

**Job Hunting in a Pandemic:**  
A Survival Guide to  
Rejoining the Workforce



HANNA RESOURCE GROUP

July 15, 2020

# Welcome!



**Today's Moderator**  
**Chip Barton**  
**Senior Business Partner**  
*Hanna Resource Group*

## **PREVIOUSLY**

*The Unemployment Self Check*  
*Rediscovering WHO you are and WHERE you want to go*

## **TODAY at 11:00**

*Drafting an Impactful Resume' in Today's World of Work*

## **July 22 at 11:00**

*Overcoming Digital Disappointment:*  
*Enhancing your Digital Footprint, Creating a Digital*  
*"Handshake" and Conquering the Challenges of Digital Job*  
*Hunting*

## **July 29 at 11:00**

*Interviewing in the "New" Normal: Determine Your Plan for*  
*Landing Interviews and Turning Interviews into Offers*

## **August 5 at 11:00**

*Job Offer Decision-Making:*  
*Evaluating/Negotiating Offers During Uncertain Times and*  
*the Importance of Sustaining Your Search*

# Today's Panel



**Ray Davis**  
*Career Transition  
Coach*



**John Coffee, IV**  
*Director of Talent  
Acquisition*



**Andrea Tyra**  
*HR Coordinator*



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**July 15 at 11:00**

*Drafting an Impactful Resume' in  
Today's World of Work*

**Guest Speaker:**

**Christie Jackson**

**Talent Acquisition Consultant -  
HRG**

**July 22 at 11:00**

*Overcoming Digital Disappointment:  
Enhancing your Digital Footprint,  
Creating a Digital "Handshake" and  
Conquering the Challenges of Digital  
Job Hunting*

**Guest Speaker: Beth Davisson**

**Executive Director, Ky Chamber Workforce Center**



**July 29 at 11:00**

*Interviewing in the "New"  
Normal: Determine Your Plan for  
Landing Interviews and Turning  
Interviews into Offers*

**Guest Speaker: Perry Sholes**

**President of Progressive HR  
Strategies, Inc.**



**August 5 at 11:00**

*Job Offer Decision-Making:  
Evaluating/Negotiating Offers During  
Uncertain Times and the Importance  
of Sustaining Your Search*

**Guest Speaker:**

**David Baumgartner**

**Executive Coach**

**GUEST SPEAKERS**





## TODAY TOPIC

*Drafting an Impactful Resume' in Today's World of Work*

# WHAT WE'LL COVER TODAY

1

Resume Logic:  
10 Facts that Can  
Immediately  
Make an Impact

2

The  
Importance of  
Your Personal  
Handshake

3

Resume  
Basics

4

Knowing  
Your  
Audience

5

Understanding  
the Job Market

6

Choosing  
Your  
Strategy

1

The Truth About  
Job Hunting: You  
only get **ONE**  
chance to make a  
good first  
impression!



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## Session 2: Drafting an Impactful Resume

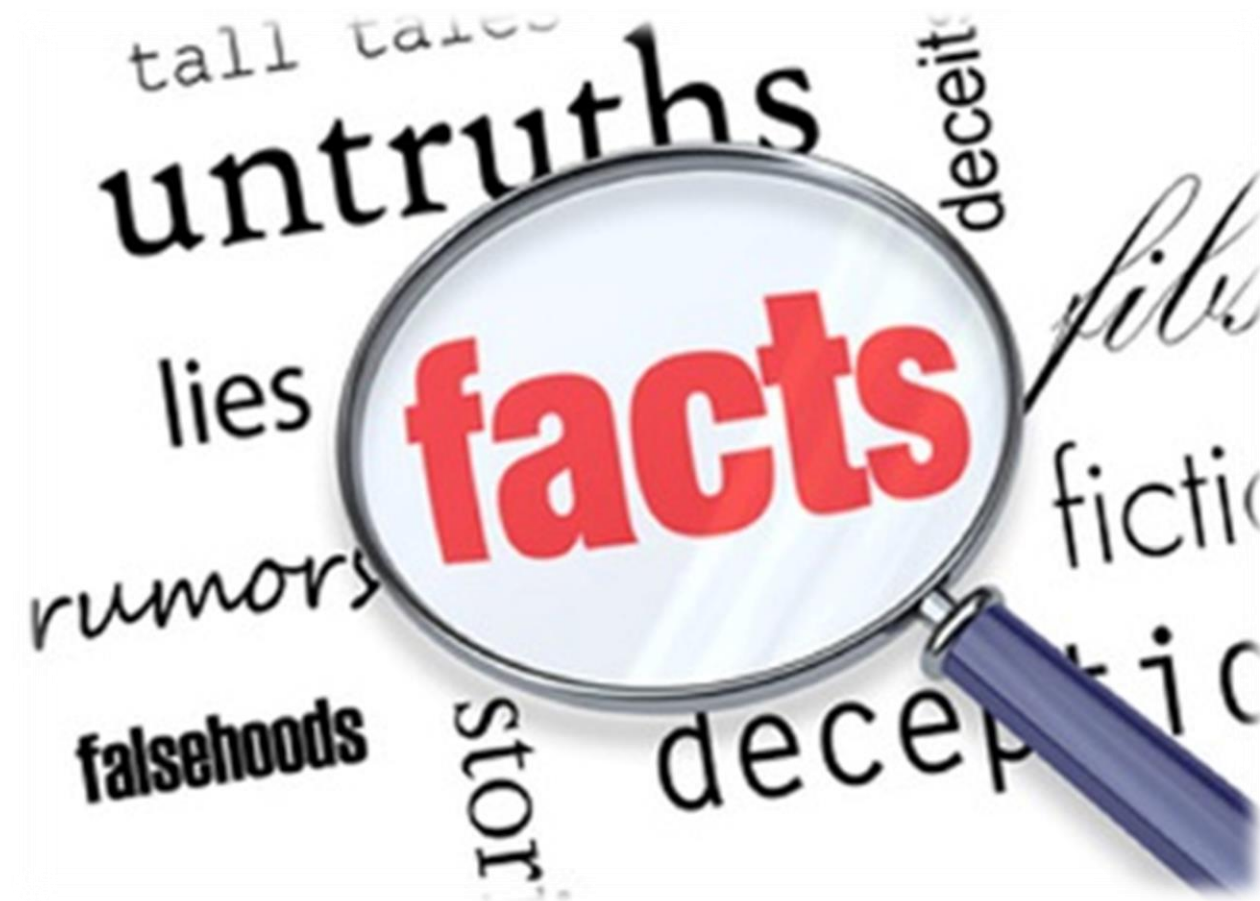
- Understanding Resume Logic – A historical lesson from Leonardo Da Vinci
- Knowing the Stakes – Shocking Insight from Ladders, Inc Eye Tracking Study
- The Newspaper and the Resume – How they relate!





## Resume Logic: 10 Facts that will Immediately Impact on How You Think About Your Resume

- 77% of employers say that seasoned workers should NOT use a one-page resume
- Recruiters are 2.9x more likely to pick a candidate with a two-page resume for managerial roles and 1.4x more likely for entry-level positions
- On average, 10% of job applications result in interview invites
- Out of those who land the interview, 20% are offered the job



## 1

## Resume Logic: 10 Facts that will Immediately Impact on How You Think About Your Resume

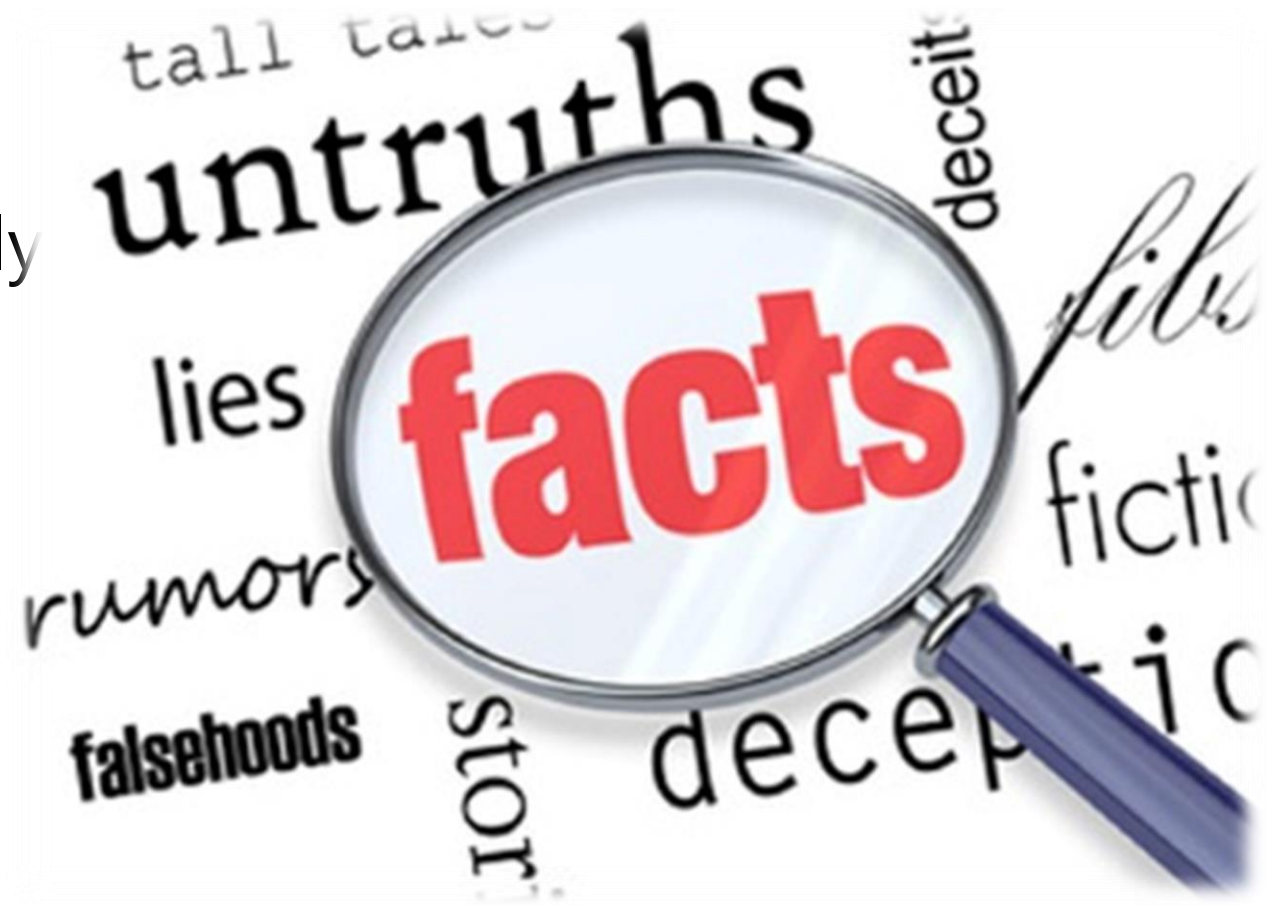
- The job application success rate is between 2% and 3.4%, which means on average, you need to send between 30 and 50 resumes to get hired!
- 5 Main Sections stand out as the most widely accepted in a resume - Personal Information 99.85%, Work Experience 98.33%, Education: 97.25%, Skills: 89.81% and Summary or Objective: 88.75%
- Top 5 Soft Skills in a Resume - Communication 11%, Leadership 9%, Time Management 8%, Problem Solving 7%, Customer Service 5%



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## Resume Logic: 10 Facts that will Immediately Impact on How You Think About Your Resume

- The top 8 of 10 “hard skills” commonly listed are software specific – we are looking at you Microsoft Office!
- You could be facing an 88% job rejection rate if you include a photo on your resume! Recruiters will spend half their review time looking at it.
- 76% of resumes are ignored if your email is unprofessional.



# 2

## Your Personal "Handshake": IRL Networking is Still Relevant



Hello, I am (first, last name) . . .  
S-l-o-w-l-y.

I am conducting a job search and am  
looking for an opportunity in (function)  
Sales . . . Production . . . Accounting . .  
.etc.,

OR in the (XYZ industry) Real Estate . . .  
Chemical . . . Agriculture . . . etc., and am  
very good at (2-3 skills).

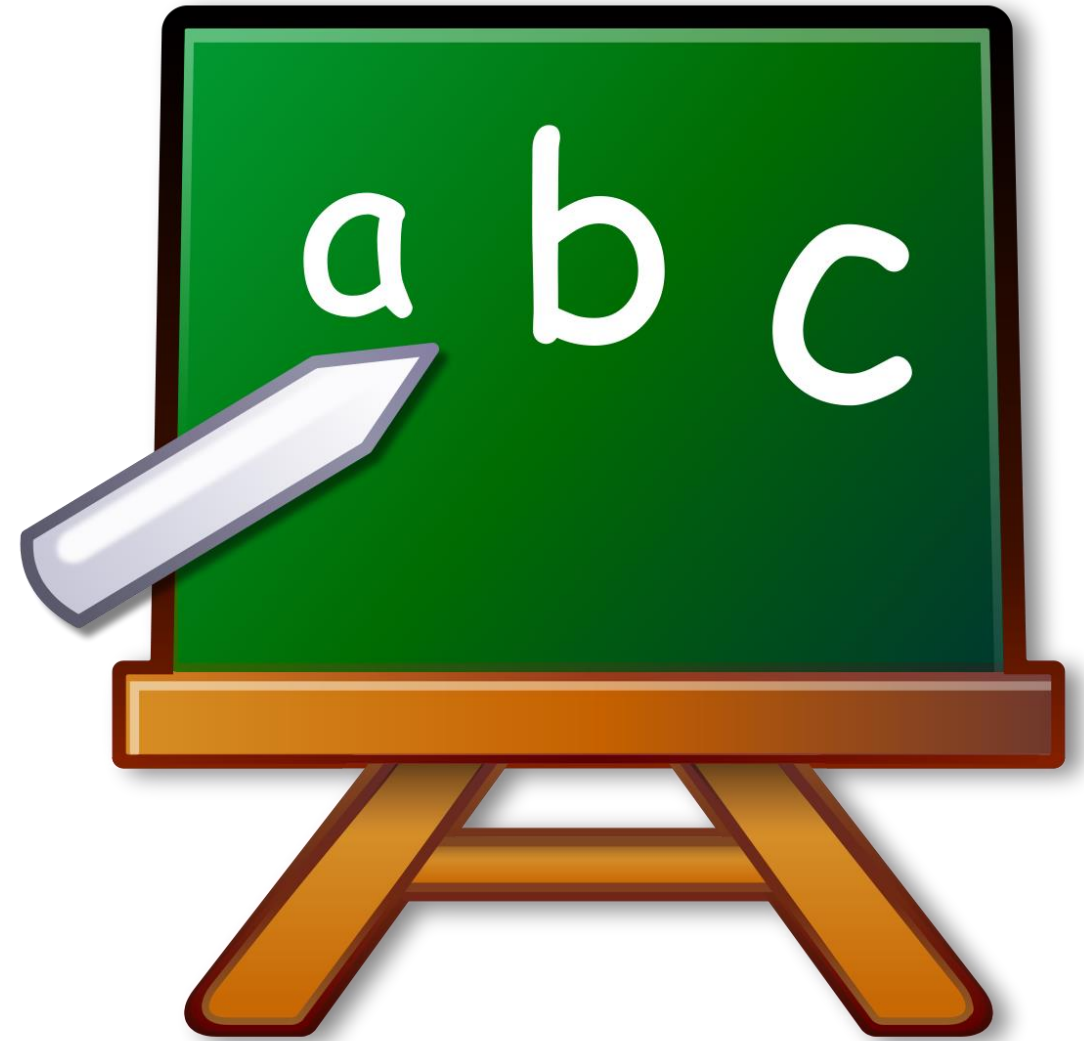
It's great to meet you. **Please tell me  
about yourself!**



- 1 to 2 pages, max

### **Critical Sections**

- Contact Info
- Summary of Qualifications or Career
  - Previous jobs and dates
  - Accomplishments/Achievements
- Education and job-related training
- Targeted to the job you are seeking





# Basic Chronological Resume

## Chronological Resume

### My Name

Route 5, Box 2-B  
Manchester, KY 40962  
**606-598-4321**

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#### Administration / Clerical

Seeking a detail oriented position that will utilize my knowledge and experience in business and manufacturing. Background includes over fifteen years in a variety of business and organizational settings, both domestic and foreign. Skills, Training, and Knowledge include:

- **Typing**
  - **Computer Usage**
  - **Material Handling**
  - **Stocking & Inventory**
  - **Sales**
  - **Management**
  - **Record Keeping**
  - **Basic Accounting & Bookkeeping**
- 

#### Accomplishments

- Five years in government supply field handling inventories and maintaining accounting and bookkeeping records.
  - Over nine years' experience with a major manufacturer with responsibilities in detailed administrative/ clerical work and material handling functions.
  - Four years' experience in sales and management positions.
  - Proven ability to work well with all levels of people and in a variety of situations and environments.
  - Recipient of the Administrative Achievement Award from Clydsdale.
- 

#### Work Experience

**ABC Corporation**, Corbin, KY

**1992 – 2013**

##### **Material Handler/Material Checker**

- Located and pulled stock to replenish production line materials.
- Moved materials using hand trucks and "Walkie" stackers.
- Removed and dispensed finished products from production line to shipping area.
- Checked and ordered materials for production lines insuring assigned lines had all necessary materials to start and complete production orders.
- Checked and assured production matched manufacturing orders, releasing and closing out orders when completed.
- Printed transfers and labels for finished products.
- Posted customer orders and insured count tallies were filled out correctly at shift's end.



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# Basic Chronological Resume

## Page 2

My Name  
606-598-4321

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### Work Experience – cont'd.

**ABC Corporation**, Corbin, KY

**1992 – 2001**

**Production**

Performed machine, table, and hand operations required to construct, pack, stock, and label a variety of products to set specifications. Machines included reelers, spoolers, tape and label dispensers, carton sealers, and stitchers.

**Clydsdale**, London, England

**1987 – 1991**

**Manager**

- Responsible for selections, reordering, displaying and sales of merchandise.
- Organized the storage facilities and maintained the inventory.
- Responsible for hiring and training sales assistants.

**U.S. Army Troop Support**, Ft. Meade, MD

**1985 – 1987**

**Supply Clerk – GS-5**

- Prepared requisitions for supplies and equipment for twenty-two stores.
- Assisted with physical inventories of equipment at various stores.

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### Education and Professional Training

**United States Army**

**Corbin High School**, Corbin, KY  
Graduated with Diploma



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# Executive Chronological Resume

## Chronological Résumé

Don Jons

1240 Cove  
Lexington, Kentucky 40502

(859) 335-1112  
donjons@aol.com

### MARKETING EXECUTIVE

Senior Marketing Executive for Fortune 500 companies and entrepreneurial ventures in the consumer packaged goods and industrial industries. Proven record of accomplishments in strategic and business planning, business building marketing plans, new product development, consumer research and interactive functions. Background includes a Harvard MBA. Areas of expertise include:

Strategy Development  
New Product Development

Marketing Plan Development  
Budgeting/Financial Management

Advertising and Media  
Market Research

### PROFESSIONAL EXPERIENCE

ASHLAND, INC., *Covington, KY*

1997 – 2013

THE VALVOLINE COMPANY, *Lexington, KY*

2004-2013

**Vice President Marketing**, Wash & Wax, Consumer Research, Promotions/Interactive  
Recruited by President. Overall marketing responsibility of \$30 million sales and \$6 million gross profit business. Responsible for Eagle One brand, Consumer Research, Promotions, and Interactive departments. Managed 3 direct reports with full marketing staff of 15.

- Increased brand's return on investment from -8% to +13% and increased income before tax +\$2.7 million from -\$1.2 million to +\$1.5 million.
- Reversed margin erosion and increased brand's margin by 10 points through cost savings and successfully implementing first ever cost increase.
- Held overall brand share stable despite intense competitive brand launches (P&G's Mr. Clean, Private Label). Grew share in three of five core segments.
- Provided new product vision to Technical resulting in qualified new product platforms projected to deliver \$10MM in incremental revenue.

ASHLAND DISTRIBUTION COMPANY, *Dublin, OH*

2002-2003

**Vice President Marketing**

Asked by CEO to become member of senior leadership staff of then \$2.55 billion industrial distribution company helping to lead a turn-around. Led marketing, strategy and growth for chemicals, plastics, composites, ingredients, and environmental services. Managed direct marketing organization with staff of 16 and technical support of 11.

- Increased volume 5.1%, sales 11.2%, and gross profit 8.7% in FY2003 through organic growth.



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# Executive Chronological Resume

Page2

## Don Jons (continued)

THE VALVOLINE COMPANY, *Lexington, KY*

**2002**

**Vice President Branded Marketing**, Lubricants, Chemicals

Overall marketing responsibility for this \$500 million sales and \$105 million gross profit and \$43 million operating profit business. Responsible for marketing budget of \$31 million.

Managed 3 direct reports with full marketing staff of 13.

- Increased lubricants gross profit growth 13.5% despite category decline of 2%-3% annually. Grew Valvoline motor oil share 2+ points to 14.3%. Increased more profitable premium lubricant total volume 20%.
- Grew chemicals sales 9.8% and increased gross profit 56%. Surpassed ROI goal by re-directing trade and promotional strategies, achieving \$4 million cost reductions and launching 3 new successful products.
- Successfully launched Valvoline motorcycle lubricants (6 sku's) nationally into retail auto/mass stores.

**Group Marketing Manager**—Retail Lubricants

**2000-2001**

**Director of New Products**

**1997-2000**

THE PROCTER & GAMBLE COMPANY, *Cincinnati, OH*

**1992-1996**

**Assistant Brand Manager**—Secret Deodorant & Oil of Olay Moisturizers

GALERIE AU CHOCOLAT, *Cincinnati, OH*

**1987-1990**

**National Sales Manager**

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## EDUCATION

M. B. A., **Harvard Graduate School of Business Administration**, Boston MA, 1992

B. A. – Economics and Business Administration (*Magna Cum Laude*), **Thomas More College**, Crestview Hills KY, 1985



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# 4

## Know your Audience!

- Boiler plate resumes are less successful than customized resumes
- Being too specific can confuse the audience – Your resume is a marketing document and needs to be easily relatable
- Remove it before you lose it – Do Not let the GREAT stuff on your resume get lost in the Good stuff!
- If you are prepared to list it – be prepared to back it up and watch your grammar!





# 4

## Through the Lens of a Recruiter *How to Pass the 7.4 Second Test*

- Recruiters spend **MORE** time reviewing top performing resumes that have these factors in common:
  - Presented simple layouts with clearly marked section and title headers, all written in a clear font
  - Used layouts that took advantage of F-pattern reading tendencies, with bold job titles supported by bulleted lists of accomplishments
  - Contained a detailed overview or mission statement, generally located at the top of the first page of the resume



# 4

## Through the Lens of a Recruiter *How to Pass the 7.4 Second Test*

- Recruiters spend **LESS** time reviewing resumes that have these factors in common:



- Cluttered layouts characterized by long sentences, multiple columns, and very little white space
- Text flow that did not draw the eye down the page, lacking section or job headers
- A reliance on keyword stuffing

## To Cover Letter, or Not to Cover Letter

- **A cover letter tells your story**

Who are you? What are you looking for?

- **It builds a relationship with the employer**

It allows you to tailor to the company & role you are applying to.

- **It shows you are serious about the opportunity**

Time and effort of a cover letter tells the employer you are serious about the job inquiry.



**According to HR pros, cover letters are important and useful for the following purposes:**

Explaining the motivation to join the company (63% of respondents)

Describing career objectives (50% of respondents)

Explaining the reasons for changing careers (50% of respondents)

Explaining employment gaps (49% of respondents)

Highlighting professional achievements (47% of respondents)



# Through the Lens of a Hiring Manager

## *The 5 Things Managers Look at First*

- Name
- Current and previous employers
- Start and end dates for your most recent positions
- Education and degrees
- Achievements from your work experience





Through the Lens of a Hiring Manager  
*The 5 Things Managers Look at First*

- A reason to continue reading!
- Potential value for the company
- Can you do the work?
- Will you stick around?



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# 4

## Reason for Leaving Statement (RLS)

Why are you no longer working at XYZ?

- Concise—2 to 3 sentences
- Positive toward you and your employer
- Truthful

Practice 'til it's as easy to say as your own name!

WHY  
ARE  
WE  
HERE?



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## 5 The Job Market

### Visible Jobs (25% to 30%)

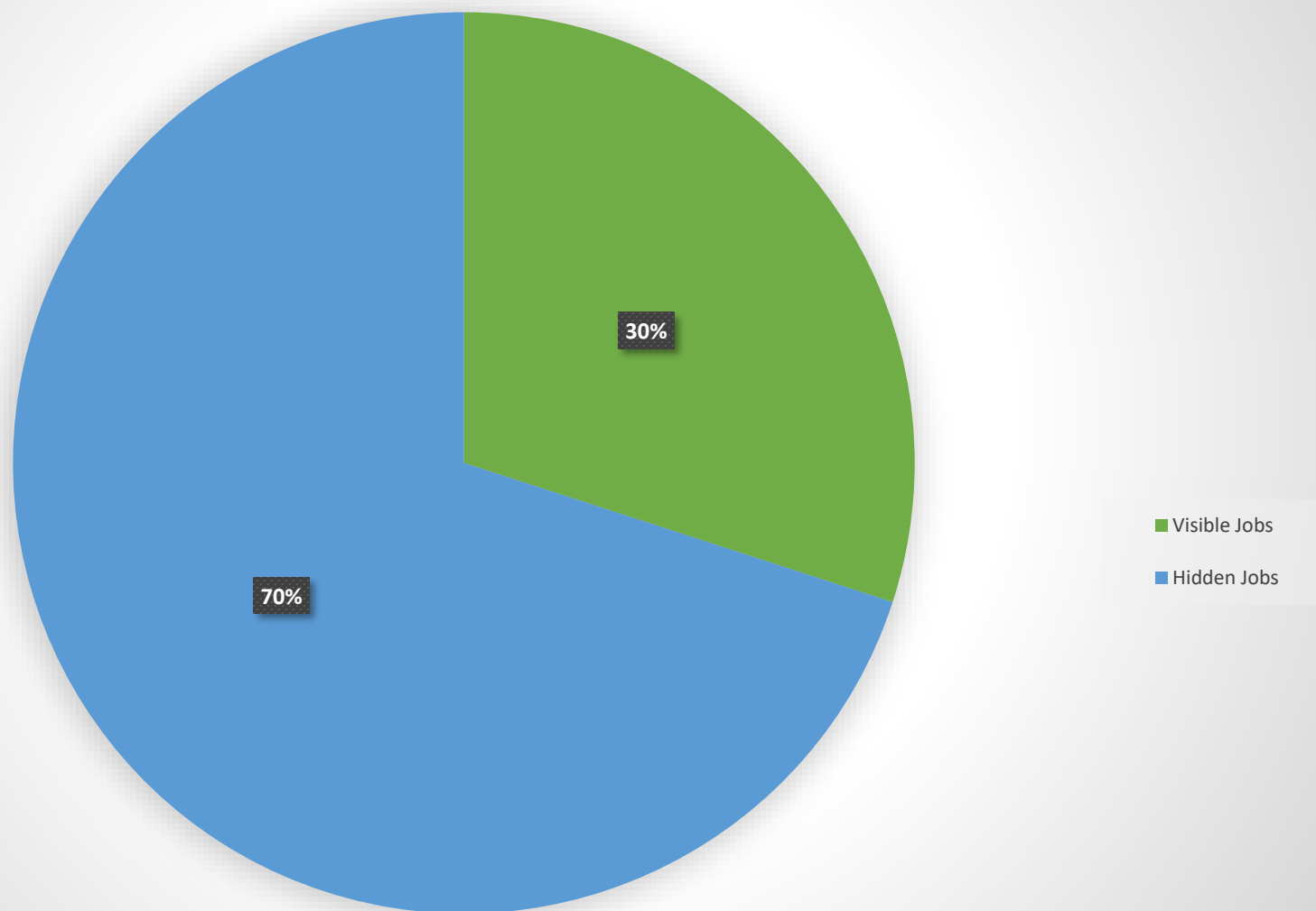
- Recruiters
- Company and association websites
- Job websites (like Monster, CareerBuilder, etc.)

### Hidden Jobs (70% - 75%)

- Only known by managers and executives in organizations



The Job Market



## Visible Jobs

- Job description and compensation fixed
- Many job seekers (approx. 90% focus here)

## Hidden Jobs

- Job description and compensation more flexible
- Few job seekers (less than 10% focus here)







Think Carefully about Your Options:

- Compete with 90% of job seekers pursuing 30% of the Jobs? Or
- Compete with 10% of job seekers pursuing 100% of the Jobs?

Recommendation:

- Maximize your ROI
- Spend 30% of your time pursuing Visible Jobs and
- Spend 70% of your time pursuing Hidden Jobs

# 6

## Make Yourself Stand Out



- Do your homework & be prepared
  - Show off your personality
  - Project a Can-Do attitude
  - Have a real conversation
- Ask questions beyond salary & benefits
  - Show what you can offer the company
- Focus on accomplishments rather than skills

## 4 Homework Assignment for You!

### 1. EVALUATE YOUR RESUME

- Is it Impactful? – Using the Resume Logic, find immediate opportunities to improve

### 2. FOLLOW THE BASICS

- Use the formatting tips provided and assure you are mindful of what your audience is looking for

### 3. RESEARCH YOUR INDUSTRY JOB MARKET

- Leverage the methodology of visible and hidden jobs

### 4. CHOOSE YOUR STRATEGY

- Maximize ROI

### 5. MAKE YOURSELF STAND OUT

- Show what you can offer the company



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# Questions & Answers



THANK YOU!

**Mark Your Calendars!**

**Next Session Reminder Date:**

**July 22, 2020**

**Contact information for John and Ray**

***John Coffee IV – [john@hannaresource.com](mailto:john@hannaresource.com)***

***Ray Davis– [ray@hannaresource.com](mailto:ray@hannaresource.com)***

**Find us on LinkedIn!**







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