

JOB SEARCH, RESUME WRITING & INTERVIEW TIPS

August 2019



Topics to be covered

- ✓ Degree Translation, Authentication and Accreditation
- ✓ Career Planning
- ✓ Job Search
- ✓ Resume Writing
- ✓ Cover Letter
- ✓ Interview Dos and Don'ts
- ✓ Follow up



Evaluation of Foreign Documents & Accreditation

- Evaluation and Translation of foreign documents:
 - National Association of Credential Evaluation Services (NACES)
 - naces.org;
- Another agency to translations of foreign documents
 - American Translators Association (ATA)
 - atanet.org
- For Teachers
 - Commission on Teacher Credentialing
 - Ctc.ca.gov



**Commission on
Teacher Credentialing**



CAREER PLANNING

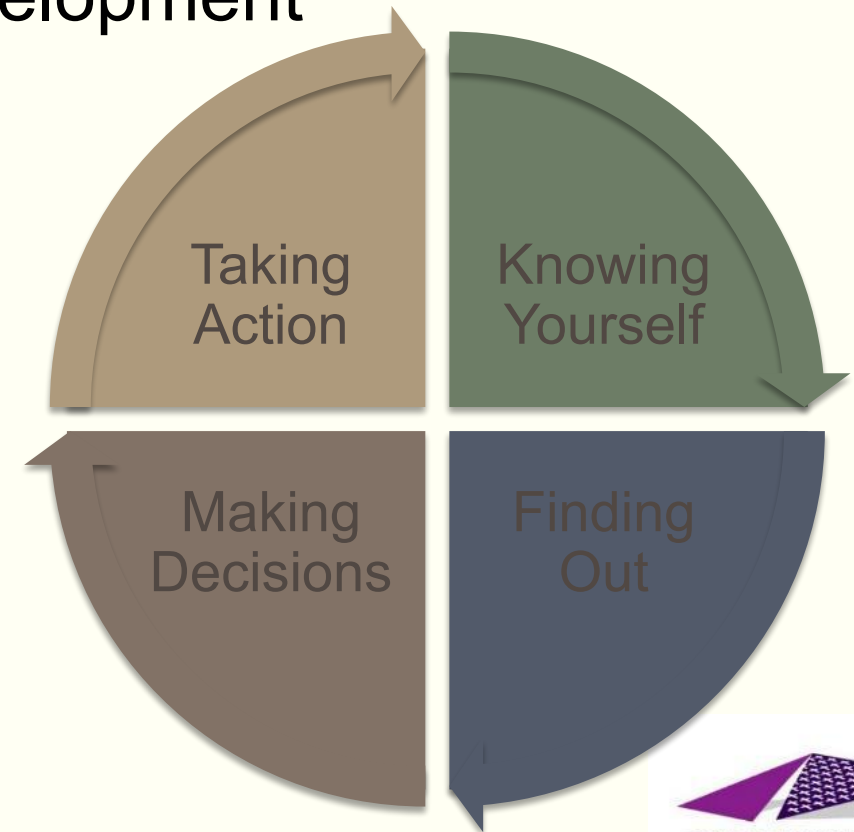


Career

- Definition: Lifelong progress through a particular occupational field
 - Examples: Accounting, Medicine, Education
- Includes numerous jobs
 - Examples:
 - Accounting: Payroll Technician, Accountant, Auditor
 - Medicine: Emergency Medical Technician, Nurse, Physician
 - Education: Instructional Assistant, Teacher, Principal

Career Planning

- Consists of actions and activities taken to enhance and further one's own career
- It is ongoing process – constant development
- Consists of four steps:
 - **Knowing yourself** – what are your knowledge, skills and abilities (KSAs)
 - **Finding out** – how are those KSAs best utilized in the market
 - **Making Decisions** – Examine your options and select your career path
 - **Taking Action** – Start preparations to enter the selected career path



Strengths vs. Weaknesses



Strength

- Asset
- Multifaceted utilization
- Differentiate oneself
- Example:
- Technology savviness
- Project management skills
- Innovative
- Key word: Expand

Weakness

- Liability
- Focused and narrow
- Generalization
- Example:
- Public speech
- Quick judgment
- Narrow view
- Key word: Opportunity

Self-Assessment

Holland's Code Activity (6 personality types)

Key to finding a satisfying career is to match your fundamental interests with occupations.



- Realistic
- Investigative
- Conventional
- Enterprising
- Social
- Artistic

REALISTIC Personality

- Physical-confident when using their body to relate to the physical world.
- Has good skills in **working with tools**, mechanical or electrical drawings, machines, or plants and animals
- Avoids social activities like teaching, healing, and informing others
- Values practical things you can **see**, **touch**, and **use** like plants and animals, tools, equipment, or machines

- Carpenter
- Diesel Mechanic
- Electrician
- Farmer
- Fire Fighter
- Flight Engineer
- Forester
- Locksmith
- Engineer
- Pilot
- Police Officer
- Truck Driver

INVESTIGATIVE Personality

- Likes to study and solve math or science problem
- Generally avoids leading, selling, or persuading people
- Is good at **understanding** and **solving science** and math problems
- Values science
- **Precise, scientific, and intellectual.**

- Biologist
- Chemist
- Computer Programmer
- Dentist
- Electrical Engineer
- Mathematician
- Medical Technician
- Pharmacist
- Physician
- Veterinarian

CONVENTIONAL Personality

- Likes to work with **numbers, records, or machines** in a set, orderly way
- Generally avoids ambiguous, unstructured activities
- Is good at working with written records and numbers in a systematic, orderly way;
- Values success in business
- **Orderly** and good at **following a set plan.**

- Bank Teller
- Bookkeeper
- Court Clerk
- Mail Carrier
- Post Office Clerk
- Secretary
- Timekeeper
- Title Examiner
- Typist

ENTERPRISING Personality

- Likes to **lead** and **persuade** people, and to sell things and ideas
- Avoids activities that require careful observation and scientific, analytical thinking
- Values success in politics, leadership, or business; and
- **Energetic, ambitious, and sociable.**

- Camp Director
- City Manager
- Hotel Manager
- Judge
- Lawyer
- Real Estate Agent
- Sales Manager
- Sales Person
- School Principal
- Travel Agent
- TV Newscaster

SOCIAL Personality

- Likes to do things to **help people** -- like, teaching, nursing, or giving first aid, providing information; generally avoids using machines, tools, or animals to achieve a goal
- Teaching, counseling, nursing, or giving information may be strengths
- Values helping people and solving social problems
- **Helpful, friendly, and trustworthy.**

- Athletic Trainer
- Counselor
- Dental Hygienist
- Librarian
- Nurse
- Parole Officer
- Physical Therapist
- Social Worker
- Teacher

ARTISTIC Personality

- Likes to do **creative activities** like art, drama, crafts, dance, music, or creative writing
- Generally avoids highly ordered or repetitive activities;
- Has good **artistic abilities** -- in creative writing, drama, crafts, music, or art;
- **Expressive, original, and independent.**

- Actor
- Art Teacher
- Book Editor
- Clothes Designer
- Comedian
- Composer
- Dancer
- Disk Jockey
- Graphic Designer
- Musician

REALISTIC The “Do-ers”

People who have athletic or mechanical abilities, prefer to work with objects, machines, tools, plants, animals or to be outdoors.

Mechanics
Carpenters
Radiologic Technologists
Corrections/Police Officers

Engineers*
Woodworkers
Drafters
Electricians



INVESTIGATIVE The “Thinkers”

People who like to observe, learn, investigate, analyze, evaluate or solve problems.

Physicians
Medical Lab Technologists
Computer Programmers
Management Consultants

Psychologists
Software Engineers
Engineers*
College Professors



CONVENTIONAL The “Organizers”

People who like to work with data, have clerical or numerical ability, carry out tasks in detail or follow-through on others' instructions.

Accountants
Bookkeepers
Data Processors
Paralegals

Actuaries
Computer Operators
Medical Records Technicians
Insurance Adjusters/



*Taken from SDS, Holland,
You and Your Career*

ARTISTIC The “Creators”

People who have artistic, innovating or intuitional abilities and like to work in unstructured settings using their imagination and creativity.

Advertising Executives
Architects
Copywriters
Landscape Architects
Museum Curators
Graphic Designers
Technical Writers

Journalists
Dancers
Actors/Actresses
Attorneys
Librarians
Writers/Editors
Translators



ENTERPRISING The “Persuaders”

People who like to work with people, influencing, persuading, performing, leading or managing for organizational goals or economic gain.

Real Estate Agents
Travel Agents
Financial Planners
Managers/CEOs*

Politicians
Food Service Managers
Sales Representatives
Bartenders
Stockbrokers



SOCIAL The “Helpers”

People who like to work with people to enlighten, help, train or cure them, or are skilled with words.

Counselors*
Ministers/Chaplains
Social Workers
Speech Pathologists
Human Resources

Teachers
Dieticians
Trainers
Nurses



JOB SEARCH

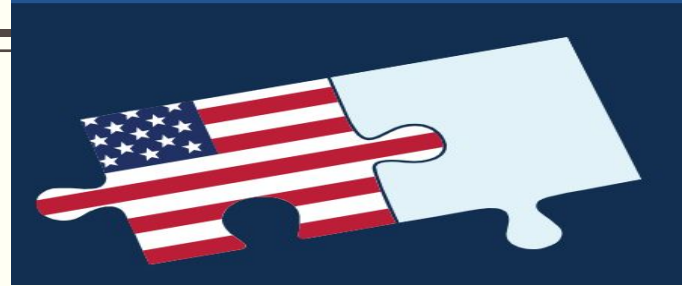


Job Search – Steps

1. Define what you want to do
2. Why are you seeking a different job?
3. Understand the market
4. Identify where you want to go; define your targets and categorize them into tiers
5. Prepare your portfolio
6. Start searching for opportunities & Prioritize tasks
7. Start Applying
8. Follow up

USAJOBS

Keywords
Job title, dept., agency, series, or occupation





Job Search – Steps

1. Define what you want to do
 - Ask yourself the following: What do you want to do everyday? Who do you want to work with? Where do you want to work?
2. Why are you seeking a different job
 - Higher compensation, Bigger title, Want to do more, Better benefits, Less Commute
3. Understand the market, by:
 - Researching:
 - Employers' website and social media outlets
 - Online reviews (ex: Glassdoor.com)
 - Media and news, especially for large employers
 - Regulatory agencies news release

Job Search – Steps (Cont.)

4. Identify where you want to go; Define your targets and categorize them into tiers
 4. 1st – Ideal: Best employers (for example, Big Four for accountants)
 5. 2nd – Realistic: Places where you have existing connections (ex: mentors, relatives or teachers)
 6. 3rd – Safe: Entry level jobs where you exceed the stated qualifications

5. Prepare your portfolio:
 4. A professional email address
 5. Generalized resume and cover letter
 6. Social ink (social media profiles)

Job Search – Steps (Cont.)

6. Start searching & Prioritizing

- Internal – within your organization - Companies' web site
- External Online – using key words- Job search engines
 - Indeed (private sector); Governmentjobs.gov, (public sector); EdJoin.org (educational institutions); Usajobs.gov; CalCareers.ca.gov; Glassdoor.com; LinkedIn.com;
- Printed materials – local newspapers and postings (at public libraries and coffee shops)

7. Start applying:

- Submit a complete application
- Attach all required documents
- Customized resume
- Cover letter addressed to hiring manager or recruiter
- Note posted deadlines and application instructions
- Supplemental questionnaire

8. Follow up



COVER LETTER



Cover Letter

- It is a personnel statement regarding how the applicant's knowledge, skills and abilities (KSAs) best fit the employer's immediate vacancy and overall organization's culture.
- Addressed to the hiring manager or the recruiter
- Formal (contact information, greeting, introduction, body, closing and salutation)
- One to two pages in length – two pages for upper management and higher-level jobs

Cover Letter (Cont.)

- Introduction – Introduces the applicant to the employer, including how the applicant's qualifications meet or exceed the stated minimum qualifications
- Body – Provides details regarding applicant's work experience and/or education, and how those match the employer/organization needs. Those ought to be specific examples that are relevant to the job the applicant is seeking
- Closing – Best area to connect the applicant to the organization's culture, including career goals. In other words, why the applicant is seeking employment with this particular employer. Such information can be easily found on the organization's website

Cover Letter (Cont.)

- Hints:
 - Be yourself
 - Compose a compelling and coherent document
 - Be cautious with graphics
 - Use relevant examples
 - Connect your KSAs to those sought by the employer
 - Do not include:
 - Social Security, Driver License and/or Passport Numbers
 - Birth date
 - Information regarding disability and/or economic hardship
 - Nationality
 - Religion
 - Fraternity/Sorority membership
 - Proof read

RESUME WRITING





A RESUME
WILL GET YOU AN **INTERVIEW**

AN INTERVIEW
WILL GET YOU THE
JOB



A RESUME is...

A Marketing Tool

A resume is your own personal advertisement.



Expressive

Brief account of your experiences and qualifications.



Unique

Demonstrates achievements in your previous roles.



Resume Do's and Don'ts

DO

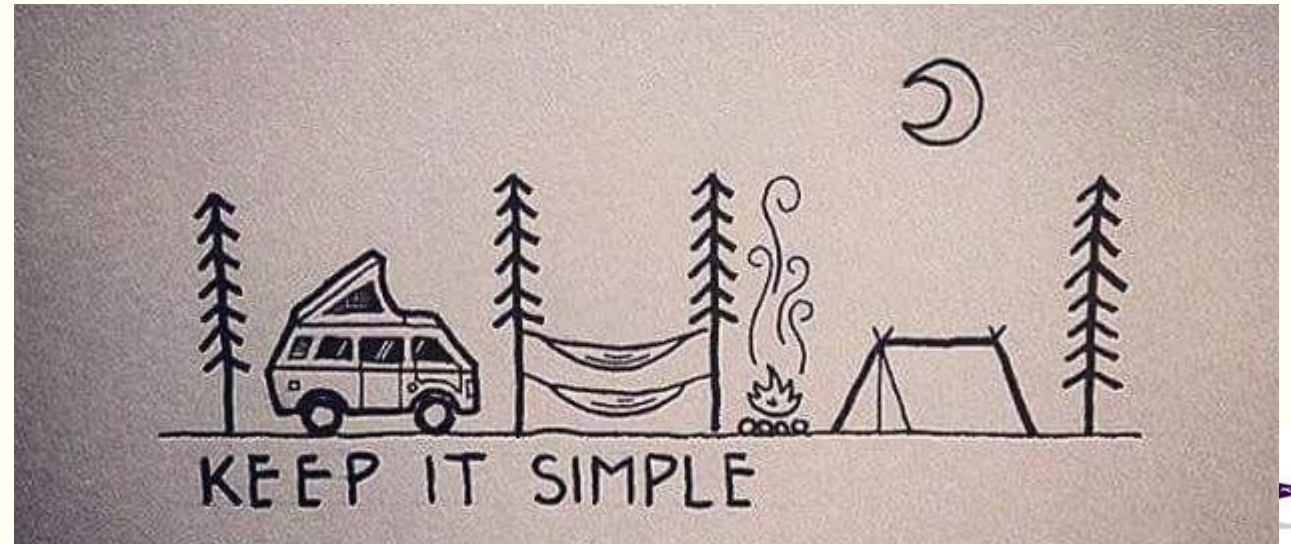
- ✓ Create a focused & custom resume for each job
- ✓ State accomplishments & achievements
- ✓ List your skills and experience
 - ✓ TIP - Use the job description as a guide
- ✓ Make it 1 page
- ✓ Keep format consistent & easy to read.
- ✓ Title Resume :
FirstNameLastNameJobTitle.pdf
- ✓ Submit your resume as a PDF

DON'T

- ✗ Submit a generic resume
- ✗ Just list your responsibilities
- ✗ Speak in the first person
- ✗ List experience that is outdated or irrelevant.
- ✗ Skip on proofreading
 - Hiring managers look for grammatical errors & typos
- ✗ Send Word Document (.doc)

Resume Editing

- Keep it short – one page long
- Consistent
- Easy to read



Resume Language



■ Key Words

Use the key words found on job description

■ Action Verbs

Words that imply action, movement, achievement.

Examples: Facilitated, improved, developed...

Never use the first person (I, me)

Resume Formatting

01

Font Types

Times New Romans
Arial
Calibri

02

Font Size

10-12 points

03

Margins

No more one inch wide on all sides body of text
should be aligned to both wright and lift sides

04

File Format

Always follow employers' directions
Use PDF format (Portable Document Format)

05

Printing

Have your resume professionally printed
Use quality paper

Resume Types

- **Chronological**

- experiences are listed from the most recent jobs to the oldest

- **Functional**

- focuses on your skills and experiences that is relative to the job

- **Mixed**

- experiences are listed both chronologically and functionally

■ Chronological Resume

JOHN DOE

Full Address • City, State, ZIP • Phone Number • E-mail

OBJECTIVE: Design apparel print for an innovative retail company

EDUCATION:

UNIVERSITY OF MINNESOTA City, State
College of Design May 2011

- Bachelor of Science in Graphic Design
- Cumulative GPA 3.93, Dean's List
- Twin cities Iron Range Scholarship

WORK EXPERIENCE:

AMERICAN EAGLE City, State
Sales Associate July 2009 - present

- Collaborated with the store merchandiser creating displays to attract clientele
- Use my trend awareness to assist customers in their shopping experience
- Thoroughly scan every piece of merchandise for inventory control
- Process shipment to increase my product knowledge

PLANET BEACH City, State
Spa Consultant Aug. 2008 - present

- Sell retail and memberships to meet company sales goals
- Build organizational skills by single handedly running all operating procedures
- Communicate with clients to fulfill their wants and needs
- Attend promotional events to market our services
- Handle cash and deposits during opening and closing
- Received employee of the month award twice

HEARTBREAKER City, State
Sales Associate May 2008 – Aug. 2008

- Stocked sales floor with fast fashion inventory
- Marked down items allowing me to see unsuccessful merchandise in a retail market
- Offered advice and assistance to each guest

VICTORIA'S SECRET City, State
Fashion Representative Jan. 2006 – Feb. 2009

- Applied my leadership skills by assisting in the training of coworkers
- Set up mannequins and displays in order to entice future customers
- Provided superior customer service by helping with consumer decisions
- Took seasonal inventory

VOLUNTEER EXPERIENCE:

TARGET CORPORATION City, State
Brand Ambassador August 2009

- Represented Periscope Marketing and Target Inc. at a college event
- Engaged University of Minnesota freshman in the Target brand experience

Functional & Mixed Resume

NAME	
Address Line 1	
Address Line 2: Include city, province, [postal] code	
Cell Phone Number • Home Phone Number • E-mail Address	
<hr/>	
OBJECTIVE: To secure full or part time employment as a/in Title of Position/Area of Work	
<hr/>	
HIGHLIGHT OF QUALIFICATIONS	
<ul style="list-style-type: none"> • Years of relevant experience, paid or volunteer • Relevant education, training, and awards • Broader skill or attribute relating to HOW you do your work: what are you known for? How have co-workers/supervisors described your work to you/to others? • Broader skill or attribute... • Broader skill or attribute... 	
<hr/>	
RELEVANT SKILLS	
Attained Skill that relates to your Objective	
<ul style="list-style-type: none"> • An Accomplishment expressed as an Action Statement (don't forget your Action Verb) that relates to your résumé's Objective • An Accomplishment expressed as an Action Statement (don't forget your Action Verb) that relates to your résumé's Objective • An Accomplishment expressed as an Action Statement (don't forget your Action Verb) that relates to your résumé's Objective 	
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<hr/>	
WORK HISTORY	
Most Recent/Current Job Title, Organization, City, Province	Year - Year/Present
2 nd Most Recent Job Title, Organization, City, Province	Year - Year
<hr/>	
VOLUNTEER EXPERIENCE	
Title of Most Recent Volunteer Role, Organization, City, Province	Year - Year
<hr/>	
EDUCATION AND TRAINING	
Latest Qualification Achieved, Organization/Institution, City, Province	Year - Year
<ul style="list-style-type: none"> • If the qualification is broad or unusual—like a multi-year diploma—highlight some relevant courses or learning significant to the résumé's Objective 	
2 nd Most Recent Qualification Achieved, Organization/Institution, City, Province	Year - Year

Creative Resume

MARISSA MAYER

Business Woman & Proud Geek

@mmayer@yahoo-inc.com http://marissamayr.tumblr.com/ Sunnyvale, CA



EXPERIENCE

President & CEO

Yahoo!

July 2012 - Ongoing Sunnyvale, CA

- Led the \$5 billion acquisition of the company with Verizon - the entity which believed most in the immense value Yahoo! has created
- Acquired Tumblr for \$1.1 billion and moved the company's blog there
- Built Yahoo's mobile, video and social businesses from nothing in 2011 to \$1.6 billion in GAAP revenue in 2015
- Tripled the company's mobile base to over 600 million monthly active users and generated over \$1 billion of mobile advertising revenue last year

Vice President of Location & Local Services

Google

Oct 2010 - July 2012 Palo Alto, CA

- Positioned Google Maps as the world leader in mobile maps and navigation
- Oversaw 1000+ engineers and product managers working on Google Maps, Google Places and Google Earth

Vice President of Search Products & UX

Google

2005 - 2010 Palo Alto, CA

Product Manager & Technical UI Lead

Google

Oct 2001 - July 2005 Palo Alto, CA

- Appointed by the founder Larry Page in 2011 to lead the Product Management and User Interaction teams
- Optimized Google's homepage and A/B tested every minor detail to increase usability (incl. spacing between words, color schemes and pixel-by-pixel element alignment)

Product Engineer

Google

23 June 1999 - 2001 Palo Alto, CA

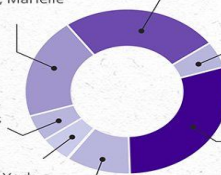
- Joined the company as employee #20 and female employee #1
- Developed targeted advertisement in order to use users' search queries and show them related ads

A DAY OF MY LIFE

Spending Time with Zachary, Macalliser, Marielle and Sylvana

Baking cupcakes & creating spreadsheets for all of the needed ingredients

Taking care of New York & San Francisco Ballet Jawbone by being a member of their boards



Publicly resolving issues with Yahoo! investors

Building a business development strategy for Yahoo's future after the Verizon acquisition

Showing Yahoo! employees that their work has meaning

Sleeping & dreaming about work on the 38th floor of the Four Seasons Hotel in SF

LIFE PHILOSOPHY

"If you don't have any shadows, you're not standing in the light."

MOST PROUD OF



Courage I had

to take a sinking ship and try to make it float



Persistence & Loyalty

I showed despite the hard moments and my willingness to stay with Yahoo after the acquisition



Google's growth

from a hundred thousand searches per day to over a billion



Inspiring women in tech

Youngest CEO in Fortune's list of 50 most powerful women

STRENGTHS

Hard-working (18/24)

Persuasive

Motivator & Leader

User Experience

Mobile Devices & Applications

Product Management & Marketing

LANGUAGES

English



Spanish



German



EDUCATION

M.S. in Computer Science

Stanford University

Sept 1997 - June 1999

B.S. in Symbolic Systems

Stanford University

Sept 1993 - June 1997

The Interview Process

The Application

- Don't stop here. Reach out to the employer
- Learn more about the organization
- Research

The Call

- Update your voicemail
- Know your availability
- Ask for contact information
- Have a pen and paper handy

The Interview

- *Breathe*
- Print resumes for interview
- *Breathe, practice, and breathe again...*

Focus on Your Job Search Before You Apply

1 - Job Search

Glassdoor

<https://www.glassdoor.com>

Indeed

<https://www.indeed.com/>

LinkedIn

<https://www.linkedin.com/>

-OR-

Directly through the
company's career website

2 - Before you Apply

Don't save the research
for later....

- "Quality over quantity"
- Convert hours of application submissions to research for three jobs you are confident in.
- It will determine if the job is worth your application
- Allows you to grasp on what you are looking for in your new job.
- It will help position your resume as a direct match for the job.

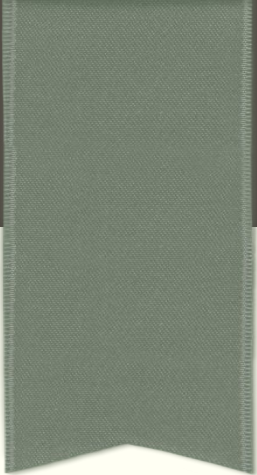
3 - After you Apply

Don't limit yourself to
online applications...

- Engage the potential employer (via in person, call, or LinkedIn) to learn more about the company and get connected with someone who can influence you getting an interview.
- You may get information about upcoming job fairs, contact info for hiring manager, or other things not posted on their website.



TIPS & TOOLS



A **RESUME**
WILL GET YOU AN INTERVIEW

AN **INTERVIEW**
WILL GET YOU THE **JOB**

The Interview Process

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- Don't stop here. Reach out to the employer
- Learn more about the organization
- Research

The Call

- Update your voicemail
- Know your availability
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- Have a pen and paper handy

The Interview

- *Breathe*
- Print resumes for interview
- *Breathe, practice, and breathe again...*

How To Prepare For Interview

Research the Organization

- Find out about the company or department

Review position requirements from job description

Assess your knowledge, skills, and abilities

Think about types of questions you may be asked at the interview

Plan what to wear

What to bring

Non-Verbal Communication

Follow up

Types of Interviews

Telephone/Online

Behavioral
Questions

Technical

Panel Interview

Multiple Levels

Group Interview

Interview Questions

Technical Questions

- Job related knowledge

Behavioral Questions

- Describe a time when ...

Situational Judgment Questions

- What would you do if...

Experience-Based

- Require to apply your knowledge, skills, and abilities, related to the specific job

Knowledge-Based

- Ask you to demonstrate familiarity with terminology, practices, and theories

Personal Perspective-Based

- Relate to your viewpoint or perspective regarding job-related variable

Role Play

- Play a role of the candidate to solve a problem

Interview Questions

Tell me about yourself

Why are you interested in this position or organization

What attracted you to this field/profession

Tell me about your work experience

What qualifies you for this position

What are your strengths and weaknesses

Where do you see yourself in 5, 10 years

Have you ever had a conflict with your boss or coworker and how did you resolve it

Elevator Speech

Tell me about yourself....

I am...

I am interested
in...

My KSAs:
Knowledge, skills
and abilities
include...

Type of Common Interview Questions

Technical Questions

- Job related knowledge

Behavioral Questions

- Describe a time when ...

Situational Judgment Questions

- What would you do if...

Experience-Based

- Require to apply your knowledge, skills, and abilities, related to the specific job

Knowledge-Based

- Ask you to demonstrate familiarity with terminology, practices, and theories

Personal Perspective-Based

- Relate to your viewpoint or perspective regarding job-related variable

Role Play

- Play a role of the candidate to solve a problem

Ten Common Interview Questions

Ten common interview questions and answers

- Tell me about yourself?
- Tell about a difficult situation you were face and how you dealt with it
- Tell me about a time when you were confronted with an unpleasant customer and how you dealt with it?
- What do you know about the company?
- What is your greatest achievement
- Why should we offer you a job
- What are your strengths
- What are your weakness



During the Interview

Responses to the questions should be organized and complete

Responses should be focused and succinct

If you don't understand the question, ask the interviewer to repeat

Do not ramble

Do not repeat responses

Present your qualifications

MOST IMPORTANT
: RELAX, Be CONFIDENT, HONEST, and BE YOURSELF

Listen carefully and BREATH

During the Interview

Breath

Breath

Breath

After the Interview - Follow Up

Correspondence
Email > Thank You
card > Phone Call

Demonstrates your
communications
abilities and
capabilities

Must be sent within
24 hours from the
interview

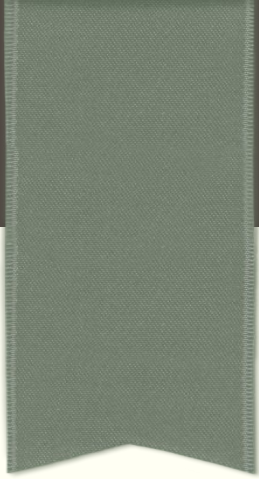
Thank the
interviewers

Mention any
relevant details you
may have forgotten

To a limit, address
and correct any
mistakes made
during the interview

Address your
qualifications

Call them if you did
get a response



FOLLOW UP



Follow Up

After each interview, you ought to follow-up with the recruiter or the panelist, depending on the nature of the panel

Correspondence (email or written) or phone call

- ❖ Email > Thank You card > Phone Call

Demonstrates your communications abilities and capabilities

Must be sent within 24 hours from the interview

Include the following:

- Thank the interviewers
- Mention any relevant details you may have forgotten
- To a limit, address and correct any mistakes made during the interview
- Address your qualifications

Follow-up Emails: Technical v. Selection Panels

Technical Panels

- Follow-up with the recruiter directly
- Focus on technical skills and abilities
- Express gratitude for the invitation and participation
- Indicate that you will be following-up
- Attach an updated resume and cover letter

Selection Panels

- Follow-up with the hiring manager and HR representative (if present)
- Express gratitude for the invitation and participation
- Focus on:
 - How you fit the workplace culture
 - How your KSAs will add to the organization's overall success
- Attach work samples

Follow-up: Written

- Cards are better than plain paper
- Keep the language short and precise
- Legible
- Include:
 - “Thank you” language
 - Two to four sentences about your abilities and qualifications
 - Contact information
 - Future follow-up details
- Separate card for each panel member
- Drop off with the receptionist after the interview

Follow-up: Phone Call

- Start by stating your name and the position you interviewed for, to remind the interviewer of the interview
- Thank the interviewer
- Mention your willingness to address the organization's needs through your abilities and talents
- Align your career goals with those of the organization's
- Closing:
 - Mention that you will follow-up once again
 - Thank the interviewer for his/her time

Questions

Cherif Youssef
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818-807-8505

Pierre Demian
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213-944-2319

Sandy Ghoubrial
sandy.ghoubrial@gmail.com
949-887-4489

- www.copticedu.org
- www.copted.edu
- www.cef.org

www.copticedu.org

