

Resume Workshop

Build a Resume That Gets You Noticed!



Workshop Agenda

- 1. Welcome & Icebreaker**
- 2. Types of Resumes: Chronological, Functional, Combination, Targeted**
- 3. Anatomy of a Resume**
- 4. Top Resume Tips & Mistakes to Avoid**
- 5. Q&A + 1:1 Sign-up + Take-Home Resources**
- 6. Thank you!**

Types of Resumes

- **Chronological** – Focus on work history
- **Functional** – Highlight skills and competencies
- **Combination** – Blend of chronological and functional
- **Targeted** – Customized for a specific job or employer



Chronological Resume

✓ **Best For:**

- Steady, consistent work history
- Staying in the same field or industry
- Showing promotions or upward growth

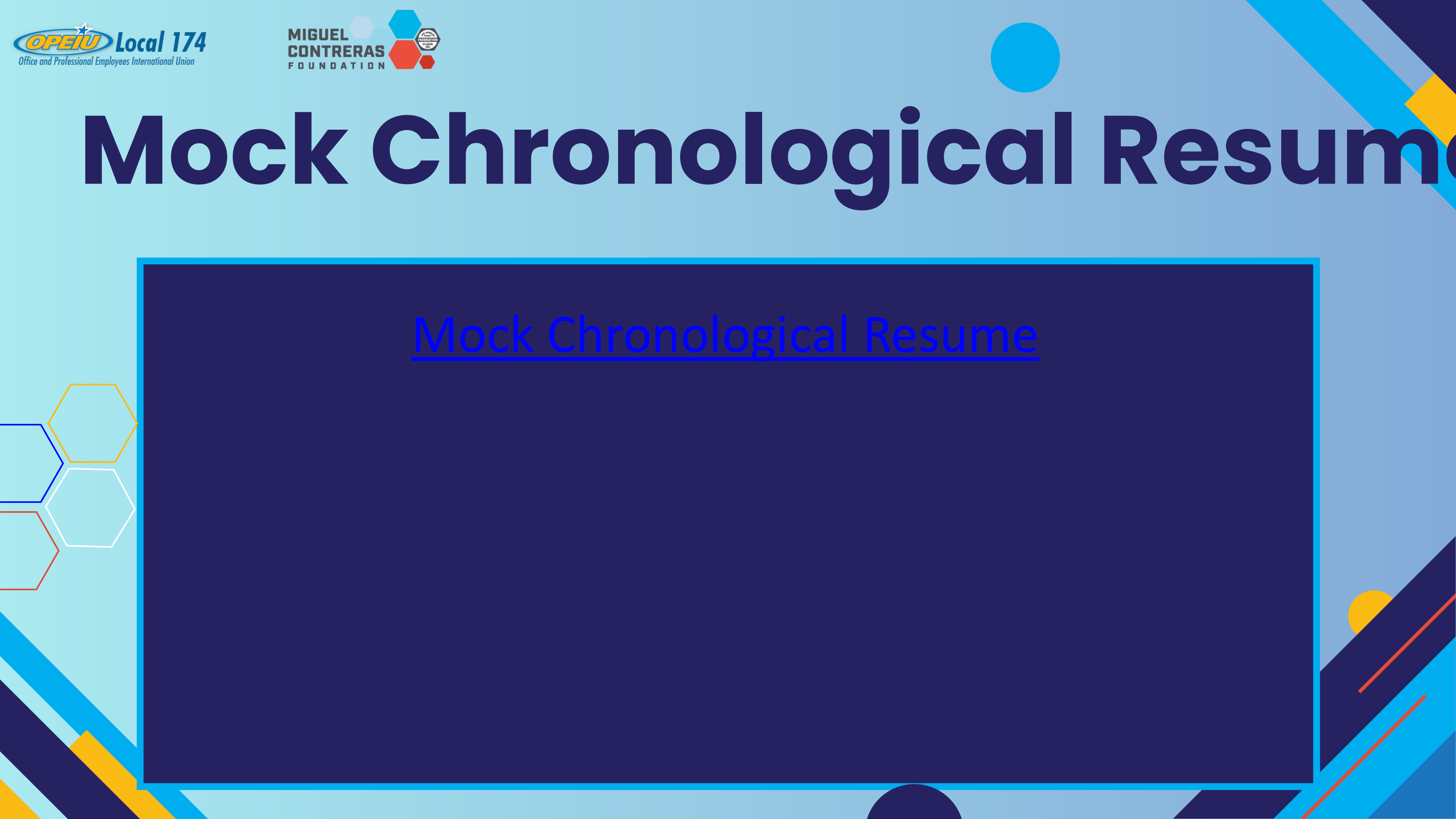
✗ **Not Ideal For:**

- Gaps in employment
- Career changers
- Little or no work experience

Key Features:

- Most recent job listed **first**
- Clear job titles, dates, and employer names
- Bullet points that show **results** (use action verbs!)





Mock Chronological Resume

Mock Chronological Resume

Functional Resume

✓ **Best For:**

- Career changers
- Gaps in employment
- Little or no traditional work history
- Freelancers or gig workers with diverse projects

✗ **Not Ideal For:**

- Applicants with a strong, recent job history
- Roles that emphasize specific industry experience
- Recruiters who prefer traditional formats

🧠 **Key Features:**

- **Skills grouped by category** (e.g., Communication, Tech, Admin)
- Real-world examples tied to each skill
- **Minimal emphasis on job titles and dates**
- Work history listed briefly at the bottom



Combination Resume

✓ Best For:

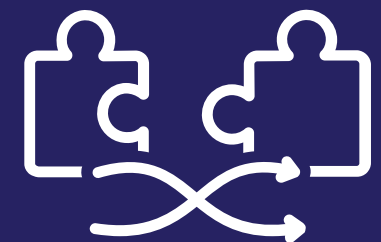
- Job seekers with **some experience and strong skills**
- People **transitioning careers** but with relevant history
- Those who want to highlight both **what they can do** and **where they've done it**

✗ Not Ideal For:

- Candidates with **no experience at all**
- Job seekers with a long, consistent history (use Chronological instead)
- Applicants with **unrelated experience** they don't want to spotlight

🧠 Key Features:

- Starts with a **summary of qualifications or skills**
- Followed by a **targeted skills section** (bullet points grouped by category)
- Then a **brief, reverse-chronological work history**
- Offers the best of both Functional and Chronological formats



Targeted Resume

✓ **Best For:**

- Applying to a **specific job posting**
- Highly competitive positions
- Job seekers with **relevant experience, skills, and keywords**
- When you want to impress **one employer** with laser focus

✗ **Not Ideal For:**

- Mass job applications or job fairs
- Early-stage career seekers who aren't sure what to target
- People without experience relevant to the role

🧠 **Key Features:**

- Customized **headline, summary, and skills** based on the job posting
- **Tailored bullet points** under work experience using keywords from the job description
- Only includes relevant jobs, skills, and accomplishments
- Often includes a **targeted objective** and/or job title

💡 **Tip:**

Print out the job posting and mirror the language in your resume.

Use their keywords = pass the ATS = get the interview. ✓

Contact Information

INCLUDE:

- ✓ Full Name
 - ✓ Phone Number
 - ✓ Professional Email
 - ✓ LinkedIn
- (optional)

AVOID:

- ✗ Nicknames
- ✗ Inappropriate Emails
- ✗ Photos

What Not To Do

JORDAN



BABYJOKER99@HOTMAIL



2137645451



14th ST LOS ANGELES CA 90045

- First name only – Too informal and unclear.
- Unprofessional email – “BABYJOKER99”? Instant red flag. Use a clean format like *firstname.lastname@gmail.com*.
- **Phone number formatting** – “2137645451” is technically valid, but it looks sloppy. It should be formatted for clarity and professionalism: **(213) 764-5451** or **213-764-5451**.

Objective vs. Professional Summary



Objective: A short statement of your career goals



Professional Summary: A brief summary of your skills & experience



Tip: Use a summary if you have experience; an objective if you're new or changing careers.

Objective vs. Professional Summary

✗ Wrong – Objective

- *“To find a job and grow professionally.”*
 - ✗ Too vague, says nothing about the role or value you bring to the company.

✓ Good – Objective

- *“Motivated admin. assistant transitioning into HR. Seeking entry-level HR coordinator role to support employee engagement and training initiatives.”*
 - ✓ Specific, goal-oriented, tailored to the point.

Skills Summary

- List hard and soft skills relevant to the job
 - Soft skill = Interpersonal
 - Hard skill = Technical
- Use bullet points or a clean list format
- Avoid overused buzzwords unless backed by experience.




Stop Saying It, Start Showing It

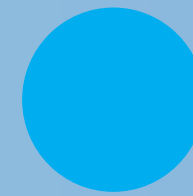
Overused Phrases

- “Team player with a strong work ethic”
- “Detail-oriented go-getter”
- “Hard-working and passionate”
- “Excellent communicator”
- “Results-driven self-starter”

Stronger with Proof:

- Collaborated with 5 departments to launch a new system, improving response times by 20%
- Managed 3+ projects while meeting all deadlines and budgets
- Created SOPs that reduced onboarding time by 50%
- Delivered presentations to 100+ attendees across union chapters
- Increased scheduling accuracy by 30% using digital timekeeping tools

 **Tip:**
Don't just describe yourself — prove it with numbers and results.



Work Experience



Use bullet points with action verbs



Focus on achievements, not just duties



Follow the STAR method: Situation, Task, Action, Result

Work Experience Example

Marketing Manager

ABC Digital Agency — New York, NY

June 2020 – Present

- **Designed** and **implemented** multichannel marketing strategies, **resulting in a 35% increase** in client engagement.
- **Led a team** of four marketing specialists, **improving** collaboration and campaign delivery.
- **Boosted** organic website traffic by **50%** through targeted SEO initiatives.
- **Oversaw** monthly reporting and analytics to inform strategic adjustments.

Education & Certifications



Include most recent education first



Mention certifications, licenses, and ongoing education



Include dates and institution names

Education & Certifications Example

EDUCATION

Bachelor of Arts in Marketing

University of Southern California — Los Angeles, CA
Graduated: 2014

CERTIFICATIONS

- Google Ads Certification
- HubSpot Inbound Marketing
- Content Marketing Certification

 **Tip:**
Make sure
Certification relate
to the job your
going for !

Optional Sections



Languages



Awards



Volunteer Work



Software
Proficiency




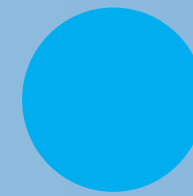
Professional
Affiliations

Optional Sections Example

VOLUNTEER EXPERIENCE
Social Media Coordinator
Helping Hands Food Bank — Los Angeles, CA
March 2022 – Present

- Manage social media content calendar and publish weekly updates on Instagram and Facebook.
- Increased community engagement by 40% through targeted awareness campaigns.
- Collaborated with marketing team to create donor outreach strategies..

 **Tip:**
**If you would do it
for free there's a
good chance your
passionate about
it!**



Resume Tips & Mistakes to Avoid

- ✓ Keep formatting clean and consistent
- ✓ Tailor your resume to the job description
- ✗ Avoid typos, too much text, and passive language

Resume Tips & Mistakes to Avoid

Example


VOLUNTEER EXPERIENCE **Social Media Coordinator**

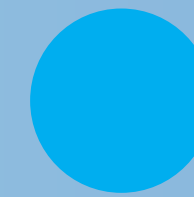
Helping Hands Food Bank — Los Angeles, CA
March 2022 – Present

- Manage social media content calendar and publish weekly updates on Instagram and Facebook.
- Increased community engagement by 40% through targeted awareness campaigns.
- Collaborated with marketing team to create donor outreach strategies.



**We're almost at the end of our time
together, but we are here to support
you moving forward!**





Follow-Up & Resources

- 1-on-1 Support Sign-Up:
<https://meetings.hubspot.com/austin680>
- Downloadable Templates & Resume Checklist
- Session Recording will be shared post-event

Contact Information



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Thank You for Attending!

Have Questions?

Feel free to follow up with Austin Jackson and the Miguel Contreras team!

