

Resume Revamp
Tell Your Story and Get Interviews

Career Resilience Workshop 3 of 3

Mark Franklin, M.Ed, P.Eng
practice leader, [CareerCycles](#)
co-founder, OneLifeTools
host, Career Buzz podcast
sessional lecturer, U of T





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THE AFC

The AFC is a national charity for people who work in Canada's entertainment industry.

Our mission is to help entertainment professionals **maintain their health, dignity, and ability to work.**



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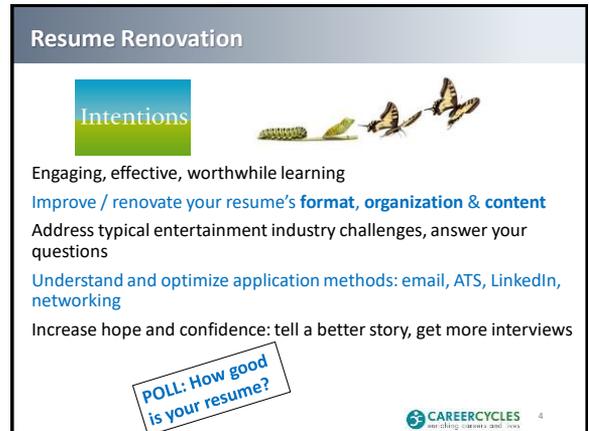


PROGRAMS AND SERVICES

- Emergency Financial Aid
- Personal Support and Advocacy
- Financial Wellness Program
- Career Resilience Initiative
- Maintaining Mental Wellness & Mental Health First Aid Training



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Resume Renovation

Intentions

Engaging, effective, worthwhile learning

Improve / renovate your resume's format, organization & content

Address typical entertainment industry challenges, answer your questions

Understand and optimize application methods: email, ATS, LinkedIn, networking

Increase hope and confidence: tell a better story, get more interviews

POLL: How good is your resume?



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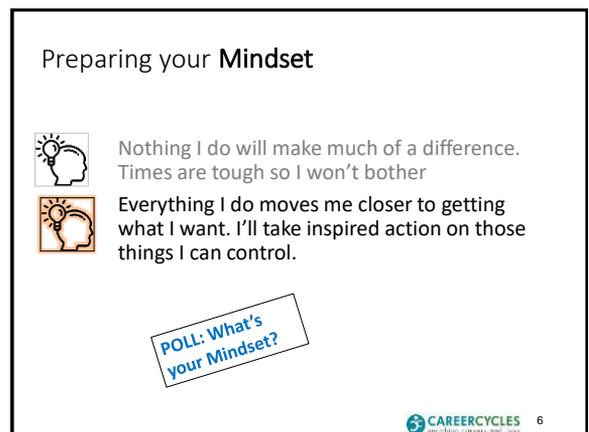
Let's focus on 3 linked themes

- Clarification then Exploration**
 1. What are your possibilities and needs?
 2. Use resume to explore possibilities, aligned with LinkedIn
 3. Begin taking action
- Conversation & Community**
 4. Expand network, learn from and support each other
- Mindset**
 5. Increase hope and confidence

Connect, Reflect & Engage with each other in 2-3 Breakouts



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Preparing your **Mindset**

- Nothing I do will make much of a difference. Times are tough so I won't bother
- Everything I do moves me closer to getting what I want. I'll take inspired action on those things I can control.

POLL: What's your Mindset?



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Well-informed Choices

Clarification AND Exploration
both required to become empowered and proactive

See our evidence-based narrative framework
<https://onelifetools.com/pages/evidence-articles>

CAREERCYCLES
see taking careers and tools

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What are your possibilities & needs?

In BREAKOUTS. Click JOIN. See CHAT.

In any order, take 1-minute to say:

- Hi, my **NAME** is...
- POSSIBILITIES** for my next steps include:
 - jobs such as...
 - self-employment such as...
 - training or education such as...
 - volunteering such as...
 - something else such as...
- My concerns about my **RESUME** and what I need to improve it is...

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What's effective, for jobs like Project Coordinator?

BEFORE

Year	Project Experience
2020	Chana Kral (Gala Book Prize Virtual Award show) Lighting Director
2019-2019	Jason World Tour (2018/2019) Lighting Crew Chief Josh Gordon Winery Tour (2018) Lighting Crew Chief The Wilks North American Tour (2017-2018) Lighting Crew Chief
2018	Agg Kahn Diamond Jubilee BC (Paseo Vancouver Event) Technical Director Royal Blood North American Tour Team Lead (lighting)
2017	Cincinnati Insurance President's Club Gala (Bentl Corporate) Production Manager Royal Blood North American Tour Team Lead (lighting) The Lumineers World Tour (2016/2017) Alternate Lighting Crew Chief Chana Kral World Tours (2007 to 2016) Team Lead (lighting)
2016	Straight Jacket Winter (2 Part 4) Production Coordinator Canada National Partners' Meeting (Grand Corporate) Site Coordinator
2013	Vancouver East Cultural Centre (2011 to 2013) Technical Director Translucence (Stage Theatre) Theatre Lighting Designer
2009	Opening City of Vancouver Olympic Curling venue Production Manager
2008	Brief Encounters 9 and 11 (Tomorrow Collective) Technical Director Dialouse by Unimoon (CCAF) Production Manager/Lighting Designer Mittotration on Granville Island (GCI) Site Manager
2007	Chant Chant (CCAF CB) Production Manager/Lighting Designer
2006	Earth Home Vancouver BC (Judith Marston Project) Sisterhood 2006 Vancouver BC (The Vixen Comedy Arts Society) Technical Director
2005	Hare and Mole Vancouver BC (Headbush Theatre) Stage Manager Four Sides Vancouver BC (Dance Collective) Assistant Technical Director
2004	Albino 2005-2006 BC (Out on the Slopes Productions) Co-Producer • Administrative tasks, research, technical and transport details for festival Whistler ACP Conference @Whistler BC (Pacific Destinations) Zigzag Vancouver BC (Early Theatre) Albino: Trance @Whistler BC (Out on the Slopes Productions) Production Manager • Transported festival, local and regional suppliers (personal and trade transportation arrangements)

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What's effective, for jobs like Project Coordinator?

AFTER

Experience

2003-2020 **Team Lead • Production Lighting • Live Events • Vancouver, BC**

- Led and coordinated teams of up to 10 technicians, on 14 successful projects
- Communicated in project documents, and meetings with all stakeholders including Creative, Technical and Management
- Set up and maintained equipment worth \$100K safely, accurately

RESULTS

- 14 successful projects led. 0 safety issues

2005-2018 **Production Manager • Technical Director • Live Events • Vancouver, BC**

- For 8 projects, created and implemented logistics across departments to meet tight timelines, budgets up to \$200K, and client satisfaction
- Negotiated and documented fair bidding procedures to purchase or rent specialized equipment or contract services

RESULTS

- 8 successful projects delivered. Developed strong working relationships with 50+ stakeholders. Director's feedback: *Kathleen walks on water*

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What's effective?

Let's critique "substandard" resume elements

- What do you like about it?
- What would you change? Why?

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Resume Critique

Let's critique a "substandard" resume for Project Coordinator for Best Bet, an IT company. **BEFORE**

ERIKA PARK
123 ANY DRIVE, VICTORIA, BC, V8V 8V8
PHONE (123) 456-7890
EMAIL ep@abc.com

1. What do you like about it?
2. What would you change? Why?

OBJECTIVE

I hope I can find my ideal job as an Executive Assistant. Also I am interested in working in project coordination.

SUMMARY OF QUALIFICATIONS

- Excellent communication and organizational skills.
- Years of experience working in service.
- Demonstrated initiative and determination with an excellent ability to work independently.
- Excellent ability to follow written and verbal instruction and communicate effectively.
- Possess excellent interpersonal skills.

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Resume Critique

Let's have another look... **AFTER**

Erika Park
123 Any Drive, Victoria, BC, V8V 8V8 (123) 456-7890 ep@abc.com

Profile for the position of Customer Representative at Best Bet

- 5 years of service experience, in entertainment and education (see ABC College)
- Coordinated and managed 10+ projects including scheduling and documentation drawing on strong work ethic and determination (see EFG Productions)
- Experienced and willing to assist customers and team members in a positive, respectful, efficient, organized and friendly manner (see ABC College, XYZ Centre)



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Resume Critique

Let's critique that "substandard" resume again... **BEFORE**

ABC College- Anywhere, BC **2015-2017**
Customer Service Assistant

- Conducted a variety of administrative duties.
- Answered the Help-Desk phone providing general information and helping students resolve issues related to virtual college courses.
- Managed data entry for students and college's staff information.
- Provided daily administrative assistance to the IT department.
- Performed online troubleshooting



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Resume Critique

Let's have another look... **AFTER**

Customer Service Assistant, ABC College - Anywhere, BC **2015-2017**

- Responded on Help-Desk phone to 50+ students/day, providing information and helping students resolve issues related to virtual college courses
- Performed administrative tasks accurately and quickly: scheduling, data entry, and report creation
- Conducted 100+ data entries per day for students and college staff
- Solved IT problems and performed online troubleshooting efficiently

RESULTS

- Earned employee of the month twice; manager wrote LinkedIn Recommendation



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Resume Critique

In Breakouts. Click JOIN. See CHAT. Decide who will share screen of their resume 

1. **JOBS** I want to use this resume for include....
2. **What I LIKE and DON'T LIKE** about this part of my resume is...

In any order, others provide feedback...

1. One suggestion / idea I have for your **FORMAT** is....
2. One suggestion / idea I have for your **CONTENT** is....




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Resume, CV & Cover Letter Defined

Resume

- Concise summary of relevant skills and accomplishments gained through paid & unpaid work experiences and education

CV (Curriculum Vitae)

- Sometimes used interchangeably with resume
- For applications to educational institutions, research jobs
- Scholarly: research, publications, teaching, administration

Cover Letter

- One page communication explaining to employer why they might be interested in considering you as a candidate
- Tailored: Demonstrates your understanding of employer's needs and what you can contribute with concrete examples



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Getting through to an interview

Applicant Tracking System (ATS)

- Software some employers use for electronic handling of recruitment
- E.g. Taleo, Jobvite
- Human resources personnel usually in control of the recruitment 'funnel'



Important ratio
100 : 0 : 0
15 : 5 : 2



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Steps to renovate your resume

1. RESEARCH the employer's needs & preferences
2. Analyze and improve your resume's FORMAT
3. Analyze and improve your resume's ORGANIZATION
4. Analyze and improve your resume's CONTENT
5. Get FEEDBACK

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Steps to renovate your resume

1. RESEARCH the employer's needs & preferences

- ✓ Position or posting
 - What is required to successfully fulfill this position?
 - ✓ Company or organization
 - Understand unique market place or region
 - ✓ Industry
 - Current trends effecting employer hiring decisions
- Where to research?
- Job posting!
 - Online: company website, Google alerts, Glassdoor.com
 - Network: Your contacts, alumni



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Steps to renovate your resume

1. RESEARCH the employer's needs & preferences

Market Research Interviewer

Discovery Research ★★★★★ 23 reviews - Cold Lake, AB
\$22 an hour - Contract

[Apply Now](#)
[Save this job](#)

Discovery Research is looking for individuals to conduct customer satisfaction surveys on location at various Cold Lake Retail locations. Interviewers will approach customers and ask them to answer a few questions about the service they received while in the store.

We are looking for responsible, reliable, dependable individuals. Experience working with public would be an asset. Friendly, personable, and approachable individuals who enjoy working with people. Mature applicants are encouraged to apply.

Please email your resume to: Cale Lewis

Job Type: Contract

Salary: \$22.00 /hour

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Steps to renovate your resume

2. Analyze and improve your resume's FORMAT

- **Pages.** One or two pages is best
- **Contact info.** Name on top line in bigger font. All contact data, address, phone, email, can be on one line
- **Name on page 2.** Name, phone and page number on top right.
- **Dates.** Ensure all dates are aligned. Can be left or right, but be consistent across different sections
- **Margins.** Employers like some white space to scribble notes. Should be at least .8" or 2 cm all around
- **Font size.** Is it readable and consistent? Arial or Helvetica, at least 10 pt. Times New Roman at least 11 pt
- **Font.** Is it consistent? Stick with one font
- **Graphics.** Unless you're going for a 'guerrilla resume', delete graphics like underlines, boxes

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Steps to renovate your resume

2. Analyze and improve your resume's FORMAT

For each experience...

- **Set-up lines.** All on one line if possible
- **Explainer** line in italics if unfamiliar employer
- Consider using one of the following: **RESULTS / ACCOMPLISHMENTS / IMPACT / SUCCESSES**
- **Bullets.** Employers prefer bulleted points rather than blocks of text. Use consistent bullets

2005-2018 Production Manager • Technical Director • Live Events • Vancouver, BC

- For 8 projects, created and implemented logistics across departments to meet tight timelines, budgets up to \$200K, and client satisfaction
- Negotiated and documented fair bidding procedures to purchase or rent specialized equipment or contract services

RESULTS

- 8 successful projects delivered. Developed strong working relationships with 50+ stakeholders. Director's feedback: *Kathleen walks on water*

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Steps to renovate your resume

3. Analyze and improve your resume's ORGANIZATION

1. Name and contact info. Optionally include LinkedIn address / website
2. Profile for the Position of... Optional, 3-4 points of high relevance
3. Experience – can offer 2 or 3 categories
 - Relevant Project Experience
 - Additional Experience
 - Volunteer & Community Experience
4. Education & Professional Development

OPTIONAL SECTIONS:

- Technical & language skills
- Awards
- Professional memberships or Affiliations
- Activities & Interests

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Steps to renovate your resume

3. Analyze and improve your resume's ORGANIZATION

1. **Chronological**
 - Lists experience in reverse chronological order
 - Works well for consistent career path and relevant recent experience
2. **Modified Chronological**
 - Uses 2+ sections to reorder your experience
 - Best used when relevant work experience is scattered between less relevant or when you want to de-emphasize most recent work experience
3. **Functional**
 - Emphasizes skills when you have little work experience
 - Uses simple Employment Experience list
 - Most employers dislike: hard to connect skills to positions

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Steps to renovate your resume

4. Analyze and improve your resume's CONTENT

Employer Needs (from posting)

- "excellent communication skills"

Your Skills

- Directed
- Active listening

Resume Bullet

- Directed teams of up to 10 technicians to set up, maintain and take down \$100K of equipment accurately and safely

See AFC-CareerCycles-Worksheet Word doc

Try this: use verb + what you did + result or impact. For example:

- Reorganized the filing system for 1,000+ tax documents, saving time for staff

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Steps to renovate your resume

4. Analyze and improve your resume's CONTENT

- Write bullets in first person, but don't use 'I' or 'my'
- Use past tense for all positions in past. Present for current job
- Use employers' keywords
- Use best verbs, avoiding repetition. Many career advice sites provide good lists of skills, e.g.
 - <https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>
 - <https://www.livecareer.com/career/advice/jobs/action-skills>
- Quantify as much as possible. How many members in the team? How many pages was the report? How much money was saved?

Example:

Responded on Help-Desk phone to 50+ students/day, providing information and helping students resolve issues related to virtual courses

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Steps to renovate your resume

5. Get Feedback

- Always have someone look over your resume in order to catch mistakes
- Try this!
 - Tell your friend about the ideal candidate from your research
 - Let them read your resume
 - Ask: *How well am I representing myself as the ideal candidate?*

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Resume Do's and Don'ts

Do...

1. **Tailor to position:** Demonstrate a clear understanding of the employer needs and your fit for the position; strategically named sections and organization
2. **Provide concrete & quantified examples:** use numbers, show steady promotions, project highlights and accomplishments
3. **Keep it tight:** use best verbs and concise points to describe your skills. No more than 2 pages

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Resume Do's and Don'ts

Don't...

1. Spelling mistakes!
2. Grammar mistakes!
3. Inaccurate info / 'fake news'
4. Too long
5. Inconsistent formatting e.g. 'ragged' dates
6. Leave out experiences that show skills
7. Leave in "red flags"
8. ~~References available upon request~~



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Application Methods

- **Email**
 - Attach resume. Use clear filename, e.g. lastname-firstname-resume.pdf
 - Cover letter, if used, in body of email, or in same file as resume
 - Clear subject line: Customer Representative Application - Lastname
- **Applicant Tracking System (ATS)**
 - Upload/attach resume, or use 'cut and paste' following instructions
- **LinkedIn or Indeed or other job board site**
 - Upload/attach resume
- **Walk in**
 - May include Objective. Typically no letter
- **Networking**
 - May include Objective. Letter or email explaining context
- **'Side door'** opportunities. Follow your contact's instructions



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Typical resume challenges & ways to overcome

- Gaps in employment
- Unrelated or lack of experience
- International experience
- Mismatch of education with jobs
- Perception of being overqualified
- References: unsure who to ask; too long ago; can't find person



In BREAKOUTS. Click JOIN. See CHAT
In any order, take 1-minute to say:

1. One problem or concern I have is...
2. One way I'm thinking about overcoming it is...



Photo by NeONBRAND on Unsplash 

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What is your next action, within 1 week?

- Find 5 relevant postings, identify skills and employer needs. Highlight keywords
- Schedule a deadline for renovating your resume. E.g. 1 week from today!
- Access career and job search tips
 - <https://www.monster.ca>
 - <https://www.themuse.com>
- Align your LinkedIn profile with resume
- Use AFC-CareerCycles worksheet – Word file
- Schedule a session with a Career Professional. 'Resume critique' recommended over 'resume writing' to preserve your voice, and to make it easy for you to edit



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Thanks for contributing to our learning community!

Good luck with your next steps

Career counselling,
Resume, LinkedIn, Interview
help available!
Contact service@careercycles.com
www.careercycles.com

Questions & Discussion





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REACH OUT

416-975-0304
1-877-399-8392
contact@afchelps.ca

AFChelps.ca



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