sound strategy is to place your professional experience section before

education if you have five or more years of experience. Hiring managers will look to review your main job duties and achievements first.

For professionals just entering the workforce or transitioning careers with a new degree, place education before experience.

Education also always comes first on a curriculum vitae or CV, which are used in higher education, scientific and medical fields.

SPELL OUT EVERYTHING

If you earned a bachelor of science in business administration, list it that way. Don't make a hiring manager guess by using acronyms or abbreviations. Sometimes the way you list your degree compared to the university you attended can make a big difference.

A couple of things to consider here:

- If you went to a prestigious business school, it is best to list it above the degree. For example:

The Wharton School of the University of Pennsylvania

Master of Business Administration, 2015

The prestige of schools like Wharton will grab the attention of hiring managers and put you near the top of the list when it comes to candidates' educational pedigree.

THE COURSEWORK QUESTION

Job-seekers can be torn on whether or not to list applicable coursework on their resumes. If you are a recent graduate, listing your coursework can be a great way of showcasing some of the entry-level skills you have accrued in college.

For more established professionals, listing coursework from your degree simply takes up valuable space better suited for an extra achievement or professional affiliation.

Think of your resume as a piece of land being developed for new businesses. Each square inch should be strategically measured and filled for maximum impact.

Give a Professional Impression

How do colleagues, employers and customers describe you? If your career is important to you, hopefully the words “true professional” are somewhere in their descriptions.

We all want to be the best at what we do, and carrying ourselves in a refined way is important to that goal.

The good news is that acting like a professional requires no intensive training or costly investments. Simple behaviors and actions can help you earn the respect of those around you.

SHOW UP ON TIME

One of the easiest ways to create and retain a professional reputation is to be punctual. Keep appointments, hit deadlines and show up to work early. Nothing says “true professional” like an employee who can churn out work on time and within expectations of quality.

Look into digital tools that can help you seamlessly maintain your meetings, especially if your job requires numerous conferences, phone calls or online engagements with many clients. Track your time to make sure you’re giving enough of it to certain projects and you’re prioritizing the most important ones.

BE FRIENDLY

This sounds simple, but being friendly in the workforce isn’t always an easy thing for people. Differing personalities and stressful deadlines can make this hard for colleagues



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to achieve on a regular basis.

Your goal is to be the calming force in the face of changing work environments. Motivate your peers to do better, but in a way that is collaborative and positive. Take on extra work and avoid talking behind your bosses’ backs.

Remember to make sure every team member feels valued and every customer feels important, and you’re on your way to making a strong professional reputation.

DRESS PROFESSIONALLY

This tip may cost you a little

money up front. It is important to look the part, so spending money on a few nice suits and dress clothes will be worth the investment. Dressing professionally gives you more confidence, which in turn positions you as a professional employee in the eyes of those around

you.

Employers will appreciate your professional attire because it creates a positive reflection on their business, as well. So update your wardrobe today, and don’t forget to keep it classy, professional and formal.

Prevent Anxiety

Especially if you're not consistently hearing back from companies to which you apply, the job search can be one of life's most stressful experiences.

A lukewarm job market can negatively impact your confidence and leave you wondering what you can improve to better your job opportunities. If you're unemployed, financial worries can amplify your anxiety even more.

There are tips and tricks you can incorporate into your search to keep your head. You'll be happily employed before you know it.

CONSIDER NEW INDUSTRIES

Maybe you have a background of customer service within the retail industry. You're great with people and take pride in maintaining customer relationships. Just because you've specialized in retail settings doesn't mean you couldn't bring the same skill set to the legal, entertainment or manufacturing industries.

Keep your options open when searching for a job or you could pigeonhole yourself into a job sector that may limit you professionally. Create two separate resumes: one for the retail industry and one that indicates you're open to transitioning into a new setting. This will help recruiters and hiring managers get a sense of your specific goals.

Maintaining a positive, flexible approach to your job search can help you make new connections and feel confident about taking on new challenges.

DON'T OVER-ANALYZE

It is human nature to wonder why you're not getting the attention you feel you deserve. You put in the work of

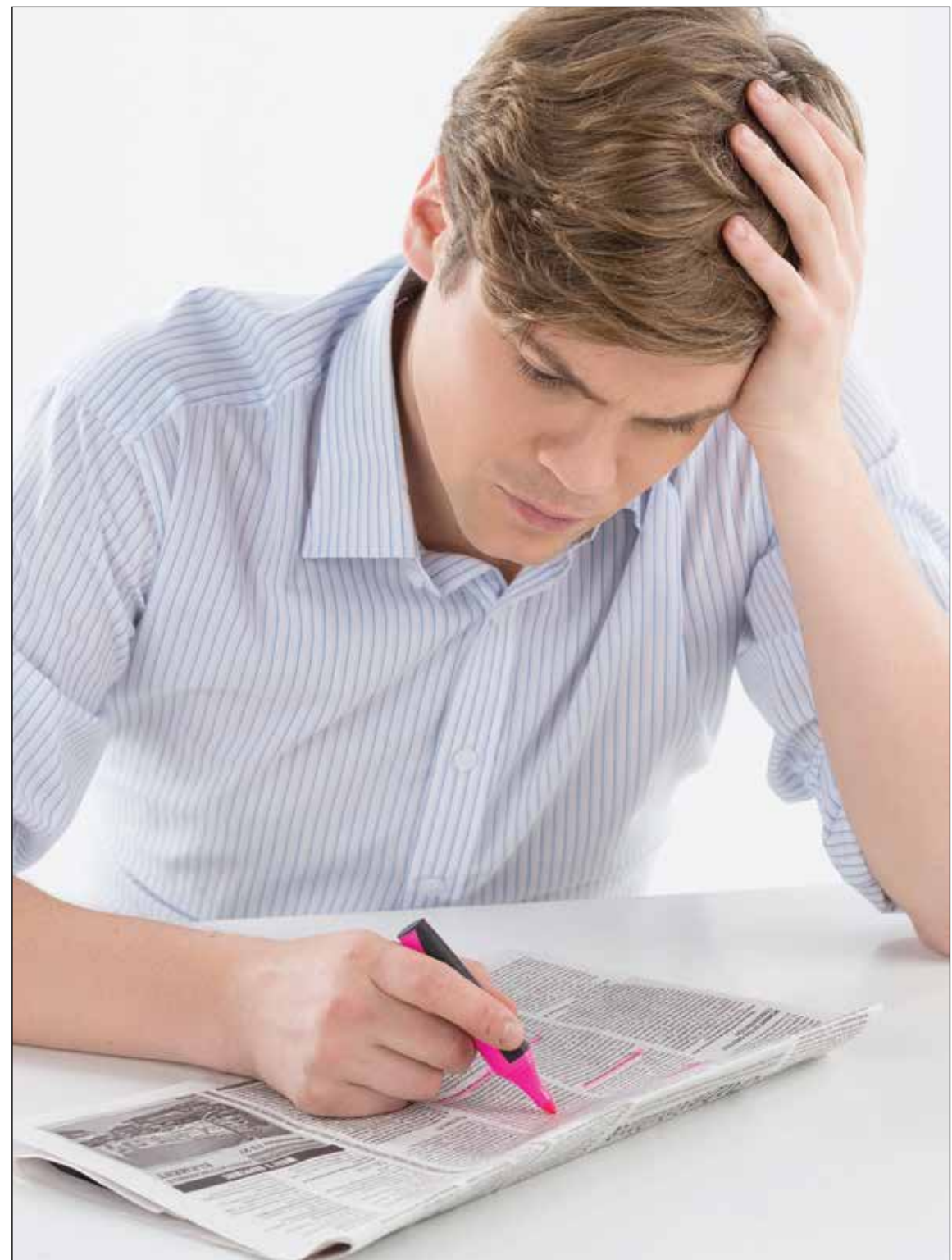
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finding an open position, tailor your resume for it and submit your materials. Then the waiting comes. The longer you wait, the more frustrated you become. It's during this time that your mind can wander.

Does your experience not match what the company is looking for? Are you lacking some kind of training or project experience called for by the job? Sometimes asking yourself these questions can do more harm than good, and it's best to stay focused on your objective: finding a job.

Keep plugging away with your job search and stay positive. It's impossible for you to figure out what a hiring manager is basing his or her decisions on. The job could have been awarded to an internal employee with more experience with the company's processes. Maybe the job announcement has been extended.

Regardless, staying focused on what you can control can help you maintain a good outlook on your opportunities to find a new job.



Find the Right Internship

Landing an internship in college can help set you up for immediate success in the job market once you earn your degree. That's a fact.

Only 30.7 percent of graduating seniors without internship experience received a job offer after graduation compared to 42.3 percent among those with internships, according to a survey by the National Association of Colleges and Employers. The research also found that interns got higher salary offers.

If your university has an internship program, you should be taking advantage of it. Besides the aforementioned benefits, a solid internship sharpens your understanding of your target industry and helps you form positive working relationships with professionals already established in the field.

Keep an open mind when it comes to accepting an internship, and be ready to commit your summer months to it. Doing so will help put you ahead of the game.

CHALLENGE YOURSELF

One trap many new professionals fall into is taking internships based on convenience. Maybe the office is nearby. Maybe the hours are flexible and the workload light. This is the wrong approach if you're looking to set yourself up for future success.

Internships should be inter-

esting and challenging. They should require heavy collaboration and your involvement in major company projects. This type of work experience is invaluable in preparing you for your first real gig. By the time you are hired, you'll look back on your internship experience

as highly instrumental.

PREPARE FINANCIALLY

While internships are ideal if there is monetary compensation involved, that's not always the case. Working in a great environment that opens new doors for you may be

worth it, even if you're not getting paid.

If your dream company is offering an unpaid internship, think of ways you'll be able to supplement your income during the summer. Consider some weekend work or ask your parents for a loan to float

you through the duration of the internship.

Preparing yourself for working without pay may be difficult, but you could reap the rewards by earning relevant experience and forging invaluable relationships with the right professionals.



Jobs in Sports

If you've grown up loving sports but have never been able to master the perfect chip shot or curve ball, you can still work in your favorite sport.

Career competition in the world of athletics is fierce but not impossible to overcome.

From management and financial analysis to maintenance and customer service, the range of positions available in sports is ample. Making connections is a major part of getting your foot in the door.

INTERNSHIPS

Professional and college sports teams are always looking for interns looking to get their feet wet in the industry. If you're trying to start a career in sales, working in the box office or marketing department of a team could land you invaluable experience in the field that interests you.

Shoot for the stars with your internship, because you never know what kinds of connections you'll make on the inside. Check the website of the closest professional sports organization to see if they're on-boarding new interns this summer. Consider all options, even if they are of the unpaid variety. Sacrificing internship pay for the potential of eventually landing a full-time job may be your best bet.

PUBLIC RELATIONS

Most clubs and leagues offer employment in public relations,

which can encompass media collaboration, fan service, media plan production and event planning. If you want to be involved in relationship building, pre-game stadium entertainment or optimizing the fan experience, finding a public relations job in sports should be your goal.

There are likely similar opportunities available within your university, so check into those first. Having this experience on your resume will make you a more likely fit for sports franchises looking for employees.

SPORTS MANAGEMENT

If you're working toward your specialized degree in sports management and coupling it with college athletic department work, you're ahead of the curve. Making connections through internships, games or team events also is a great way of broadening your professional sports network.

Keep in mind that managing any aspect of a sports franchise takes commitment and long hours. Games take place mainly at nights and over the weekends, and don't forget the travel required to get to road games. This can be an exciting opportunity for professionals who aren't tied down with a responsibilities at home.





Negotiating Salary

You've painstakingly prepared your resume, navigating through the nerve-wracking interview phase and are the final candidate. Your effort has been validated, but it's not over.

Negotiating your new salary can be one of the most difficult aspects of the job search. It takes confidence and compromise, professionalism and patience. If executed correctly, it could leave you with an excellent salary and benefits package.

Open up to the idea of negotiating your next salary. Young workers are often the most prone to ending up with less than market value because they are overwhelmed with the job search experience and excited to take their first big professional opportunity. But settling for what is first offered can take money out of your pocket and set you back for years to come.

KEEP YOUR CARDS CLOSE TO YOUR CHEST

We all have that magic number in our heads when it comes to the salary we can accept in a new position. We know what it takes to pay the bills, and we know our current salary. Anything less can represent a step back in our professional career paths.

That's why revealing how much you would be willing to accept is a mistake. You should carefully address any questions that prompt you for salary information. The quicker you share this information with hiring managers, the quicker you lose your negotiating power. Try to play it safe by giving ranges of salaries that you would accept so you

don't back yourself into a negotiating corner.

DO YOUR RESEARCH

There are a number online tools at your disposal that can give you fair market value for your position, location and professional background. A couple are salary.com and salaryexpert.com. You also can check the U.S. Department of Labor website for career information specific to your industry.

Do this research before walking into a negotiation so you can be equipped with accurate numbers. The more you know about where you fit on the company's food chain in terms of salary, the more confident you can feel in your negotiation strategies.

THINK IT OVER

Accepting the job offer too quickly is one of the biggest mistakes a candidate can make at crunch time. Today's job market is challenging, but it is also more robust than it has been in years past. This means that there are opportunities out there for qualified professionals.

You should think through all offers. Don't be afraid to turn one or two down if they aren't the right fit for what you're looking to achieve. Patience is a virtue in the employment landscape, one that hiring managers and recruiters have to respect if they want to add you to their teams.

This understanding is also prevalent in negotiations, as you should feel entitled to ask for more money, benefits or stock options if you think the offer is lacking.

Interview Checklist

Job interviews have a way of making us nervous, forgetful and anxious. One of the best ways to beat the butterflies is to be prepared.

The more you know about the company you're interviewing for, the better an impression you will make on its hiring managers.

Also, the more confidence you have, the stronger you will seem to your interviewer.

But acing the interview takes more than preparation and self-assurance. There are specific items you should bring with you to impress those on the other side of the table. Read on to find out the three most important things to bring so you never again leave an interview without knowing that you gave it your all.

RESUMES

The most obvious things to bring to your interview are several copies of your resume. If you know how many people you'll be interviewing with, bring a few extra in case it goes well and you're asked to speak with upper management. Don't forget your own copy that you can reference during the interview.

Having these items with you can serve as presentation notes that you can speak to when asked about certain experiences in your background.

Pack your resumes in a professional-looking folder or briefcase to keep them in



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sharp, unwrinkled condition.

NOTEPADS

Nothing shows an interviewer that you're paying attention and are invested in the process like watching you take notes during your meeting.

Wait for key points to come up that relate to the company or the job responsibilities. There is no substitute for solid

eye contact throughout your interview, but taking a few notes here and there will help your case.

Remember that you want any materials you take to an interview to be a reflection of what you represent as a professional. Find professional notepads and pens rather than the standard kinds you used in grade school.

BRAG SHEETS

If you're a graphic designer, walking into an interview without your portfolio is like walking into a sword fight without a sword. Anyone in the creative services such as writing, advertising or design should have both paper and online portfolios to show. Find your best work and turn it into a brag folder that highlights your best

and most diverse work.

Other materials that can make a difference in an interview include letters of recommendation, certifications, accolades and successful policies you have written for past companies. The goal is to leave your interviewer with an impressive stack of materials that both tell your professional story and sell your potential.