

REBRAND YOURSELF

Your past does not define your future; let's find out what does. We'll discuss ways to rebrand yourself to land your next job!

Soft Skills & Hard Skills



Soft Skills

Personal attributes that enable someone to interact effectively and harmoniously with other people. Communication, adaptability, and teamwork help you keep the job.

- Customer and personal service
- Active listening
- Service oriented
- Creativity
- Decision making
- Adapting to situations
- Explaining complex processes
- Thinking ahead



Hard Skills

Abilities and knowledge needed to perform specific tasks. Practical skills like mechanical, IT, mathematical, or scientific helps you explain your qualifications for the job.

- Building and construction
- Mechanical
- Administration and management
- Clerical
- Computer and electronics
- HTML, web design
- Computer software and hardware
- Accounting/Finance

Answering Application/Interview Questions

The Application

State that you will provide an explanation in the interview. If you are able, avoid writing detailed stories on your application.

The Interview

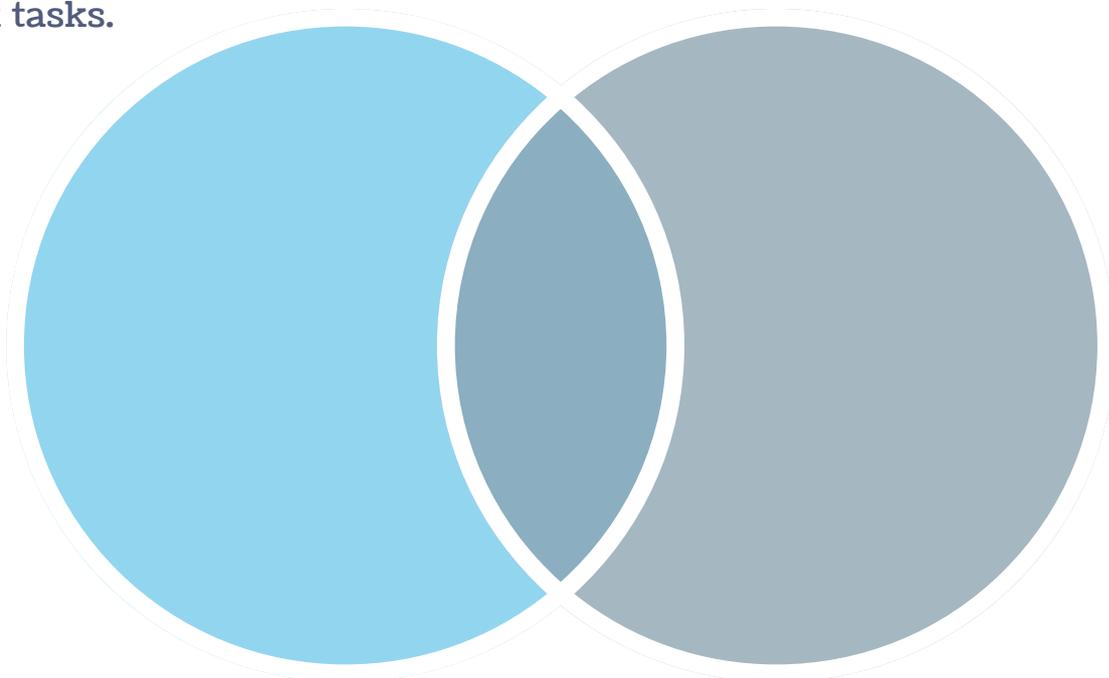
Remember to describe your background in the interview, but remember to state:

- Facts with limited emotion
- Behavioral examples of your personal change
- Changes you would make when given a second chance
- Your personal strengths that you can contribute to the business

Making the Connection

Transferable Skills

Consider a few of the tasks you did in a previous job and list them in the light blue circle to the left. Now, think about some work tasks you will need for the job you want and list them in the dark blue circle on the right. In the connector piece, list the transferable skills you have that connect past work tasks to future work tasks.



Building a Hybrid Resume

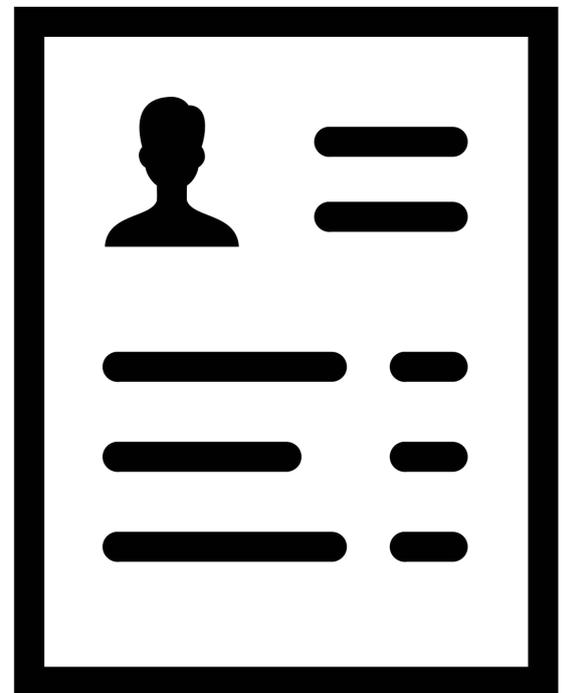
What is a Hybrid Resume?

The hybrid resume has space at the top of the page for skills and accomplishments. Unlike the functional resume, it leaves the bottom half of the resume for a more traditional approach to the work history, where each position is accompanied by a blurb that outlines responsibilities and accomplishments (JobScan.co, 2018).

Why Use a Hybrid Resume?

Hybrid resumes are good for you if you:

- Have _____ in your work history
- Are _____ the workforce
- Have _____ changed jobs
- Looking to _____ into a new career
- Don't _____ of what recruiters are looking for in the positions you want (Monster.com, 2016)



“I definitely want to see everything laid out in context,” said the recruiter.

“I’ve seen plenty of people that try to use a functional resume that’s not in that context, and I tell them, ‘You’re just shooting yourself in the foot.’”

- Veteran Recruiter in Healthcare, Jobscan.co

How is it Formatted?

Has a focus career path and a summary/description

Emphasizes core qualifications

Lists work experience at the end

Requires more description of your skills

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Professional Summary

- List a few bullet points that summarize what you have to offer.
- This could include a summary of your experience with certain tasks or roles across multiple companies.
- Mention the soft skills (communication, innovation, integrity) the recruiter or hiring manager will find most attractive for the position.

Relevant Skills and Proficiencies

- List hard skills that are most relevant to the position. This includes skills that weren't used in your previous jobs but were developed on your own and are required for the position.
- Include any certifications or education you've received outside of your formal education at the bottom of the resume.

Work History

Company 3, Job Title, Month/Year - Present

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Company 2, Job Title, Month/Year - Month/Year

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Company 1, Job Title, Month/Year - Month/Year

Describe your job responsibilities with an emphasis on ones that highlight transferrable skills. Add context to the claims made in the summary section above.

Education

Degree, School, Years

Adding to Your Resume

Volunteer Experience

Community service
Non-profit volunteerism
Church involvement

Homemaker Experience

Committees
Groups
Clubs
Planning and organization

Take Action!

Build your resume
Grow your work experience
Meet new people and network
Give back to the community

If you don't have volunteer or non-paid work experience, now is a good time to start!

You demonstrate your optimism and positivity by getting involved while looking for work

Do something meaningful to you!

For Instance

Here's what your resume might look like when you add volunteer or unpaid work experience.

- Describe where you did the work
- Give yourself a job title
- Use active verbs to describe your work
- Make a note of how long you did the work

Work History

Northeast Corner Non-profit, Texas Volunteer Picnic Coordinator

May 01, 2017 - May 31, 2017

Oversaw event activities, satisfaction of attendees, and any problems that arise.
Met with picnic staff to coordinate details.
Coordinated transportation, catering, special needs requirements, and displays.
Met with sponsors and organizing committees to plan scope and format of events.
Arranged the availability of audio-visual equipment, transportation, displays, and other event needs.