

**FIND HOPE**  
**FIND WORK**

 **Workforce**  
*Connection Center*

## **RESOURCE GUIDE**

### **Building Your Resume**

Presented by Goodwill Industries of  
Southeast Wisconsin and Metropolitan Chicago, Inc.

## Resource Workbook Material

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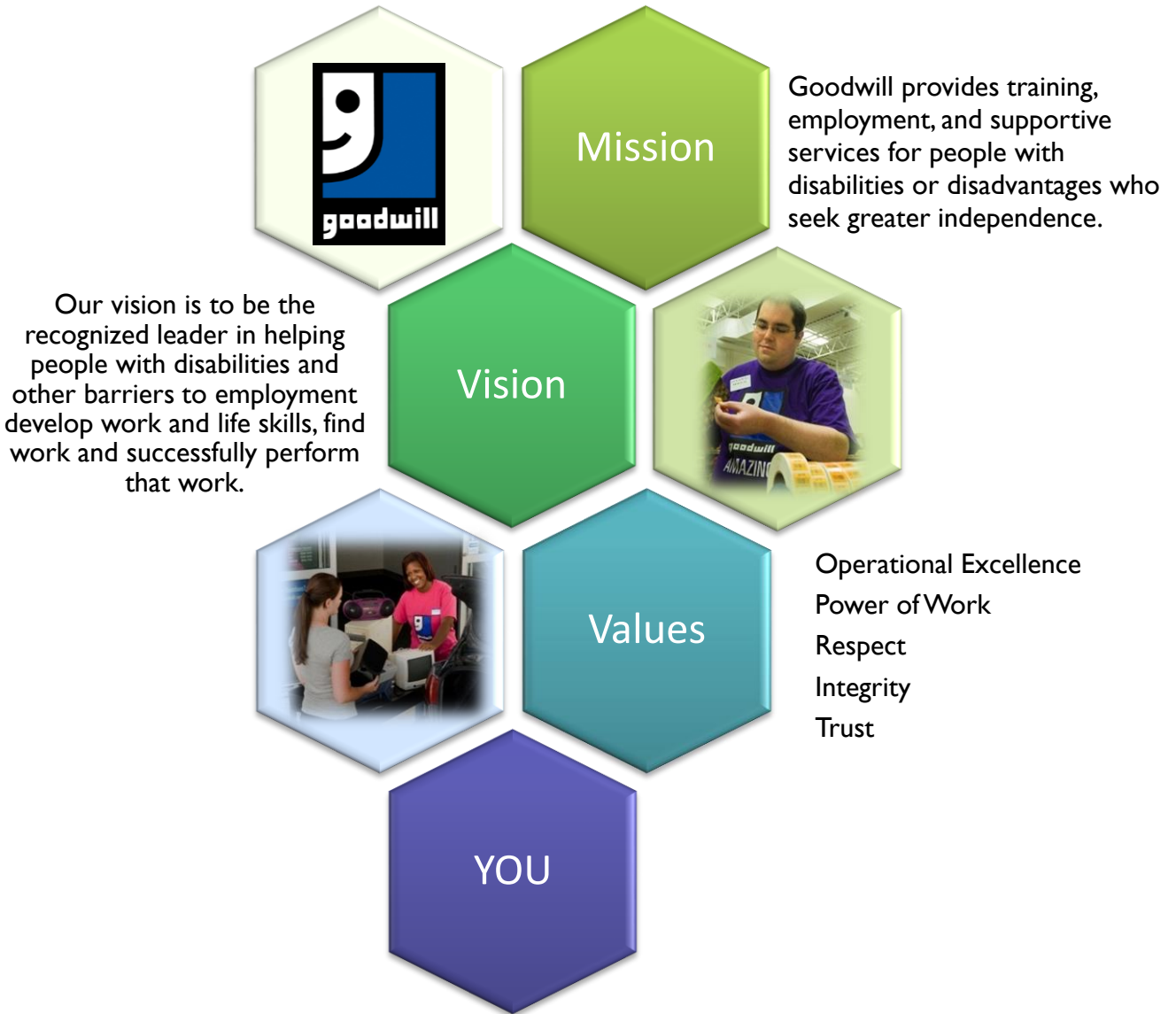
## Works Cited:

### Slide 9:

*Video: Linda Spencer. Associate Director, Director of Career Advising and Programming for Harvard Extension School*

### Slide 17:

*Jobrite 2017 Recruiting Funnel Benchmark Report, The Businessnewsdaily.com /2777 / October 2018*



## Additional Goodwill Services

Retail Store & Donation Centers

Workforce Connection Centers

Goodwill TalentBridge

Goodwill Food Service Training

Goodwill Custodial Service Training

Goodwill Laundry Services

Goodwill DataShield

Goodwill E-cycle

Goodwill Supported Employment

Goodwill Financial Empowerment Services

## The Hidden Job Market

By [Alison Doyle](#)

The hidden job market is a term used to describe jobs that aren't posted online or advertised in any other way. Employers might not post jobs for a number of reasons – for example, they might be trying to save money on advertising, or they might prefer getting candidates through employee referrals. This job market might be “hidden,” but it is possible for you to find out about these jobs. In fact, you might be more likely to score a job through the hidden job market than you are through regular channels. At least [60 percent](#) of all jobs are found through networking rather than traditional job searching.

Read below for more information on why employers use the hidden job market, and how you can tap this market and find a job that is right for you.

### What's in It for Employers?

Many employers choose to use the hidden job market to avoid the lengthy and expensive process of open online applications. Instead of posting a job opening, some employers will choose alternatives such as hiring internally, going through a recruiting firm, using headhunters, and relying on [referrals from current employees](#).

### The hidden job market has several advantages for employers:

- It's cheaper than listing jobs online or in print via a paid service.
- Some companies want to keep their hiring decisions as quiet as possible, so they avoid posting jobs online. Perhaps they are opening a new branch, for example, but do not want to share this information with the public just yet.
- Companies are more likely to get quality applicants from current employees, who both understand the needs of the job and have a vested interest in recommending good candidates – especially if they'll be working with whoever gets the job.
- Employees are also motivated to give good referrals if the company offers a bonus to employees who recommend the applicant who is hired.

### Tap the Hidden Job Market Through Networking

It is possible to find these opportunities by expanding your [network](#) connections and advertising your professional objectives. Your first step should be to make sure you're reaching out via as many avenues as possible. Below are some tips on how to expand your network and learn about those hidden jobs:

- **Network traditionally.** If you aren't already, make sure you are networking in some of the more traditional ways. Attend [formal networking functions](#) like career fairs, conferences, and chamber of commerce events. Reach out to people in your networks, including [college alumni](#) and [LinkedIn connections](#). Set up [informational interviews](#) with contacts in your industry. Consider sending a message to [friends and family](#) letting them know about your job search. All these traditional networking strategies can lead to information about job openings.

### **Say yes to invitations beyond traditional networking functions.**

Go to the ballgame with your college roommate. Go to your cousin's baby shower. Make time to swing by your neighbor's barbecue. You never know when you'll meet the person who knows the person who has an in.

### **Practice your elevator speech.**

What do you want from your career? What do you have to offer an employer? What does your dream job look like? Don't worry – no one is suggesting you become the kind of bore who's always cramming your professional goals down everyone's throat. Just be on the lookout for opportunity, and don't be afraid to put yourself forward if one presents itself. Remember: if someone's hiring, they need a quality candidate as much as you need a job. You might be solving their problem as well as your own.

### **Update all your social networks to reflect your new mission.**

This can be tricky, of course, if you're still employed and hoping to move on. However, if you're cautious and change details slowly, you can buff up your online profiles without jeopardizing your position. Make sure your online networks reflect your latest skills and experiences. By building a strong [professional brand](#) online, you increase your chances of impressing someone in your network.

### **Other Ways to Tap the Hidden Job Market**

Networking is not the only way to access the hidden job market. Below are a few more ways you can hear about unadvertised jobs:

- **Contact employers of interest.** If there are companies you are interested in working for, don't wait for them to post job openings. Reach out by either visiting the office in person, making a [cold call](#), or sending a [letter of interest](#).
- **Volunteer at companies of interest.** One way to make connections at a company is to [volunteer](#) for that company. If the organization is looking for volunteers (even if it is not in your specific field of interest), consider signing up. This will give you an "in" with the company. As you get to know the employees, express your interest in working for the organization.
- **Dig around at your own company.** If you are interested in staying at your company, but in a different position, quietly ask around about job openings in other departments. Make sure to be discreet though – you don't want your employer to know you are thinking of leaving your position.
- **Subscribe to news alerts.** [Follow companies of interest on LinkedIn](#), and consider subscribing to news alerts (such as Google Alerts) for companies you'd like to work for. This way, you can hear about any big changes at the company, such as a merger, the opening of a new office, etc. These events are often a sign that a company is growing, and therefore might be hiring.

With a little care and effort, you can find a great new job, even if it's not listed on any job search site. Be willing to persevere, and the hidden job market might just produce the best job you've had so far.

## Transferable Skills Checklist

### Key Transferable Skills

- Meet deadlines
- Ability to delegate
- Ability to plan
- Results oriented
- Customer Service oriented
- Supervise others
- Increase sales or efficiency
- Accept responsibility
- Instruct others
- Desire to learn & improve
- Good time management
- Solve problems
- Manage money/ budgets
- Manage people
- Meet the public
- Organize people
- Organize/ manage projects
- Team player
- Written communications
- Work independently
- Computer Skills

### Other Transferable Skills

#### (Dealing with things)

- Use my hands
- Assemble or make things
- Safety conscious
- Build, observe, inspect things
- Construct or repair
- Off-bearing or feeding machinery
- Follow instructions
- Operate tools and machinery
- Drive or operate vehicles
- Repair things
- Good with my hands
- Use complex equipment
- Use equipment

#### Dealing with Data

- Analyze data or facts
- Investigate
- Audit record
- Keep financial records
- Locate answers or information
- Calculate, compute
- Manage money

- Classify data
- Compare, inspect, or record facts
- Count, observe, compile
- Research
- Detail-oriented
- Take inventory

### Working with People

- Patient
- Care for
- Persuasive
- Confront others
- Pleasant
- Counsel people
- Sensitive
- Demonstrate something
- Supportive
- Diplomatic
- Supervise
- Speak in public
- Help others
- Tactful
- Insightful
- Teach
- Interview others
- Anticipate needs
- Open minded
- High energy
- Kind
- Take orders
- Listen
- Serving
- Trust
- Working with others
- Negotiate
- Understand
- Adaptable
- Outgoing

### Using Words, Ideas

- Articulate
- Innovative
- Communicate verbally
- Logical
- Remember information
- Accurate

- Research
- Create new ideas
- Design
- Speak in public
- Edit
- Write clearly
- Prefer details
- Understand the big picture

### Leadership

- Arrange social functions
- Motivate people
- Negotiate agreements
- Decisive
- Plan
- Delegate
- Run meetings
- Direct others
- Explain things to others
- Self-motivated
- Get results
- Share leadership
- Think of others
- Direct projects
- Team builder
- Solve problems
- Mediate problems
- Take risks
- Empowering others

### Creative, Artistic

- Artistic
- Music appreciation
- Dance, body movement
- Perform, act
- Draw, sketch, render
- Present artistic ideas
- Play instruments
- Expressive

### Add any other transferable skill that you think is important

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Chronological Resume Example

# Michael Tierney

Anytown, WI 12345 / 555-555-5555 / [m.name@gmail.com](mailto:m.name@gmail.com)

[linkedin.com/Michael-tierney](https://linkedin.com/Michael-tierney)

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### SKILLS SUMMARY

Over 6 years Retail Management experience with a progressive record of advancement and increased responsibility. Proven ability to build and motivate an effective operations team. Proficient in Microsoft Office Suite

### CAREER EXPERIENCE

#### Manager

*Experienced Petroleum Distributors*

*September 2018 – Present*

- Revamped failing stores to proper corporate standards increasing profits by 3% annually
- Administered accounts receivable and payable
- Maintained detailed paperwork and entered data into computer
- Completed 20 daily business reports, audits and inventory management
- Hired, trained and managed 10 store employees and conducted performance reviews
- Entered employees' data and payroll into database

#### Teaching Parent

*Southeast Enrichment Services*

*October 2016 - April 2018*

- Provided a structured and safe environment for at-risk adolescent males
- Conducted 5 weekly groups and taught social skills utilizing family teaching model
- Kept updated daily files and upheld the confidentiality of each youth
- Ran a token economy to motivate and reward children for socially appropriate skills
- Maintained monthly household budget of \$1,000 and operations including groceries and utilities

## Combination Resume Example

### **Sarah E. Smith**

Anytown, WI 12345 / 555-555-4034

[sarah.smith@gmail.com](mailto:sarah.smith@gmail.com) [linkedin.com/sarah-smith](https://www.linkedin.com/sarah-smith)

#### **Career Summary**

Administrative professional with exceptional organizational skills, seeking new opportunity with additional tasks and challenges. Ability to establish on-going rapport with clients and co-workers.

#### **Work Experience**

##### ***Bank Teller***

- Provided all clients with exceptional customer service
- Engaged in both face-to-face and phone contact to assist banking clients
- Assisted in training new tellers as needed

##### ***Mortgage Loan Processing Supervisor***

- Managed a team of 5 processors
- Sustained phone & face-to-face contact with company personnel & vendors
- Prepared loan documents for delivery to title companies for closing
- Monitored loan processors workload daily

#### **Employment History**

Bank Everywhere	Anytown, WI	May 2016 - September 2018
Edge Bank	Anytown, WI	July 2013 - November 2018



## 8 Things You Need to Know About Applicant Tracking Systems

### How much do you know about applicant tracking systems?

You may have heard that the first step to getting a job interview is making it past the stage where a recruiter glances at your resume and makes a split-second decision about whether to chuck your resume into the discard pile. But 90% of Fortune 500 companies filter job applicants and resumes through an applicant tracking system (ATS) before a live person reads it. Find out below how to get your resume ranked highly within applicant tracking systems, so that it can then go on to the real human beings who will call you for interviews.

#### 1. What is an applicant tracking system?

An ATS is a type of software application that handles the recruitment process, namely by sorting through thousands of resumes, to determine which ones are the best fit for the positions.

Applicant tracking systems do not process your resume so differently from recruiters glancing at your resume, as both are looking for certain criteria for inclusion. Whereas human recruiters are often looking for grounds for automatic rejection, such as spelling errors or lack of relevant skills, applicant tracking systems operate by searching resumes for **keywords**.

#### 2. Why do employers use applicant tracking systems?

Applicant tracking systems help employers save time and paper and help them stay organized. With applicant tracking systems, there is no risk of an employer accidentally deleting the email containing the resume of the applicant the company wants to hire or misplacing a file. An ATS also makes it easy for employers to keep tabs on the hiring process and to communicate with applicants directly. Applicant tracking systems were first used by large corporations that receive thousands of applications, but smaller businesses are now using them just as frequently. Just as companies use software applications to keep track of relevant information on their customers, using similar software to organize information on prospective employees makes sense for employers

## 8 Things You Need to Know About Applicant Tracking Systems - continued

### 3. How do applicant tracking systems work?

Applicant tracking systems process resumes submitted by applicants and sometimes even use social media to actively recruit prospective employees. When you submit your resume through an ATS, it stores your resume and an entry in the database. The recruiters then search for keywords for the job opening. If your resume contains the keywords the employer wants, then the ATS will rank you higher in the search results. The keyword searches by recruiters include the skills and experiences specific to the job opening. The employer can even command the ATS to search the company's entire database of resumes to look for candidates with certain qualifications. This means that even if you submitted your resume a long time ago and never got a response, the company may have kept it on file in its database, and the ATS might identify you as a good candidate for a different position long after you originally submitted your resume.

### 4. What about social media?

Networking has always been an important part of the job seeking process, and now social media plays an increasingly important role. The prevailing sentiment is that having a social media presence helps more than it hurts when it comes to looking for a job, and most job seekers already understand the importance of presenting a professional image on social media. Of course, when it comes to attracting recruiters, it is more than just a matter of not posting pictures of your drunken exploits on Facebook. There is social recruiting software that crawls the web for specific keywords, and the best way to get noticed is to have a social media profile that includes basic details about your education, work experience, and skills. Some ATS show your profile directly within your application, so it is readily available to recruiters and HR. Letting the ATS find your social profile can be beneficial and the best site for this is, of course, LinkedIn.

### 5. Search engine optimization

The process by which job candidates tailor their resumes to get them noticed by ATS is similar to the process of search engine optimization, or SEO. This is when companies tailor their web content to make search engines notice them and rank them high on the list of search results. Matching keywords is an important part of how search engine optimization works; if your website contains the words the user typed into the search engine, then it will appear in the search results. The best way to get an ATS to notice your resume is to anticipate which keywords the ATS and recruiters will be trying to find.

## 8 Things You Need to Know About Applicant Tracking Systems *(continued)*

### 6. Research is key

You may have heard the advice that you should tailor your resume specifically for each job application you submit. Whether this means making major or minor changes, your resume should make clear why you are a good candidate for that specific job. Every employer is looking for certain qualifications, whether resumes will first be scanned by a recruiter or by keyword-seeking ATS. You should find out as much as possible about the organization to which you are applying. If current employees of the company have social media profiles, especially on LinkedIn, see if you have similar qualifications or keywords.

### 7. No fluff

When recruiters search for keywords in applicant tracking systems, they are usually looking for certain concrete skills in your resume. If you are applying for a job as the manager of a hotel restaurant, for example, a recruiter may search for phrases such as “restaurant manager” and “hotel restaurant” or for the word “hospitality.” Recruiters will probably not look for words and phrases such as “outgoing” and “team player.” One of the main purposes of the ATS is to ease recruiters’ search process for candidates whose resumes are most closely in line with a job. An applicant tracking system’s decision about how your resume ranks among other candidates is based heavily on keywords, whereas recruiters base their decision not only on keywords but also, to some degree, on at least a little bit of arbitrary human judgment. If you’re starting your resume from scratch, try our Resume Writing Guide which can help you eliminate the fluff right off the bat.

### 8. Applicant tracking systems: friend or foe?

Applicant tracking systems make the recruitment process much more streamlined for recruiters, shortening the time it takes before a hiring manager contacts applicant who seem like good candidates for the job. For most jobs, it is not possible for the hiring process to be entirely automated. If you think your best qualities only show once you meet your potential employers face to face, you can boost your chances if you can rank highly in the ATS. Researching jobs and optimizing your resume with keywords before you apply is the best way to get interviews.

Hu, James. “8 Things You Need to Know About Applicant Tracking Systems.”  
Jobscan Blog, 29 Mar. 2018, [www.jobscan.co/blog/8-things-you-need-to-know-about-applicant-tracking-systems/..](http://www.jobscan.co/blog/8-things-you-need-to-know-about-applicant-tracking-systems/)

## How to improve your chances of your resume getting past the ATS

(ATD Career development blog post 9/2014)

1. Customize your resume for each job you apply to
2. Remove all images, graphics, logos, pictures
3. Font size should be 11, scripts: Times New Roman, Verdana, Tahoma, Calibri
4. Use standard bullet points (black circle)
5. Check for spelling
6. Type dates after your employment on right hand side
7. Save your resume in Word so you can easily edit it, uploading is preferable
8. Apply on company website when available
9. Use typical resume sections: ex. Professional Summary, Summary of skills.
10. Key Words, Key Words, Key Words
11. Action Verbs/ Accomplishment Statements/Quantify
12. Multiple versions of your resume

## Career Summary Examples

- Enthusiastic and diligent Retail Sales Associate with an excellent sales and customer service track record. Adept at maintaining cordial and professional relationships with a diverse customer base and co-workers. Very comfortable working independently to complete projects and equally skilled working as part of a team.
  
- Reliable and dependable General Office Worker with more than 10 years of transferable experience. Proven clerical, customer service and communication skills in a variety of settings. Upbeat, positive attitude with a history of producing quality results. Up to date with technology including entire Microsoft Office Suite.
  
- Highly organized and detail orientated event planner with experience in corporate functions at all levels. Adept at strategy, coordination and follow through for all stages ensuring successful participation for all attendees. Energetic and approaches projects with specifics and priorities for a streamlined effect. Warm, engaging and willing to tackle every aspect of each event.

## Action Verbs

- Describe job duties using short phrases, not complete sentences.
- Begin phrases with a descriptive action verb.

Sorted and labeled new items for sale  
 Assembled small motors  
 Loaded and unloaded trucks  
 Created new slogans for advertising  
 Compiled monthly reports  
 Proficient in word processing programs  
 Prepared nutritious meals  
 Implemented new customer service techniques  
 Installed kitchen and bathroom light fixtures  
 Hired, trained and supervised six employees

Arranged stock on shelves  
 Shrink wrapped and packed items in boxes  
 Assigned duties to three other employees  
 Collected daily attendance  
 Attended weekly safety meetings  
 Generated daily sales reports  
 Performed personal care duties for patients  
 Increased sales by 20 percent  
 Repaired and replaced broken windows  
 Originated new quality control form

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 supervised  
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 tabulated  
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 trained  
 translated  
 unloaded  
 utilized  
 won  
 wrote  
 wrapped

## Cover Letter Example

Your Name

Street Address

City, State, Zip Code

Today's Date

Mr. /Mrs. Hiring Manger

Hiring Manager's Job Title

Company Name

City, State and Zip Code

Dear Mr. Hiring Manger:

In the first paragraph, you need to **indicate the position that you are applying for and how you found out about the position.** Let the employer know that your resume is enclosed. Personalize the end the paragraph with a strong positive statement to catch the recipient's attention.

In the second and sometimes third paragraph, **summarize your skills and education.** Show precisely how your experience relates to the position. If you have a job description, address each of the required and desired qualifications with skills or education that you possess.

In the final paragraph, **thank the hiring manager for considering you for the position.** Use the specific title for the position. Let the employer know how you plan to follow up with them. Include your daytime and evening phone so they can contact you.

Sincerely,

Anita Job

Enclosure: Resume

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# FIND HOPE FIND WORK

## Southeastern Wisconsin Locations

**Goodwill Workforce Connection Center - Bay View location**

153 West Oklahoma Avenue, Milwaukee, WI 53207

Phone: (414) 847-4740

**Goodwill Workforce Connection Center - 91st Street location**

6055 N. 91st Street, Milwaukee, WI 53225

Phone: (414) 847-4960

**Goodwill Workforce Connection Center - Richards Street location**

3903 N. Richards Street, Milwaukee, WI 53212

Phone: (414) 962-4148

## Illinois Workforce Connection Centers

**Goodwill Workforce Connection Center - Lombard location**

351 East Roosevelt Road (IL Route 38), Lombard, IL 60148

Phone: (630) 576-4660

**Goodwill Workforce Connection Center - Englewood location**

6054 S. Western Avenue, Chicago, IL 60636

Phone: (773) 627-5770

**Goodwill Workforce Connection Center - North Riverside location**

1900 Harlem Avenue, North Riverside, IL 60546

Phone: (312) 994-1470





