

# 30-second Commercial



# When to use it

During an interview “Tell me about yourself”

Professional, social, organizational meetings – Introduction

Career Fairs - Introduction



# What does it do?

States position you are seeking

Allows to you sell your knowledge, skills, and abilities

Emphasizes your strengths – Be sure to personalize



# Structure

Introduction

Goals

Strengths and/or Key Skills – **RELEVANCE**

State what you are seeking in a job – Stay away from benefits (this includes pay).

How can you benefit the company – **VERY IMPORTANT**



# Build your Commercial



1. What is your career goal?
2. What skill or strength do you have that would help you realize that goal?
3. What accomplishment proves you have that skill or strength?
4. What are you searching for in a job?
5. How can you immediately benefit the company?

# Resume Formatting



# What is a resume?

Document used by job candidates to apply for a position

First impression an employer has of a candidate

Should be used to showcase the **RELEVANT** knowledge and skills of a candidate.



# Objective vs. Summary of Qualifications

Objective – Used to state exactly what type of position you are seeking. Always use an objective when you have minimum experience in the field.

Summary – Used to quickly identify key skills that are related to the field.





# Education

## Placement on resume

## Details to include



# Formatting

- Don't use a template
- Don't use paragraph formatting
- Font: 10-12
- Margins: .5 -1 inch
- 1 page in most cases
- Use round bullets
- Be consistent with Fonts
- Delete blank pages



# Experience



When is it Relevant?

How do you format?

How far in employment should you go back?

What kind of information to include?

Chronological vs. Functional vs. Both



# Do's and Don'ts

## Do:

- Do print on resume paper
- Proofread beyond spell-check (mislabel sections, past and present tense verbs)
- Revise your resume often
- Be consistent with fonts and punctuation
- Spell out Acronyms
- Spell out dates instead of using numbers



# Do's and Don'ts

## Don't:

- Use pronouns: I, me, my
- “References available upon request”
- List Course #s
- Use colors other than black
- Include your, personal information, hobbies or interests
- *Be careful not to overuse italics*
- Pack information on to one page



# The Final Test

- Relevant and Employer Focused
- Results Focused
- Should anything be removed?
- Would you hire you based on your resume?



# References

- ALWAYS on a separate page
- Start thinking about who will give you a “glowing” reference
- Offer the reference a copy of your resume and job description





# Thank you!

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