

Ship Alumni Career E-Newsletter
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Employer Perspective: Make Your Resume Stand Out in the Crowd!

With the unemployment rate being at an all-time high, the competition for the few jobs that are available gets tougher. You are no longer applying for a job with 10 people but now hiring professionals have received 5 times the applications for that one job. With the competition being so tight it is imperative that you make your resume stand. Recognized by all career professionals is the fact that those sifting through the piles of resumes review each resume 30 seconds to one minute. With this in mind, many people ask, "how can I enhance my resume to grab the attention of the HR professional quickly?" Follow these simple tips.

1. **Use a profile or professional summary at the top of your resume.** Your profile immediately follows your contact information and it should be 3-5 important qualifications, skills or characteristics you want the employer to know about you that makes them want to keep reading. For example: Fundraising professional with over 20 years of experience in the fields of Education, Legal Services and other non-profits organizations. Experience in all areas of management and administration of Annual Funds, Major Gifts, and Planned Giving. Extensive knowledge and proven success with the grant writing process. Known as a conscientious professional with excellent communication, interpersonal and organizational skills and a knack for building relationships for the purpose of fundraising. Another example might be: Performance-driven professional with proven success in process and business analysis, training development and execution, and Information Technology (IT) adoption in Public Sector, Health and Human Services industries. Experienced working in client-driven, fast-paced collaborative environments. The profile can be in a paragraph form as the two above examples or in bullet form, whatever is more consistent with the remainder of your resume.
2. **Talk about your accomplishments not job responsibilities.** Hiring professionals want to know what you have accomplished and how successful you have been at previous jobs. To get this point across, use numbers as examples when possible. For instance, if you were responsible for increasing sales during the time in your current position then you could say "increased sales by 10% during past fiscal year" or if you are a human resource professional and you developed and implemented a new program that increased retention of your employees you could say "increased retention of employees by 23% through implementation of new recognition program."
3. **Keep it relevant.** Be sure that you put the most important and relevant information on your resume at the top. You don't necessarily have to list your information in chronological order. If you were laid off from your management position a few months back and you are working in landscaping over the summer to pay the bills, you don't have to list the landscaping position that doesn't relate to your management background

first. Instead, create two separate categories, a related experience category and an additional experience category. You can put all of your management experience in the related experience category and you can put the landscaping, non-management related positions in the additional experience category. Creating two categories and separating out your information assists the employer with reading quickly and points out to them the direct experience that you have. To check if you have the most relevant information standing out, have a friend read your resume for 30 seconds. After the 30 seconds is up, ask them what they remember. If it is the information you wanted them to remember then you have the relevant information where it needs to be. However, if they don't remember the items that you were trying to emphasize then you might want to reformat your resume. Do this several times with different individuals.

There are many other tips for ways to make your resume stand out. If you need assistance with crafting or revising your resume or other career assistance, please contact the University Relations Office at alumni@ship.edu. We can help you create the best representation of your skills, experiences and abilities on paper.

Get Connected:

Looking to connect with other Shippensburg alumni for career information? LinkedIn is one way to do it!

LinkedIn (www.linkedin.com): Register and participate in this online career related media site. It is a productive way to identify employers, look for job postings and connect with industry groups. Start by connecting with a group you already have something in common with. Connect with the Shippensburg University LinkedIn groups for assistance. List in your profile you are searching for a job and what career interests you have. Be sure to complete the profile completely so that when others are searching you have an excellent advertisement for yourself.

Another way is to use the **Alumni Mentoring Network**. Through this networking tool you can contact alumni that are willing to be contacted for career purposes. Ask them questions about what they do, see what their employer is like, have them critique your resume from their industry perspective. It is an excellent tool. Find more information at http://www.ship.edu/Alumni/Career_Mentoring/Career_Mentoring_Network/

Need Career Assistance?

Are you stuck in a rut at your current job? Are you job searching and are at a standstill? Are you wondering what it is you want to do with your life? If so, contact the University Relations office! We can help you with resumes, cover letters, networking, job leads, job searching tips, determining what you want to do and where you want to do it, graduate school and much more. This is a FREE service to Ship Alumni! Be sure to use it. Email alumni@ship.edu or 717-477-1218.

Use Your Ship Experience and Help Someone Else

Have you ever thought about how you can give back to Shippensburg University? There is a simple way that can help current students and other alumni and only take minimal time- sign up to be a career mentor. A career mentor can offer advice to current students about your major and your experiences at Ship. You can sign up to speak in classes or to student organizations, critique resumes, offer advice or simply talk about your SHIP experience and what your major was. Students contact you via email so you can give as much or as little as you have time for. Go to www.collegecentral.com/ship and create a mentoring profile. The passcode you need is Shipconnect. Contact alumni@ship.edu with any questions.

Recent Job Posting

From February until March 17th there are 167 active jobs listed on College Central for alumni. A sampling of the jobs include:

Inside Sales/Lead Generator, **ADP**, Allentown, PA

Speech Writer/Senior Editor, **American Association of State College & Universities**, Washington, DC

Environmental Health and Safety Specialist, **AMETEK, Inc.**, Berwyn, PA

Recruiting & Training Resources Specialist, **Carlisle Construction Materials**, Carlisle, PA

Service Manager, **Cintas Corporation**, Hanover, PA

To find out more about these jobs and other positions, log onto www.collegecentral.com/ship and search for postings. If you don't have a college central alumni account, please click http://www.ship.edu/Alumni/ACES/Alumni_Guide_Sheet/ and read the hints and tips for alumni on searching the database. New jobs are added daily!

Forward on...

Feel free to forward this career e-newsletter to fellow alumni or others.

If you receive this e-newsletter from a fellow alum and you would like to sign up to receive it monthly, send an email to alumni@ship.edu and ask to be included in the email list.