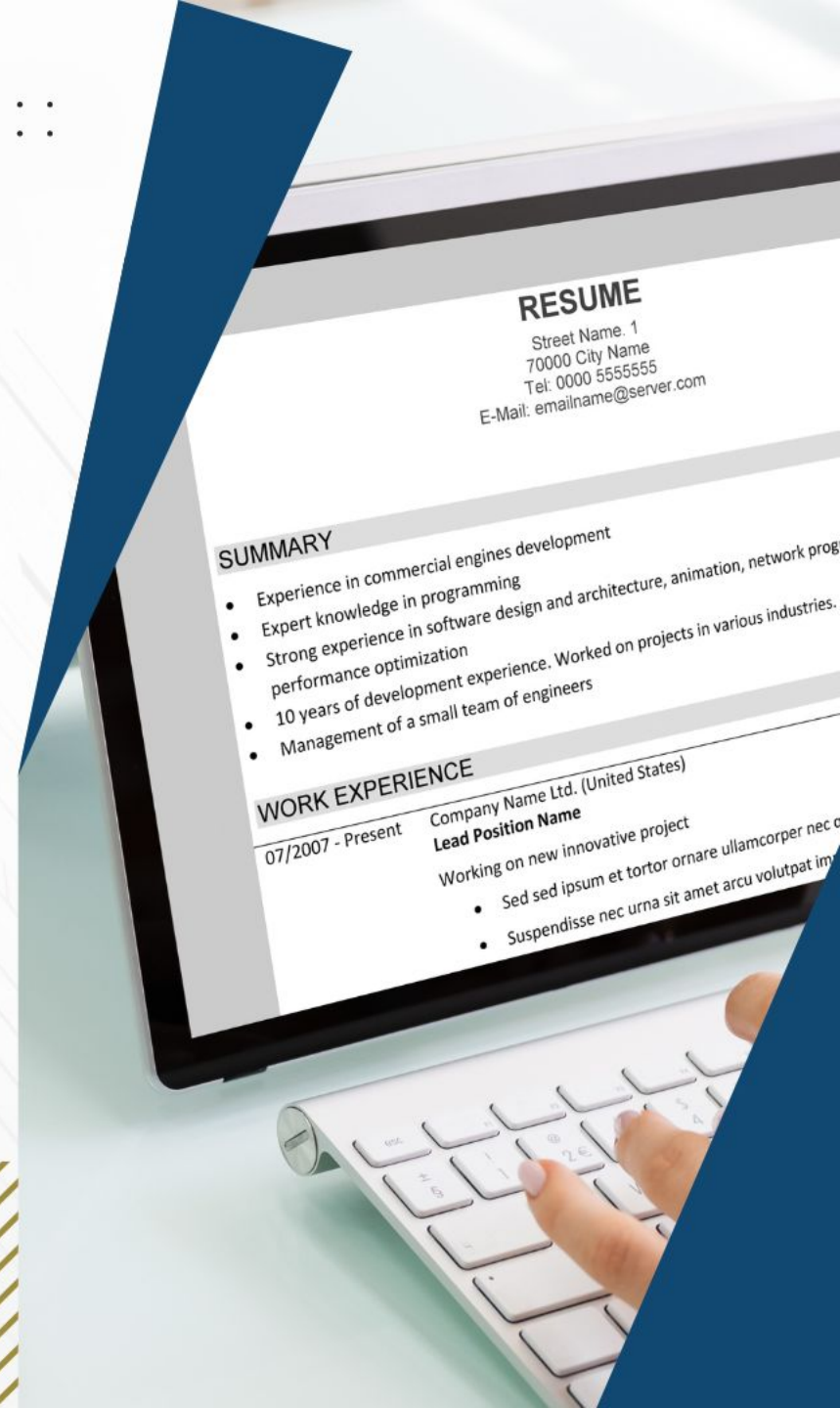


HOW TO CREATE A RESUME THAT GETS YOU THE JOB!

Denise Bitler
Resume-Interview Success, LLC

www.resume-interviewsuccess.com

**Webinar created for the sole viewing of Utility Safety &
Operations Leadership Network members only.**





Denise Bitler

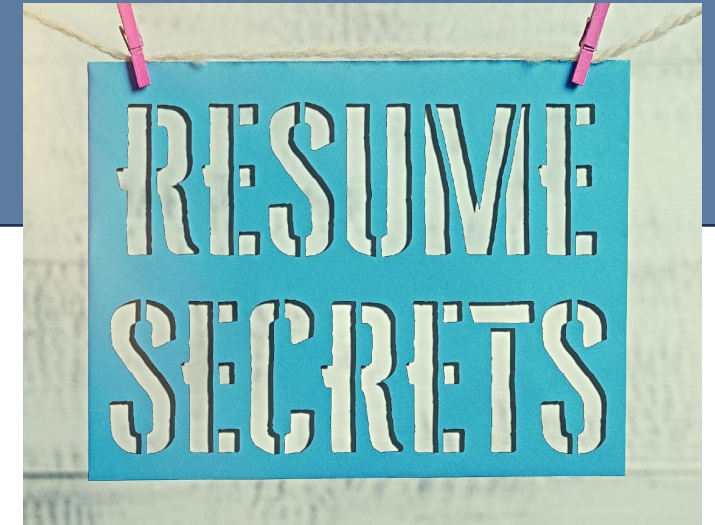
- ***Founder and owner of Resume-Interview Success, LLC***
- ***Career Service Industry: 9+ years***
- ***Corporate HR: 30+ years***
- ***Clients: Director level through C-Suite and board members***

- MRW – Master Resume Writer (One of only 38 in the world)
- CERW – Certified Executive Resume Writer
- CPRW – Certified Professional Resume Writer
- CDBS – Certified Digital Branding Strategist
- CICNC – Certified Interview and Compensation Negotiation Coach
- CIC – Certified Interview Coach



Agenda

1. *General Rules of Resume Writing*
2. *Resume Do's and Dont's*
3. *Crafting an Impactful Introduction Section*
4. *Effectively Including Keywords*
5. *The Power of Questions to Identify Accomplishments*
6. *Creating Accomplishment Bullets, Not Task Bullets*
7. *Downplaying Age / Avoiding Ageism*
8. *Sample Resumes and Resume Templates*



General Rules of Resume Writing

- Length
- Years of Service
- Margins
- Font Style
- Font Size

EARLY CAREER HIGHLIGHTS

- Worked with external customers to build and establish technical instructions, which led to the **reduction of porosity /shrinkage of goods by 25% and a savings of \$250k.**
 - Developed and implemented process improvement projects that increased product and process quality, resulting in a **reduction in reject rates from 15% to 7%.**
 - Extensive experience in quality engineering, lean manufacturing, and product/process design.
 - Led and managed more than four new models launches to successful completion for Honda Canada, Brazil, Mexico, and Honda USA.
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JAMES SMITH

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TRANSFORMATIONAL SUPPLIER ~ MANAGEMENT / DEVELOPMENT / QUALITY ~ EXECUTIVE

- Bi-lingual (French and English) strategic problem-solver and multidisciplinary business executive with an unprecedented record of implementing improvements and programs that have delivered millions of dollars in cost savings, exponential reductions in errors and lead time, and exceptional gains in optimized business processes.

General Rules of Resume Writing

- **MUST HAVES:**

- Heading – Name and Contact Information
- Value Proposition Headline
- Value Proposition Statement
- 2 or 3 key accomplishments
- Skills / Areas of Expertise / Core Competencies
- Professional Experience
- Education

- **OPTIONAL (only if required or adds to your value proposition)**

- Awards/Honors
- Volunteer Work
- Certifications/Licenses
- Projects
- Extracurricular Activities
- Publications
- Languages

Resume Don'ts - ATS

Many ATS systems cannot read information in:

1. Text boxes
2. Charts
3. Graphs
4. Photos
5. Graphics
6. Icons

Avoid column resumes as some ATS systems may not be able to parse the data correctly.

Templates:

1. Be careful of resume templates as they may not be ATS compliant.
2. Avoid Canva and other graphic design software as many ATS systems cannot parse data from a PDF, JPG, or PNG document.

Stick to standard section headings like "Experience" or "Professional Experience", "Education", "Skills" or "Areas of Expertise" or "Core Competencies", to ensure the ATS can easily parse your resume.

Avoid using a complex or overly designed layout that may confuse ATS or distract the recruiter. Stick to a simple, straightforward layout.

ATS systems can read data in tables. To be sure the data is read in the correct order, use a one-row, multi-column table

ATS systems can't read information contained in a header or footer.

When applying online, upload a Word version of your resume (unless ATS system requires a different format). When attaching a resume to an email or LinkedIn message, upload a .pdf version.

Resume Don'ts – General

- Address – include city, State, and Zip only
- Objective Statement – Replace with a value proposition headline
- Education - do not include dates if you graduated more than 5 years ago
- Keywords - don't keyword stuff – Show Don't Tell
- Old or Irrelevant Job Experience – Focus on the most recent 10 to 15 years of relevant experience.
- Overload bullets – if more than 5 bullets, divide into categories and include subheadings

Safety Strategy and Leadership

- **Reduced workplace incidents 35% within two years** by spearheading the development and implementation of a comprehensive safety program.
- **Increased safety compliance 20%** by establishing a cross-functional safety committee that included representatives from all major departments.

Risk Management and Compliance

- **Slashed lost-time injuries by 40%** by devising and executing a risk assessment framework that identified and mitigated potential hazards.
- **Cut response times by 50% and improved incident resolution by 65%** by championing the introduction of new technology to monitor and report safety incidents in real-time.

Resume Do's

- Replace the Objective Statement and “Professional Summary” headline and summary paragraph with a Value Proposition Headline, Value Proposition Statement, and 2 to 3 key quantifiable accomplishments.

JAMES DOE

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UTILITY SAFETY AND TRAINING LEADER: TRANSFORMING WORKFORCE SAFETY AND COMPLIANCE

*DELIVERING STRATEGIC LEADERSHIP THAT SAFEGUARDS ORGANIZATIONS, EMPOWERS WORKFORCES,
AND FOSTERS A PROACTIVE, RISK-AWARE ENVIRONMENT FOR SUSTAINED OPERATIONAL SUCCESS*

KEY ACCOMPLISHMENTS:

- Achieved a 35% reduction in workplace incidents within two years by spearheading the development and implementation of a comprehensive safety program.
- Decreased lost-time injuries by 40% through devising and executing a risk assessment framework that proactively identified and mitigated potential hazards.
- Increased safety compliance by 20% by launching and driving a cross-functional safety initiative, integrating best practices across departments.

Resume Do's

- **Craft impactful accomplishment bullets:**
 - Use Action Verbs and Power Adjectives
 - Provide context (why, how, who, what, etc.)
 - Include quantifiables whenever possible
 - Frontload quantifiable accomplishments
 - Strategically bold quantifiable information
 - Write in Active 1st Person Voice

- **Reduced workplace incidents 35% within two years** by spearheading the development and implementation of a comprehensive safety program.
- **Increased safety compliance 20%** by establishing a cross-functional safety committee that included representatives from all major departments.
- **Achieved 98% compliance during audits** by directing the revamp of training programs for 3K+ employees, ensuring alignment with federal and state regulations.

Ineffective example of leadership: Led a team of software engineers and completed numerous projects.

Good example of leadership: Managed a team of 8 software engineers and spearheaded numerous projects.

Great example of leadership: Championed the success of 8 software engineers and spearheaded 4-6 large projects annually, including the creation of a highly desirable prediction model that resulted in 30%+ growth in customer volume and \$745K increase in sales.

IN-EFFECTIVE

Sales increased. Profits grew. Waste decreased.

EFFECTIVE

Increased sales 12%, improved profits 23%, and cut waste 15%.

Crafting an Impactful Introduction Section

- **Introduction section includes Value Proposition Headline, Value Proposition Statement, and 2 to 3 key quantifiable accomplishments.**
- **Identify the unique you** (job/industry knowledge, key skills, soft skills, accomplishments, etc.)
 - What do I know?
 - What can I do
 - Who am I?
- **Know your audience** (what is important to them?)
- **Tell stories that connect** (what will get the reader excited and able to picture you in the role?)

Identifying Keywords

- Check out LinkedIn Career Explorer (<https://linkedin.github.io/career-explorer/>) for the top skills/areas of expertise for hundreds of job titles.
- Try out ChatGPT (<https://chat.openai.com/auth/login>) with a few of the following prompts:
 - What are the top 15 skills required for a <job title> in 2024?
 - What are the top 10 to 15 key skills or experiences identified in this <job title> job description? Job Description: “<copy and paste the job description>”?
 - Compare the attached resume and job description and identify any missing skills, requirements, or key qualifications on the resume. Resume: “<copy and paste resume>”. Job description: “<copy and paste job description>”.

The Power of Questions!

Ask questions that help you identify the value, impact, and context to craft impactful accomplishment bullets

Have you ever...

- Saved time or increased efficiency?
- Reduced or eliminated costs?
- Increased revenue, profit, or visibility?
- Recommended or implemented a new idea, system, or procedure?
- Improved an existing product, service, system, or procedure?
- Trained, coached, or mentored others?
- Been recognized – awards, performance reviews, employee of the month?

The Power of Questions!

For Entry-Level Safety Coordinator

- 1. Can you describe a recent safety inspection you conducted?** What specific hazards did you identify, and how many corrective actions were implemented? What was the impact on overall safety compliance?
- 2. How do you track and measure the completion of safety training?** What percentage of employees completed their training on time, and what steps did you take to improve this metric?
- 3. Can you share a situation where you increased the reporting of safety incidents or near misses?** How much did reporting improve, and what changes did you implement to achieve this?
- 4. What methods do you use to encourage employees to report safety hazards?** How did your approach affect the number of reports you received, and what was the resulting impact on workplace safety?
- 5. How often do you conduct safety audits or assessments?** What were the results of your last audit, and what actions did you take to address any issues? How did this influence your next audit results?

The Power of Questions!

For Mid-Level Safety Manager

- 1. How have you improved safety compliance within your team or department?** What specific initiatives did you lead, and what was the percentage increase in compliance rates as a result?
- 2. Can you provide an example of a time when you reduced incident rates?** What specific changes did you implement, and by what percentage did incidents decrease? Over what period of time?
- 3. How do you measure the effectiveness of your safety training programs?** What metrics do you track (e.g., knowledge retention, training completion rates), and how have you improved these metrics?
- 4. Describe a time when you faced resistance to a safety initiative.** How did you overcome it, and what was the quantifiable impact on safety performance or compliance?
- 5. What was the budget for a safety program you managed, and how did you ensure it was cost-effective?** What savings or improvements were achieved, and how did they affect overall safety outcomes?

The Power of Questions!

For Senior-Level Safety Director

- 1. Can you share a major safety initiative you led?** What were the goals, how did you measure success, and what were the specific outcomes (e.g., incident reduction, cost savings, compliance improvement)?
- 2. How do you align safety goals with business objectives?** Can you provide an example where this alignment led to quantifiable results, such as increased efficiency or reduced costs?
- 3. What are the key metrics you track to measure safety performance across the organization?** How have these metrics improved under your leadership, and what specific actions drove these improvements?
- 4. Describe a situation where you managed risks on a large utility project.** What was the scope of the project, what risks were identified, and how much were incidents or potential losses reduced as a result of your risk management strategy?
- 5. How have you optimized the safety budget?** What were the financial constraints, and how did you achieve cost savings while maintaining or improving safety standards? What was the ROI?

The Power of Questions!

For VP of Safety and Training

- 1. How do you set measurable safety goals for the organization?** Can you provide an example of a goal you set, the strategy you used to achieve it, and the specific outcomes (e.g., incident rate reduction, cost savings)?
- 2. What has been your most significant achievement in improving safety across multiple sites?** What quantifiable impact did this have on the organization (e.g., compliance rates, incident reduction, financial savings)?
- 3. How do you ensure that safety and training programs are scalable?** What metrics do you track to evaluate their success, and how have these metrics improved under your direction?
- 4. Can you discuss a major safety crisis you navigated?** What was the situation, what actions did you take, and what were the measurable outcomes (e.g., incident containment, reduced downtime, regulatory satisfaction)?
- 5. How do you measure and communicate the ROI of safety initiatives?** Can you provide an example of a successful initiative, the investment involved, and the quantifiable benefits achieved?

Creating Accomplishment Bullets, Not Task Bullets

TASK / OPINION	ACCOMPLISHMENT / FACT
Friendly and assertive sales representative skilled at cold calling, networking, and closing.	Top performing, versatile sales representative with record of driving revenue growth of up to 20% in emerging and mature markets.
Highly effective interpersonal skills and strong negotiation and customer service skills.	Achieve ~37% closing rate as a result of outstanding presentation, negotiation, and closing skills.
Resourceful problem solver who takes responsibility to consistently achieve a positive outcome.	Recognized for consultative sales approach using in-depth listening skills to successfully introduce and position products and services.
Patient and empathetic, working in one-on-one tutoring sessions or with classes up to 20 .	Skilled in group training and one-to-one coaching, having conducted 250+ sessions, for a total of 3,750 students .
Serve as central information manager for residents, neighboring communities, and Ward Councilors.	Serve as central information manager for 250K residents, 6 neighboring communities, and 8 Ward Councilors to disseminate thorough and timely information on processes, regulations, and environmental impact .
Provided front-line customer service to members.	Provided front-line customer service to members ensuring efficient claims processing of 2,000+ claims per month while exceeding call center quality guidelines by 12%.

Downplaying Age / Avoiding Ageism

- Limit detailed part of Professional Experience to 10 to 15 years.
- Add an Early Career Highlights section to include prior impactful and relevant accomplishments.
- Remove dates from education.

EARLY CAREER HIGHLIGHTS

*Anywhere State Energy ♦ Anywhere Utilities Group ♦ Anywhere Power & Light
Safety and Compliance Manager ♦ Utility Safety Specialist II ♦ Utility Safety Specialist I*

Safety Program Development and Implementation

- **Reduced incident rates by 25%** in the first year at **Gateway Energy Solutions** by designing and implementing the company's first formal safety training program.
- **Identified and corrected 100+ safety hazards** during inspections and risk assessments at **Evergreen Power & Light**, maintaining a spotless audit record for five consecutive years.

Cross-Functional Collaboration and Compliance

- **Decreased project-related incidents by 20%** at **Metro Utilities Group** by partnering with engineering and operations teams to integrate safety into project planning.
- **Improved emergency response times by 40%** by leading safety drills and workshops at **Prairie State Energy**, significantly enhancing readiness across departments.
- **Achieved a 10% increase in safety audit scores** at **Gateway Energy Solutions** by facilitating safety workshops and drills, ensuring full compliance with OSHA and local regulations.

Take-Aways

- Resumes:
 - Director of Safety and Training Resume (Word) (PDF)
 - Resume Template (Word)
- Resume Assistance
 - 430 Action Verbs That Will Move Your Resume to the Top of the Pile (PDF)
 - 310 Resume Power Adjectives That Define Your Value (PDF)

Questions?

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