

people view state employment agencies as providing services for semiskilled or unskilled workers. However, these agencies *do* list jobs in many professional categories and are often intimately involved with identifying job finalists for major new facilities moving to your state. In addition, many of the jobs listed at state employment offices may be with state or federal government agencies and may include professionals, such as accountants, attorneys, health-care professionals engineers, and scientists.

Learning More about Job Opportunities

Carefully study the various employment opportunities you have identified. Obviously, you will like some more than others, but you can examine a variety of factors when assessing each job possibility:

- Actual job responsibilities
- Industry characteristics
- Nature of the company
- Geographic location
- Salary and opportunities for advancement
- Contribution of the job to your long-range career objectives

Too many job applicants consider only the most striking features of a job, perhaps its location or the salary offer. However, a comprehensive review of job openings should provide a balanced perspective of the overall employment opportunity, including both long-run and short-run factors.

BUILDING A RÉSUMÉ

Regardless of how you locate job openings, you must learn how to prepare and submit a *résumé*, a written summary of your personal, educational, and professional achievements. The *résumé* is a personal document covering your educational background, work experience, career preferences and goals, and major interests that may be relevant. It also includes such basic information as your postal address, e-mail address, and telephone number. It should *not* include information on your age, marital status, race, or ethnic background.

Your *résumé* is usually your formal introduction to an employer, so it should present you in the best light, accentuating your strengths and potential to contribute to a firm as an employee. However, it should *never* contain embellishments or inaccuracies. You don't want to begin your career with unethical behavior, and an employer is bound to discover any discrepancies in fact—either immediately or during the months following your employment. Either event typically results in short-circuiting your career path.

Organizing Your Résumé

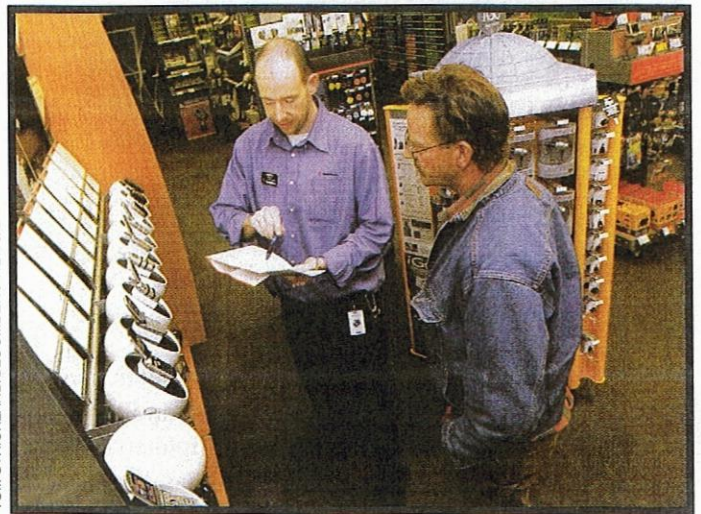
The primary purpose of a *résumé* is to highlight your qualifications for a job, usually on a single page. An attractive layout facilitates the employer's review of your qualifications. You can prepare your *résumé* in several ways. You

"They Said It"

"Everybody looks good on paper."

—John Y. Brown, Jr.
(b. 1933)

American executive, former
governor of Kentucky



TOM STRICKLAND/BLOOMBERG NEWS/ANDOV

Identifying your skills is an important step to locating a great job. RadioShack notifies prospective job seekers that it is looking for people who value teamwork, pride, trust, and integrity for its Sales Management program in its retail chain.

FELICIA SMITH-WHITEHEAD
4265 Popular Lane
Cleveland, Ohio 44120
216-555-3296
Felicia_SW@aol.com

OBJECTIVE

Challenging office management position in a results-oriented company where my organizational and people skills can be applied; leading to an operations management position.

WORK EXPERIENCE

ADM Distribution Enterprises, Cleveland, Ohio 2007–Present
Office Manager of leading regional soft-drink bottler. Coordinate all bookkeeping, correspondence, scheduling of 12-truck fleet to serve 300 customers, promotional mailings, and personnel records, including payroll. Install computerized systems.

Merrweather, Hicks & Bradshaw Attorneys, Columbus, Ohio 2005–2007
Office Supervisor and Executive Assistant for Douglas H. Bradshaw, Managing Partner. Supervised four clerical workers and two paraprofessionals, automated legal research and correspondence functions, and assisted in coordinating outside services and relations with other firms and agencies. Promoted three times from Secretary to Office Supervisor.

Conner & Sons Custom Coverings, Cleveland, Ohio 2001–2005
Secretary in father's upholstery and awning company. Performed all office functions over the years, running the office when the owner was on vacation.

EDUCATION

Mill Valley High School, Honors 2001
McBundy Community College, Associate's Degree in Business 2005

COMPUTER SKILLS

Familiar with Microsoft Office and Adobe Acrobat

LANGUAGE SKILLS

Fluent in Spanish (speaking and writing)
Adequate speaking and writing skills in Portuguese

PERSONAL

Member of various community associations; avid reader; enjoy sports such as camping and cycling; enjoy volunteering in community projects.

may use narrative sentences to explain job duties and career goals, or you may present information in outline form. A résumé included as part of your credentials file at the career center on campus should be quite short. Remember to design it around your specific career objectives.

Figures 2, 3, and 4 illustrate different ways to organize your résumé—by *reverse chronology*, or time; by *function*; and by *results*. Regardless of which format you select, you will want to include the following: a clearly stated objective, your work or professional experience, your education, your personal interests such as sports or music, and your volunteer work. While all three formats are acceptable, one study showed that 78 percent of employers preferred the reverse chronological format—with the most recent experience listed first—because it was easiest to follow.

Tips for Creating a Strong Résumé

Your résumé should help you stand out from the crowd, just as your college admissions application did. A company may receive hundreds or even thousands of résumés, so you want yours to be on the top of the stack. Here are some do's and don'ts from the pros:

Do:

- State your objective clearly. If you are applying for a specific job, say so. State why you want the job and why you want to work at this particular company.
- Use terms related to your field, so that an electronic scanner—or busy human resources manager—can locate them quickly.
- Provide facts about previous jobs, internships, or volunteer work, including results or specific achievements. Include any projects or tasks you undertook through your own initiative.
- Highlight your strengths and skills.
- Write clearly and concisely. Keep your résumé to a single page.
- Proofread your résumé carefully.⁵