



Lunch and Learn with the HR Pros

Organization of Women Leaders

Honolulu, HI

Wednesday, August 12, 2020

Stay in touch!

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Lunch and Learn Agenda

1. 5 Minutes: Introduction of OWL and Panelists by OWL Incoming President, Renee Green
 1. Mimi Beams, Former Executive Recruiter with Inkinen & Associates
 2. Erinn Tomlinson, Executive Recruiter with Bishop & Co.
 3. Cheryl Cross, Corporate Recruiter with Booz Allen Hamilton

2. 15 Minute Group Exercise – Writing a Resume –How to Put Yourself on Paper
 - Cheryl : Interactive: Sample Resumes
 - Erinn: 30 Things NOT to put on a resume
 - Mimi: What are Resume Metrics?
 - 5 Minutes: Q&A – Laurie

3. 15 Minute Overview - Prepare For An Interview In A Virtual World
 - Mimi: Talents Recruiters Look For
 - Erinn: Things NOT to do on a virtual interview
 - Roundtable: What I've seen – funny interview situations
 - 5 Minutes: Q&A - Laurie

RESUME

Janey Samantha Anne Doe
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Mission: To find a great job at a great company in Honolulu

Skills: People person, passionate about whatever I'm selling or marketing. Great communicator!

Experience:

Rowe Bio, New York, NY
Marketing and Communications

2015-2020

I ran all social media and other marketing staff, including event coordination, branding of xyz products and other projects. Position was terminated due to COVID-19.

Shinin Labs, New York, NY
Social Media Master

2012 – 2015

I designed and ran all social media platforms for the company. Company downsized.

Education:

Cuengha CC – Associates Degree in Fashion
Hilltop High School - Graduated

SHARE WITH US

IN THE CHAT ROOM

WHAT YOU WOULD CHANGE:

Name?

Address?

Email?

Phone?

Website?

Social Media?

Mission?

Skills?

Experience?

Position Terminated?

Education?

Anything else?

JANE DOE

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SUMMARY

Strategic marketing professional with eight years of experience in pharmaceutical and healthcare communications. Combines deep industry knowledge with experience guiding campaign development, product launches, and content strategy to elevate brand profiles. Excels at crafting high-impact communications and maintaining consistent messaging across all brand touch points. Experience mentoring junior marketing staff.

SKILLS & EXPERTISE

Project Management • ROI Forecasting • Branding / Rebranding • Event Management • A/B Testing Oversight
Search Engine Optimization (SEO) • Public & Investor Relations • Social Media Marketing • Adobe Creative Suite

EXPERIENCE

ROWE BIOPHARMACEUTICALS | New York, NY

2015 – Present

Senior Marketing Communications Manager

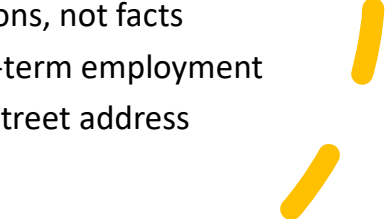
Rebuilt a 12-person communications team to execute strategic marketing initiatives across event coordination, branding, public relations, and business development. Manages budgets ranging from \$3M to \$5M.

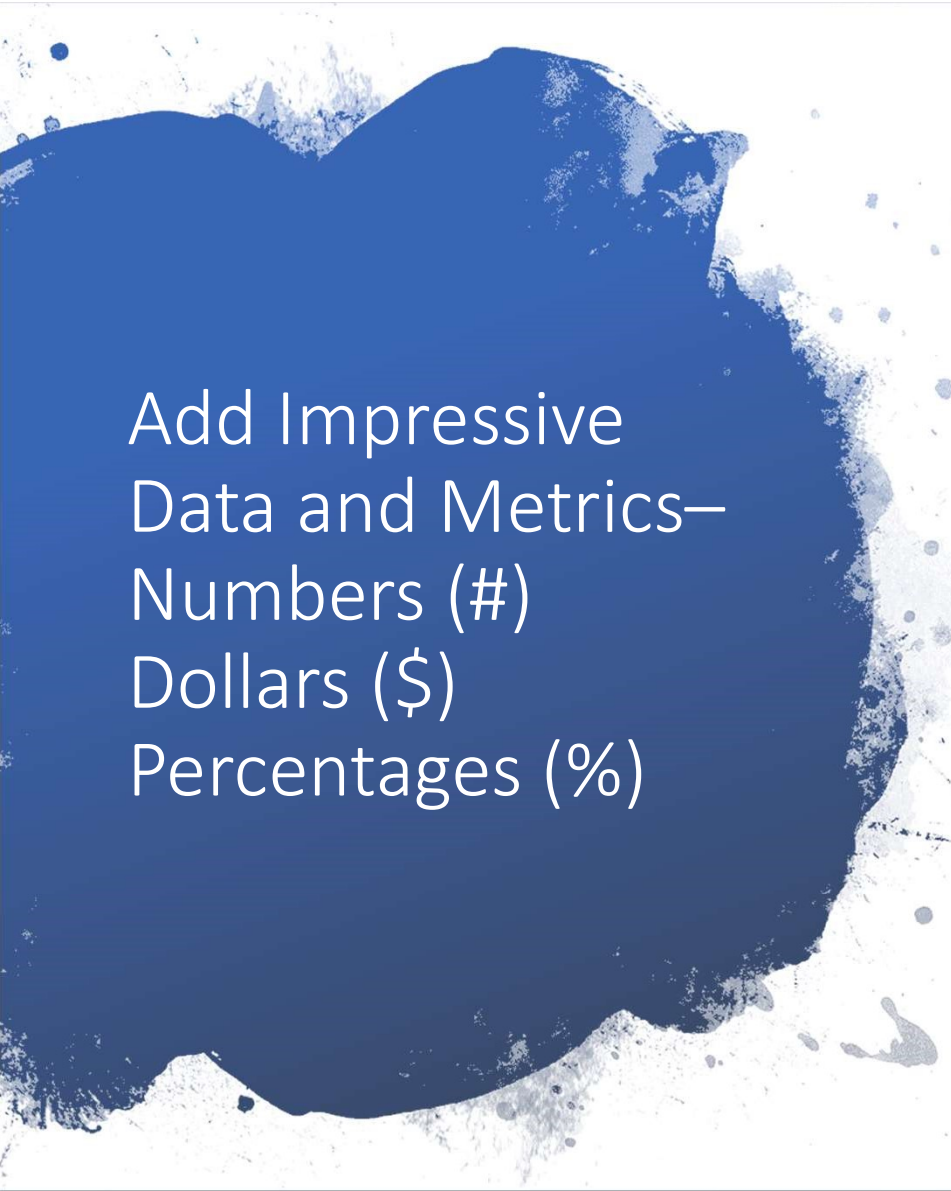
- Oversaw social media initiatives that elevated the division's profile as a stand-alone brand.
- Partner with internal teams to ensure marketing deliverables meet timeline and compliance requirements.
- Generated \$3.5M ROI by developing an event management program from the ground up.
- Represent the brand in all press interviews, industry panels, and corporate communications initiatives.

... | Jersey City, NJ

What NOT
to put on a
resume

...a much
longer list

- 1. An objective
 - 2. Irrelevant work experiences
 - 3. Personal stuff; marital status, religious preference, or Social Security number
 - 4. Your hobbies
 - 5. Blatant lies
 - 6. Your age
 - 7. Too much text
 - 8. Time off for sabbatical or to raise a family
 - 9. References
 - 10. Inconsistent formatting
 - 11. Personal pronouns
 - 12. Present tense for a past job
 - 14. Any unnecessary, obvious words
 - 13. A less-than-professional email address
 - 15. Headers, footers, tables, images, or charts
 - 16. Your current business contact info
 - 17. Your boss' name
 - 18. Company-specific jargon
 - 19. Social media URLs that are not related to the targeted position
 - 20. More than 15 years of experience
 - 21. Salary information
 - 22. Outdated fonts
 - 23. Fancy fonts
 - 24. Annoying buzzwords
 - 25. Reasons you left a company or position
 - 26. Your GPA
 - 27. A photo of yourself
 - 28. Opinions, not facts
 - 29. Short-term employment
 - 30. Your street address
- 




Add Impressive
Data and Metrics—
Numbers (#)
Dollars (\$)
Percentages (%)

Resume Metrics: Why Add Them? The purpose of including resume metrics is to create a more compelling story about yourself and your background. To identify which metrics to include on your resume, you'll need to do some self-discovery.

- **List measurable achievements.** When you add personal metrics to your resume, you need to include figures that demonstrate the scope of your accomplishments including the budget, the number of people you affected and the positive impact you made. Look through your resume and make a list of all of your measurable accomplishments for each role.
- **Assess and compare.** When adding metrics to your resume, assess how your results compared to your peers, to your department, company, or industry. You can pull out numbers and percentages or cost-savings comparisons, which will instantly demonstrate your effectiveness. You'll want to use the most impressive results in your resume.
- **List your firsts.** Identify any "firsts" you've had in your career or any firsts within a specific role. If your company was the first to launch a particular product or offer a new service, you should add this to your resume to prove you were part of a strong team, even if you don't have specific results to attach to these accomplishments.

Questions and Answers



What are Recruiters and HR Pros Looking For??

Talents to look for:

Work Intensity: evidence of being productive during most waking hours, stays focused on task.

Discipline: evidence of being prepared for the interview, shows up on time, talks about planning and preparation.

Command: evidence has lots of questions, is take-charge

Problem Solver: sees problems as opportunities, as soon as they hear a problem, they pick up on it and start offering solutions.

Positivity: smiles a lot, is enthusiastic and outgoing. You feel comfortable with them immediately. Plays well with others.

Interpersonal: evidence takes a genuine interest in you. Describes their selling experiences from the other person's point-of-view.

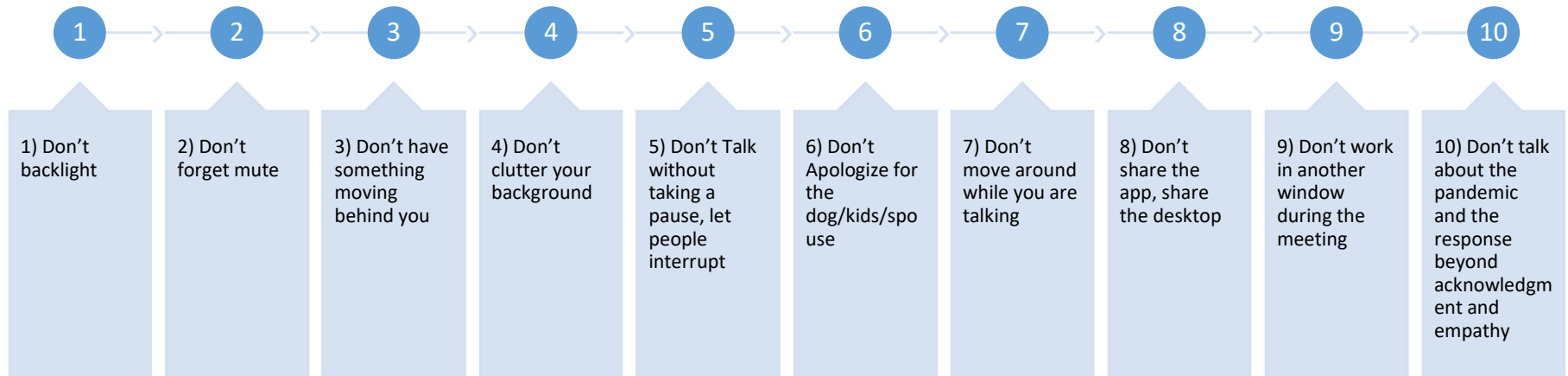
Enterpriser: evidence of risk-taking in life, career, job experiences. Exudes self-confidence.

Ambition: a "scorekeeper" who always knows their own personal track record, thrives on a fast-paced, high -pressure environment.

Responsibility: has a very clear notion of what is "right" and what is "wrong". Refers to honesty and integrity in absolute terms.

Customer Focus: speaks readily in terms of client needs, shows evidence of strong knowledge of client's business.

What NOT to do during a virtual interview



Questions and Answers