

NRWA Certification CEUs
Book Review by Gail Frank

Electronic Resume and Online Marketing
By Rebecca Smith, Copyright, 1999

I. Outline of Content

- The Anytime Anywhere Online Job Market
- Targeting your Online Job Search
- Applying for Jobs Online
- A Lesson in File Format
- Writing Resumes for the Internet
- Resumes as Electronic Messages
- Resumes as Part of Electronic Forms
- Resumes as Personal Web Pages
- The Right Tools for the Right Resume
- The Search Engine-savvy Web Resume
- Where to Apply Online for your Industry
- Research Online
- Strategies for Creating Keyword Summaries
- Popular Search Engines and Their Indexing Characteristics
- Suggested Reading
- HTML Tags and Attributes

II. Highlights

- There are 4 types of online employment resources available. These are search engine, media sites, job boards and virtual job filing.
- One must focus on a specific goal, since there is so much information on the Internet. Resumes are posted for computer audiences in 3 ways:
 - Email
 - Electronic Form (e-forms, cut & paste)
 - Creating a web page
- ASCII stands for American Standard Code for Information Interchange, and is often utilized in this type of situation. The Rich Text option can retain some of the word processing formatting, but there is no guarantee that someone can read it. Plain Text format is used universally.
- Recruiters search may be in one or more keywords, Boolean multiple search or natural language that is converted to Boolean.

- Do not send emails as attachments unless requested, as many email programs cannot read them. One option is to put a cover letter in email with ASCII attachment. These should be 60-70 characters wide. With web page resumes, do not lose the user with too many links. Only use links to support not distract. When designing web pages, you should first learn about search engines (subjects, keywords and tags) and think like a recruiter when designing it. Debate about using photographs on website, as this can be used to screen and discriminate. To create keyword summaries, flip through yellow pages, want ads and look for other resumes in your field. Then, integrate the keywords into your resume.

III. Recommendation – Keep on the list.

Becky Smith's book is an excellent book for new resume writers and those who are not familiar with computers. I found it to be extremely basic in its coverage, exploring basic concepts well. A novice would have a strong understanding after completing it.

My version of the book, 1999 copyright, is already outdated. That is the probably standard for any technology-focused book. For example, Becky gives extensive detail about HTML. Nice to know, but with the extensive WYSIWYG (what you see is what you get) software like FrontPage and Page Mill, there is no need to ever learn HTML to make a web page.

Overall, I think the book is solid, thorough and easy to read. It should stay on the list.

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The Resume Doctor
By John J. Marcus, Copyright, 1996

I. Outline of Content

- The Key Components of a Resume
 - The Purpose of Your Resume
 - Job Objective
 - The Profile
 - Education
 - Work Experience

- Overcoming Problem Areas
 - A History of Unrelated Positions
 - Lacking the Experience That a Position Traditionally Requires
 - Undergoing a Recent Decrease in Responsibility
 - Having an Embarrassing Position on Your Resume
 - Having Several Periods of Unemployment in Your Work History
 - A Record of Job-Hopping
 - Being Unemployed
 - Nearing Retirement Age
 - Drawbacks to the Functional Format

- The Secondary Sections
 - Professional Organizations
 - Community Activities
 - Honors and Awards
 - Licenses and Certifications
 - Patents
 - Publications
 - Foreign Languages
 - Computer Skills
 - Part-Time Jobs and College Work Experience
 - Hobbies and Interests
 - Military Experience
 - Personal Data

- Putting It All Together
 - The First Draft
 - The Chronological Format

- The Functional Format
- Things to Avoid
- Resume Length
- Resume Appearance

- Special Tips, Special Situations, and Special Job Hunters
 - Special Tips
 - The Profile
 - Convey Multiple Strengths
 - Convey Qualifications for a Diverse Job Objective
 - Highlight Key Background Information
 - Highlight Early Work Experience
 - Highlight Important Personal Qualities
 - The Objective/Profile Combination

 - Special Situations
 - Honors and Awards
 - The Fact That You've Been Recruited
 - Letters of Recommendation
 - Customers' Comments
 - Untraditional Statements
 - Personal Information
 - Prestigious Companies
 - A Progression of Increasing Responsible Positions
 - Repetitive Positions

 - Special Job Hunters
 - The Career Changer
 - When to Highlight your Education and Not Your Work Experience
 - When to Highlight Your Key Skills and Strengths
 - When to Highlight Volunteer and Community Activities
 - Career Change and Concealing Your Age
 - The "Partial" Career Change
 - The Graduating Student
 - The Housewife Reentering the Work Force

- Cover Letters
 - Cover Letters for an Unsolicited Resume
 - Composing the Cover Letter
 - Cover Letter for Responding to Newspaper Ads
 - Cover Letter for Contacting Executive Search Firms
 - Cover Letter for Contacting Employment Agencies
 - Cover Letter for Networking

- The Resume-Letter
 - Analysis of the Resume-Letter and How to Compose It
 - Success-Rate of the Resume-Letter

- Where To Go with Your Resume
 - Personal Contacts
 - Editors of Newsletters
 - Prospective Employers
 - Companies Advertising Job Openings
 - Professional Organizations
 - Executive Search Firms
 - Employment Agencies
 - Resume Databases
 - On-Line Job-Listing Services

II. Highlights

- Companies interview one person for every 245 resumes received. Employers look for reasons not to interview people.
- Resumes purpose – present qualifications in such a convincing way that employers will want to interview you.
- Job Objectives – if you know what kind of work you want to do, add in job objective. Otherwise, go for a profile.
- Profiles summarize career and are two to four sentences.
- Education – if job requires special education, then present it before work experience.
- To decide order of items, ask four questions.
 - Do I use an objective or profile?
 - Education in front or at end?
 - Chronological or functional?
 - Use any secondary sections like, personal data, hobbies, military, etc?
- Accomplishments have more impact if you state what you did and how you did it.
- Questions to discover accomplishments
 - What have I done that I am most proud of?
 - What have I done that I have received a lot of praise on?
 - What have I done that was new or different, innovative and resourceful?
 - What have I done that I really want prospective employers to know about?

- Composing functional resume can emphasize what you accomplished in a certain job and use a heading or discuss experience/knowledge of a particular type of product.
- Profile can
 - convey multiple strengths,
 - convey qualifications for a diverse job objective,
 - highlight key background information,
 - highlight each work experience
 - highlight important personal qualities.
- You can use customer comments in accomplishments if you work with sales/consulting.
- The Resume-letter (also called a broadcast letter) is a resume that is written in the form of a letter. Its purpose is to present a job-hunters background so that its impossible to tell what the person's age is, if they are unemployed, or if they have a history of job-hopping.
- Resume-letter works well at smaller companies, and when answering employment ads.

III. Recommendation – Keep on the list

This book is extremely basic, full of resume samples and some explanations. It would be a good book for someone new, but the NCRW study guide is actually better.

It had some good ideas – the resume-letter, some solid ways to highlight accomplishments, and a good explanation of profiles. However, I am not sure that I learned a lot from the book.