

# Your CV/Resume and Strategic Self Marketing

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# Session overview

- Do you need a resume, a CV, or both? How to decide?
- The selection process – what are employers looking for:
  - Academia
  - Industry
  - Clinical
- Your profile statement – why it is important
- What to include in your profile
- Selling the benefits of what you have to offer



# Quiz

- The purpose of a resume or CV is....
- The most important information in these documents is...
- Your tips for preparing an effective resume or CV are....

# Resume or CV?

- Are they the same thing?
- Above all else a resume or CV is a sales brochure
- **Targeting** your information to the position requirements is essential, therefore .....write about what is important to your audience
- If a position is advertised, the quality and relevance of your resume or CV will be the reason you'll get an interview (or not....)
- There isn't any single correct format/style for a resume, or a CV
- IMO – the single most important information in your document is your profile (and accompanying skills summary)

# The selection process

## In research, industry or academia.....

A well designed selection process evaluates candidates this way:

**CAN** you do the job – your skills, professional/technical and transferable skills, knowledge (*and qualifications*)

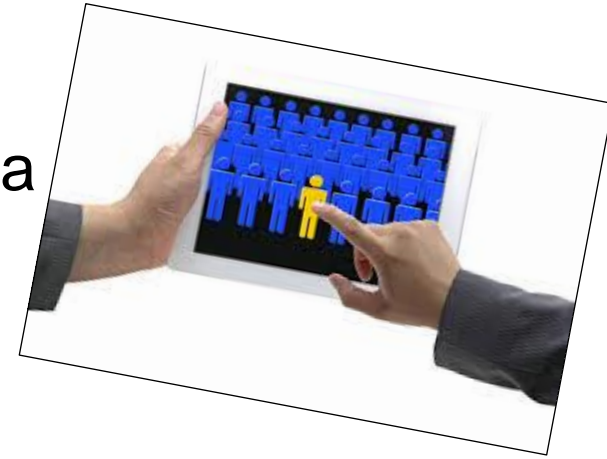
**WILL** you do the job – interest in the position, the organisation, industry sector, motivation to perform the role, work ethic, where/how you derive job satisfaction etc

**FIT** – personality, values, communication style, likeability, personal presentation



# Evaluation of your suitability from your resume or CV

- There is a 'shopping list' – selection criteria
- Readers 'skim read' your document
- 15-45 seconds to decide
- First piece of information – your profile
- Then – key skills summary and then....?



Key question – how will you differentiate?

# Resume styles

Three main resume styles:

- **Reverse chronological** – demonstrates a logical career progression, links skills & achievements to respective job roles
- **Functional** – highlights transferable skills sets associated with job function rather than job roles, supports a change of career, or a career niche job target
- **Combination** – profiles both functional skill sets and achievements





# Functional resume – profile with achievements

## Summary/Profile

Intelligent, pragmatic and energetic academic and researcher whose career has encompassed roles in higher education, and senior management roles in the private and public sectors.

## Related Achievements Summary



### Project management

Managed development of 3 new online learning courses in the past 12 months which involved supervising contractors, with budget responsibility of \$1.5 million, to complete on time and within budget, and to co-ordinate with other departments.




### Communication

Developed a change management strategy for my employer and a major competitor.



### Strategic planning



Highlight your achievements according to job functions



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# Combined style resume – profile with achievements

## Summary/Profile

Intelligent, pragmatic and energetic academic and researcher whose career has encompassed roles in higher education, and senior management roles in the private and public sectors.

## Related Achievements Summary

- **Managed** development of 3 new online training course projects during the past 12 months which involved supervision of 2 company staff and 3 contractors, with budget responsibility of \$250,000. Projects completed on time and within budget, and to complete satisfactory client.
- **Developed** a change management plan between my employer and a major company.

**Sub- headings omitted**

## Resume/CV style - It's a question of emphasis

<b>Academic CV</b>	<b>Clinical CV</b>	<b>Industry Resume</b>
<b>Research reputation – publications etc</b>	<b>Knowledge of the area, includes good clinical practice</b>	<b>Commercial awareness, knowledge of the area</b>
<b>Teaching experience – lecturing, tutoring, mentoring</b>	<b>Research experience – relevant publications</b>	<b>Administrative experience – particularly management</b>
<b>Admin experience – organising, managing</b>	<b>Transferable (soft skills) – communication, teamwork etc</b>	<b>Technical skills – occupation specific</b>
<b>Ability to attract funds</b>	<b>Administrative experience – organising, managing</b>	<b>Transferable (soft) skills</b>
<b>Technical skills – subject specific</b>	<b>Numeracy, IT skills</b>	<b>Research skills</b>

# Writing Your Profile

# Your profile – two parts

## Headline sentence

- What you are
- Main area/s of expertise or specialisation

## Summary statement/s

- Details of your
  - experience
  - interests
  - achievements



## Profile - Headline statement

- Describe what you are – functionally e.g. researcher, academic, clinician (this is **not** your job title)
- Use compelling language - brainstorm key words relevant to the field you are targeting:
  - Key words for your specialised functions? – Seek.com, google etc
  - Personality and/or work style attributes?
- What are you famous for?.....e.g. prestigious grants, scoring the most grants, award winning work, exclusive, leading edge, ground breaking.....
- Lack experience or fame? Indicate your passion for the topic or special interest area

# WORD POWER!



# WORD POWER!

- Past tense **action verbs** to describe what you have done e.g. completed, created, developed, investigated.....
- Powerful **adjectives** to describe yourself – adaptable, pragmatic, resourceful, commercially astute



## Profile - Headline statement - Samples

1. Intelligent, pragmatic and energetic academic and researcher, whose expertise lies in the area of adult learning and development, and instructional design. Specialises in designing learning for online delivery.
2. Research specialist and academic involved in ground breaking Type 2 Diabetes research. Research focus is on roles of genetic variation and gene expression on the metabolic syndrome, diabetes, obesity and athletic ability.
3. Peripheral Vascular Disease clinical research specialist with a strong background in vascular, cell and molecular biology.

# Profile – Summary statement - possible content

## What is most relevant or special about:

- the type or diversity of positions you've held?
- the extent or diversity of your experience?
- the scope of your responsibility – level in organisation, people managed, \$\$\$s, territory, market size/share etc?
- actual organisations you've worked for? (name dropping)
- research grants obtained – type, how many, \$\$\$\$s?
- significant achievements, awards
- your career progression/advancement so far?
- how you might have added value so far?
- your aims/goals/ambition going forward?

## Completed profile sample

Intelligent, pragmatic and energetic academic and researcher, whose expertise lies in the area of adult learning and development and instructional design. Specialises in designing learning for online delivery.

Has enjoyed a diverse career encompassing teaching and research in higher education, and management roles in the private and public sectors.

Versatility is evidenced by a record of achievement in a range of industry sectors including banking, retail/wholesale, ICT and manufacturing.

## Profile sample – with strengths summary

Intelligent, pragmatic and energetic academic and researcher, whose expertise lies in the area of adult learning and development and instructional design. Specialises in designing learning for online delivery.

Has enjoyed a diverse career encompassing teaching and research in higher education, and management roles in the private and public sectors.

Key strengths include:

- Highly developed qualitative and analytical research skills with a strong capacity to conduct independent research
- Demonstrated ability to develop goals, objectives and implement strategies through lesson planning and teaching experience
- Proven ability to conceptualise problems and develop well-reasoned, integrated solutions as demonstrated throughout PhD and Honours research
- Competent in the use of MS Office suite and SPSS

## Writing about strengths or competencies

- There are much better words than 'good'!
- Can your strengths be quantified or qualified in some way?
- Features into benefits - translate what you can **do** into how you can **help**



## Features- benefits example

- Highly developed (or extensive) research qualitative and analytical skills.....

**Which means.....**

- Have a strong capability to conduct independent research???

# Resources

- Some other resources:
  - <http://www.vitae.ac.uk/researchers/1373/Academic-CVs.html>
  - [http://www.agcas.org.uk/agcas\\_resources/115-University-Researchers-and-the-Job-Market](http://www.agcas.org.uk/agcas_resources/115-University-Researchers-and-the-Job-Market)

# Summary



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# Summary

- **Targeting** is absolutely the key – in your job search, and development of job application documents
- Communicate your strengths and attributes that are relevant to the job, and/or to the interests/needs of your contact
- Different resume/CV styles for differing purposes and audiences
- The purpose of your profile or career summary statement is to attract:
  1. Attention
  2. Interest
- Get the ‘headlines’ right and people are more likely to read the rest of the article!

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