

Find the Job you want in this Turbulent Economy

Job Searching Resumes and Cover Letters



Career
Development

Presenter: John Hoschette

August 12, 2011

- **I muted all phone lines before the start of the meeting. Please keep your phone muted to avoid background noise.**
- **Type your question (s) in the “Chat Pod.”**
- **The presenter will respond to your question(s) at the end of the presentation.**
- **This webinar is being recorded and will be available on our website within a few days.**

• About the presenter – John Hoschette



Career Development Coaches

Email:
info@careerdevelopmentcoaches.com

LinkedIn:
www.linkedin.com/in/careerdevelopmentcoaches

Phone:
715.222.7883

CAREER SUMMARY

- Technical Director Lockheed Martin, Egan, Minnesota; Infrared sensors for night vision, laser sensors for weapons, helmet mounted displays and fiber channel networks
- Previously, Lockheed Martin (CA), Northrop (CA), Honeywell (MN), Alliant Tech (MN) Loral (MA); Engineering Manager for over 20 years directly involved in hiring & recruiting

Professional Engineer and Speaker / Founder of Career Development Coaches, providing career training for engineers

- Adjunct professor for Gordon Institute at Tufts University & Santa Clara University
- Major universities & colleges- workshop training
- Convention and Engineering Societies – Key Note Speaker

Senior Member of IEEE/PACE

- Member of the Communication Committee
- Former Vice-Chair of the Career Maintenance and Development Committee, IEEE-USA
- Chair of Santa Clara, CA, New England, and Minneapolis sections
- IEEE Citation of Honor Award

Published Author

- “Career Advancement and Survival for Engineers” & “The Engineers Career Guide”
- Over 50 articles, engineering career development, Today’s Engineer and Spectrum magazine

EDUCATION & CREDENTIALS

Masters of Science in Electrical Engineering, University of Minnesota, Twin Cities
Bachelors of Science Electrical Engineering, University of Minnesota, Twin Cities
Business Administration Certificate, University of Minnesota, Twin Cities



- Agenda

- **Job search process**
 - **Searching for jobs, places to look**
- **Resume writing**
 - **Tailoring your resume directly to the ad**
 - **Power packing**
 - **Quantify, Relate and Sell Yourself**
- **Cover letter writing**

Self Inventory -Things to consider before beginning your job search

- Assess your skills & accomplishments**
- Matching your skills to the right job**

Section 5

- Things to consider to begin your job search

What are your priorities?

job title, salary, location, family needs, technology, facilities, commute to work, etc.

careerbuilder.com
Employers: Search Resumes | Post Jobs | Advice
Already Registered? Sign In >>

My CareerBuilder Find Jobs Job Recommendations Post Resumes Advice & Resources

Keywords Ex. Registered Nurse or Sales Location Ex. Chicago IL or 60607
Search Find Jobs

Target your job search here...

Search by Location | Search by Job Type | More Ways to Search

Keywords
e.g. Manager or Sales or enter a Web ID
Use
All of these words
Location(s) (enter up to 3)
e.g. "Chicago, IL" or "60601"
e.g. "Chicago, IL" or "60601"
e.g. "Chicago, IL" or "60601"
Include Jobs Within
30 miles
of your location(s)
Include Jobs Posted Within
Last 30 Days
Industries
- Select an Industry -

Job Categories (Select up to 3)
- Select a Job Category -
- Select a Job Category -
- Select a Job Category -
Degree
Not Specified
Include all lower degrees
Employment Type
 Full time
 Contractor
 Part time
 Intern
 Seasonal/Temp
Salary Range
\$0 to > \$120,000

Exclude Criteria
Exclude Keywords
Exclude Job Title
Exclude Company
 Exclude national and re
 Exclude Non-Traditio
 Exclude jobs that don't
information

Search by Job Type

- Accounting Jobs
- Banking Jobs
- Business Opportunity Jobs
- Customer Service Jobs
- Education Jobs
- Executive Jobs
- Franchise Jobs
- Government Jobs
- Health Care Jobs
- Information Technology Jobs
- Inventory Jobs
- Management Jobs
- Media - Journalism - Newspaper Jobs
- Other Jobs
- Purchasing - Procurement Jobs
- Research Jobs
- Sales Jobs
- Strategy - Planning Jobs
- Training Jobs
- Warehouse Jobs
- Admin - Clerical Jobs
- Biotech Jobs
- Construction Jobs
- Design Jobs
- Engineering Jobs
- Facilities Jobs
- General Business Jobs
- Government - Federal Jobs
- Hospitality - Hotel Jobs
- Installation - Maint - Repair Jobs
- Legal Jobs
- Manufacturing Jobs
- Nonprofit - Social Services Jobs
- Pharmaceutical Jobs
- QA - Quality Control Jobs
- Restaurant - Food Service Jobs
- Science Jobs
- Supply Chain Jobs
- Transportation Jobs
- Automotive Jobs
- Business Development Jobs
- Consultant Jobs
- Distribution - Shipping Jobs
- Entry Level Jobs
- Finance Jobs
- General Labor Jobs
- Grocery Jobs
- Human Resources Jobs
- Insurance Jobs
- Legal Admin Jobs
- Marketing Jobs
- Nurse Jobs
- Professional Services Jobs
- Real Estate Jobs
- Retail Jobs
- Skilled Labor - Trades Jobs
- Telecommunications Jobs
- Veterinary Services Jobs

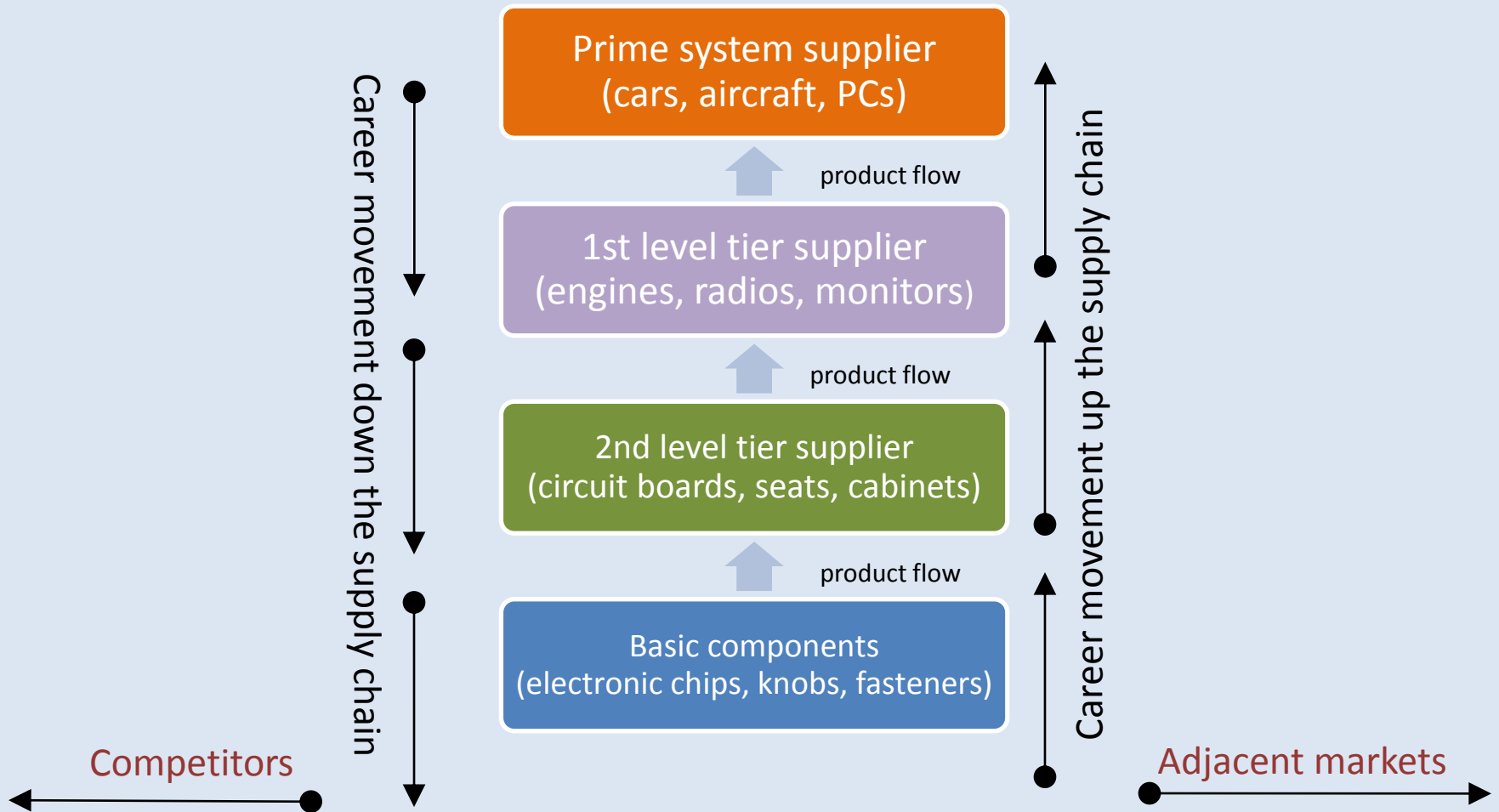
Search Other Categories

- Admin & Clerical Jobs
- Accounting Jobs
- Banking & Finance Jobs
- Business Opportunity Jobs
- College
- Contract & Freelance Jobs
- Customer Service Jobs
- Diversity Jobs
- Engineering Jobs
- Executive Jobs
- Franchise Jobs
- Government Jobs
- Health Care Jobs
- Hospitality Jobs
- Human Resources Jobs
- Information Technology Jobs
- Manufacturing Jobs
- Nonprofit Jobs
- Part Time Jobs
- Retail Jobs
- Science & Biotech Jobs
- Sales & Marketing Jobs
- Transportation Jobs

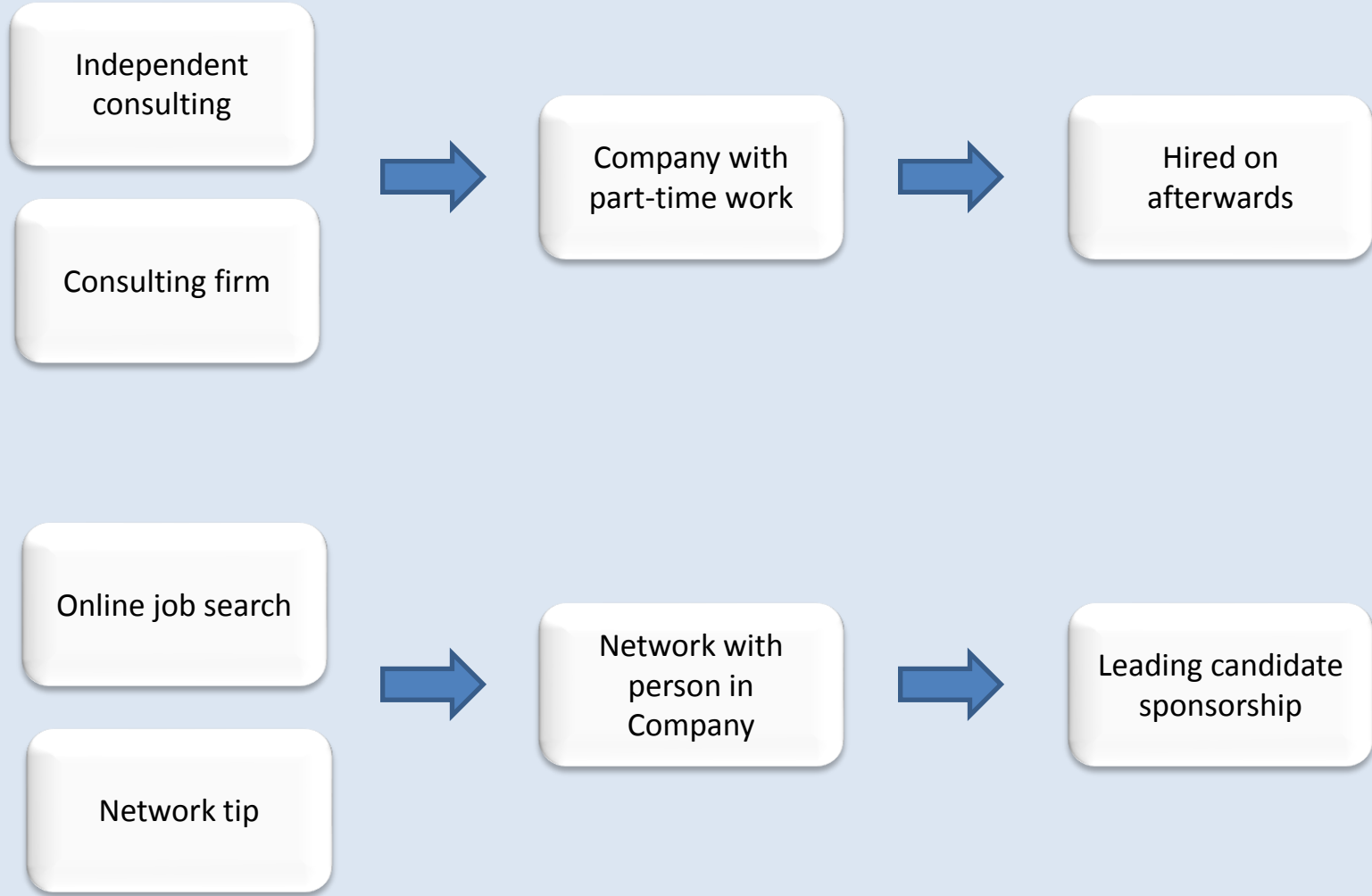
More Ways to Search

- Search by Company
- Search by Industry
- Search en Español
- Search International Jobs

- Opportunities down, up and adjacent on the supply chain



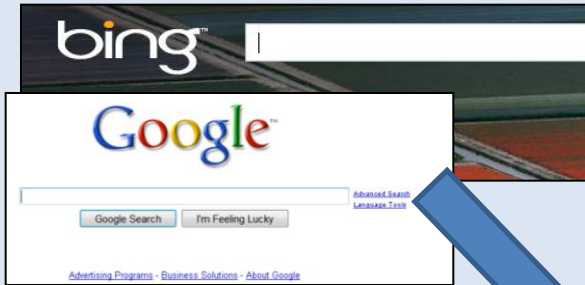
Manufacturer and marketing representatives may know what companies are hiring



- Find someone who has recently utilized a search firm and found a job. Learn from their experiences.
- Pick a search firm that specializes in your engineering expertise.
- Questions to consider when utilizing a search firm:
 - What area of technical expertise do they represent?
 - Do they have expertise and clientele in your technical area of expertise?
 - What companies do they have personal contacts with?
 - How many clients does the agent represent at any given time?
 - How many clients have they placed in the last year?
 - Are they local only or a national firm?
 - Do they charge you a fee? If so, how do they charge?
 - How are resumes handled? On-line? Can you update your resume for each job ad submittal? How often do they allow you to update your resume?
 - Do they have any job postings they are trying to fill immediately that are directly related to your technical area?
 - Does their company provide any support for resume writing or interviewing?
 - Will they provide information on who they are submitting your resume to?

• Successfully conducting an online job search

Use Google & Bing to find the search engines
 Search on key words like
 Engineering jobs in “state”
 “Electrical “ Engineering jobs



Populate search engines with selection criteria

 A screenshot of the CareerBuilder website. The search results show '252 Engineering jobs found in MN'. The 'Narrow Search' section includes filters for Category, Company, and City. A blue arrow points from the search bar area to the 'Job Type' filter section.

Narrow Search

Category	Company	City
Engineering (244)	CyberCoders Engineering (16)	Minneapolis (100)
Information Technology (100)	Starkey Labs (12)	Eden Prairie (19)
Design (59)	Robert Half Technology (11)	Saint Paul (17)
Manufacturing (59)	Cyberonics (6)	Bloomington (11)
Management (44)	Think Energy Group (5)	Minnetonka (8)

Job Type

- Admin - Clerical Jobs
- Biotech Jobs
- Construction Jobs
- Design Jobs
- Engineering Jobs
- Facilities Jobs
- General Business Jobs
- Government - Federal Jobs
- Hospitality - Hotel Jobs
- Installation - Maint - Repair Jobs
- Legal Jobs
- Manufacturing Jobs
- Nonprofit - Social Services Jobs
- Pharmaceutical Jobs
- QA - Quality Control Jobs
- Restaurant - Food Service Jobs
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- Government Jobs
- Health Care Jobs
- Hospitality Jobs
- Human Resources Jobs
- Information Technology Jobs
- Manufacturing Jobs
- Nonprofit Jobs
- Part Time Jobs
- Retail Jobs
- Science & Biotech Jobs
- Sales & Marketing Jobs
- Transportation Jobs

Filtering criteria

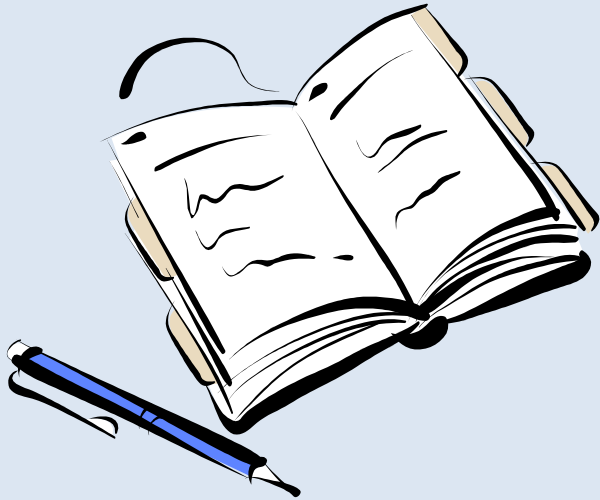
- Important tips for online job searching

1. Make a list of websites that list positions in the field you want to work in
2. Keep a list of important information including username and passwords for accessing website information
3. Keep a list of jobs you have applied for and the date applied. Within 24 hours after sending your application materials follow up with an email or a phone call to ensure they received your information. This is a good way to check that they did receive your information and an opportunity to speak with someone within the company.

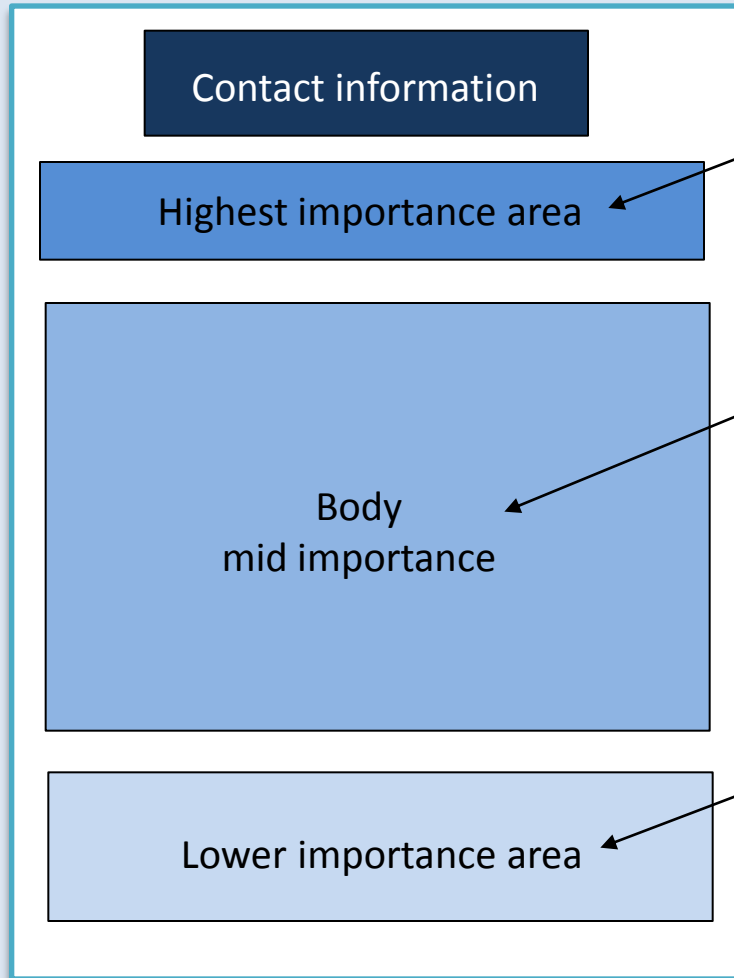
Example conversation:

“Hi, this is Joe Schmidt and I sent my application materials on Tuesday for the _____ position listed on the _____ website. I’m really excited about this position because I have experience in this field and have working knowledge of _____. Will you please check that my application materials have been received and get back to me?”

4. Many job search websites allow you to request that certain types of job opportunities be emailed directly to you on a regular basis. This is a great way to have jobs come directly into your inbox.
5. Save every resume you submit with the company’s name and date in the title. Keep these for files handy for phone interviews.



- Too many leads and contacts to remember
- One page per contact
- All the vital information
 - Name, company
 - Contact info (phone & email)
 - Websites
 - Notes on conversations (dated)
 - Referred by
 - Referrals to others
 - Next action and date
- Key conversation topics when networking with the contact



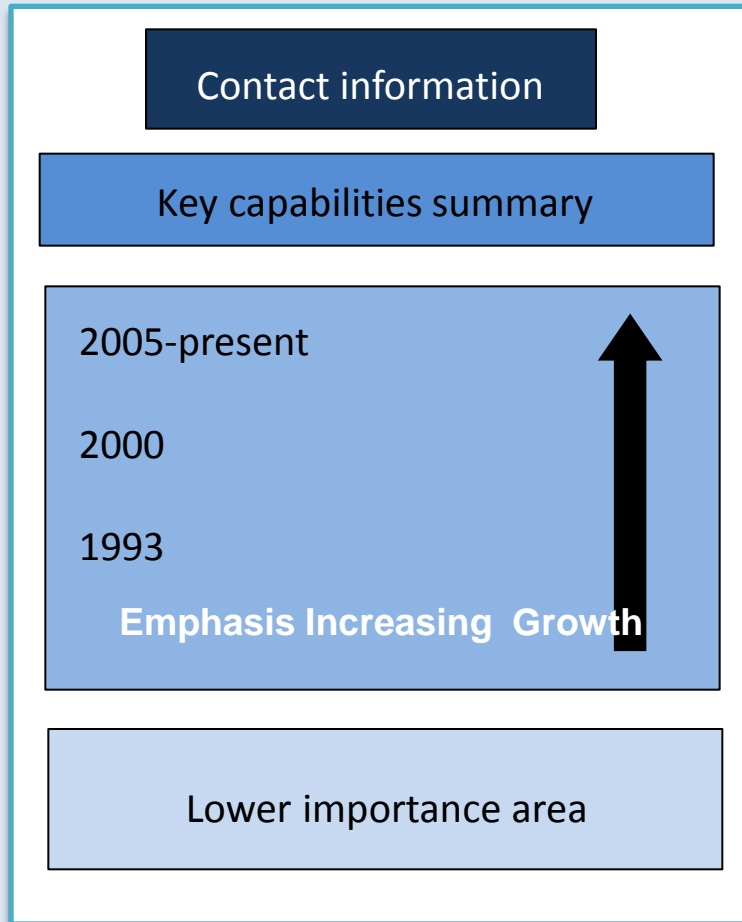
Key capabilities summary customized to job ad and desired skills

- Chronological or skills format with emphasis on technical & leadership skills
- Highlight major accomplishments
- Customized to job ad and desired skills

- Reserved for awards, patents, papers, hobbies, etc.
- Human Resources likes to see activities that show people skills

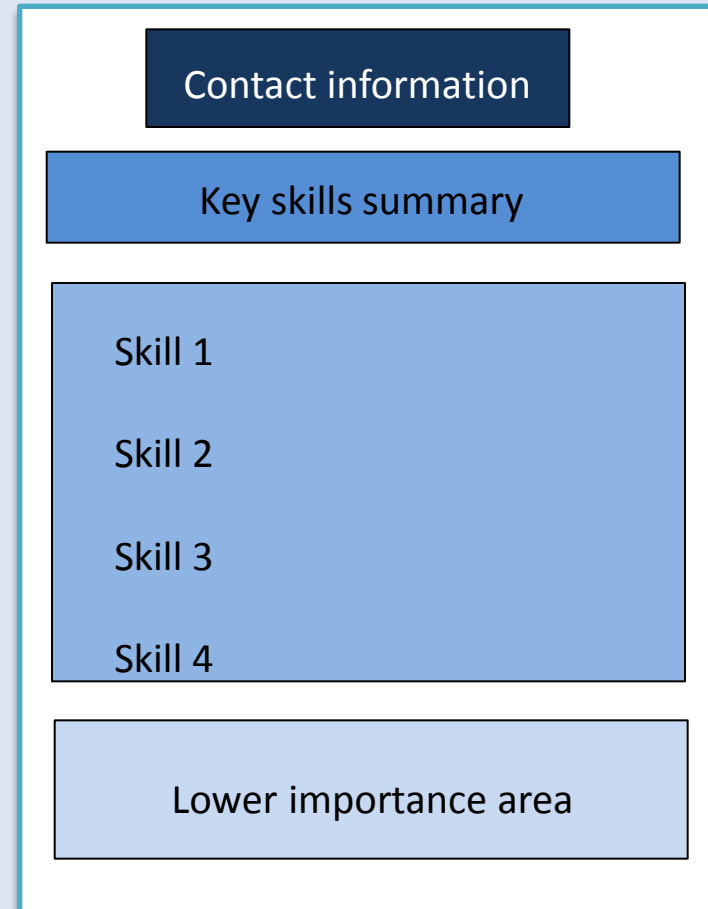
Be careful with technical jargon and abbreviations

Chronological Format



Best format if people you are interviewing with know of your company(s) & project(s)

Skills Format



Best format for interviewing with those whom are not familiar with your prior company(s) or project(s)

Quantify, Relate, Sell Yourself

BEFORE:

Lead engineer on the XYZ Project working on digital electronics for our products.

AFTER:

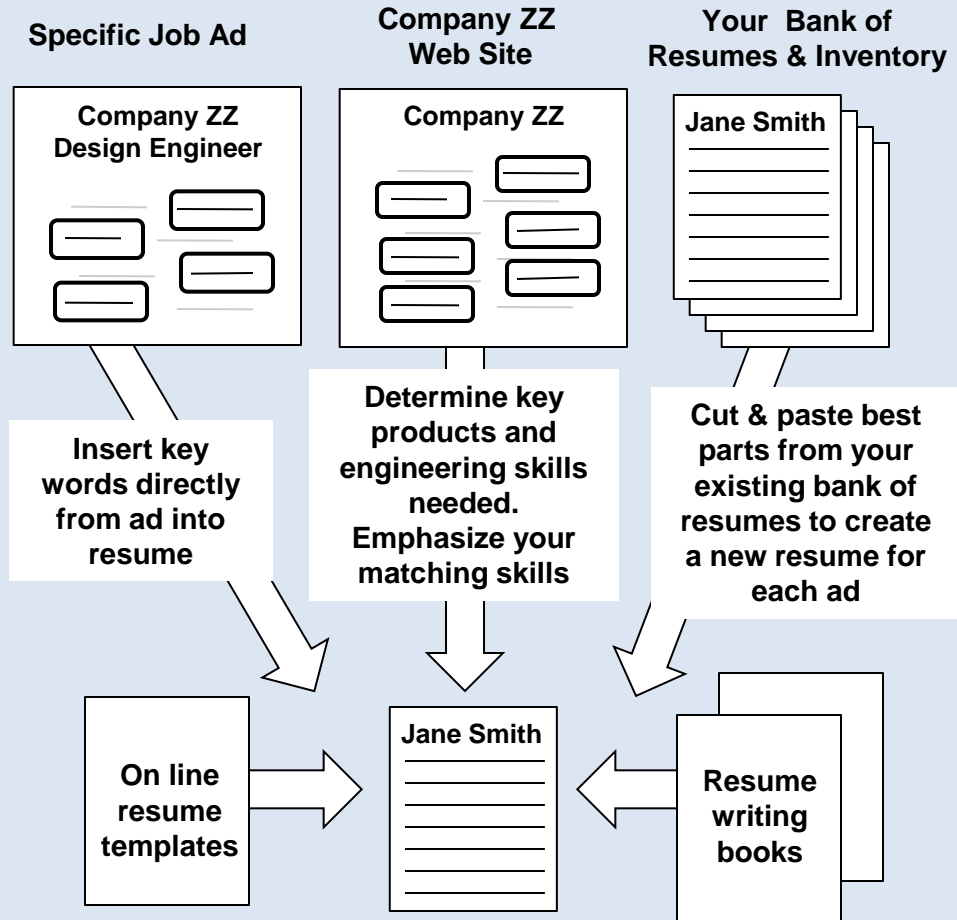
Lead engineer on the successful XYZ Project overseeing and directing the efforts of 40 person team including mechanical, electrical and software engineers. Reported directly to the Vice President of engineering and lead customer interface. Produced state of the art digital controller in six months, one month ahead of plan and 20% under cost. Project resulted in highest company award.

BEFORE:

Skills – Digital Designer for FPGA and ASIC devices.

AFTER:

Lead engineer for digital design of state-of-the-art 4 million gate Actel Field Programmable Gate Array (FPGA). The design was completed in four months and successfully tested in two months. FPGA design ported to Application-Specific Integrated Circuit (ASIC) and presently in production of 10 million units. Utilized latest Mentor Graphic tools for modeling and Lab View Software for testing. Design has built in testability and error correction capabilities. Customer presented highest company award to team.



- Rewrite and customize your resume to incorporate keywords from job ad
- Emphasize your skills that will fit the companies needs
- Emphasize your experience that is applicable
- Using the exact terminology from the job description is highly recommended
- Your resume should read like it was written for the job
- Sending a generic resume will not get results

• Key Word Identification

The Senior Elect. Engineers work as part of an Electrical Engineering team and interacts closely with the Project Management team to design and produce design documents for large (over 100MW) electrical construction projects.

Requirements :

The ideal candidate will have the following qualifications:

- Bachelor's degree in Electrical Engineering with a Power Systems Major or Power Systems emphasis. MSEE preferred.
- A minimum of 10 years of professional experience in the design and drafting (using AutoCAD) of electrical power for buildings.
- A strong theoretical and working knowledge of 3-phase AC power systems, 3-phase power calculations, rotating electric machines (motors/ generators) and fault current analysis.
- Knowledge of National Electrical Code.
- Field experience (surveying, inspecting or administering electrical construction work).
- PE license, EIT/ FE exam is preferred.
- Hands-on experience doing electrical wiring, any type of construction or electrical design is preferred.
- Exceptional verbal and written communication skills as well as computer proficiency including MS Office Suite and AutoCAD.
- Touch typing skills preferred; ability to effectively and quickly communicate using the computer.
- The ability to work independently or in a team environment effectively.
- The ability to work in a fast-paced, challenging environment.
- Excellent organization skills, with the ability to prioritize and manage multiple tasks simultaneously.

Optional skills applicable to the role:

Medium and high voltage power systems, substations, transmission lines, DC power plants, specialized grounding systems, control & instrumentation systems, low voltage communication systems (data, fire alarm, security, building management), hands-on experience doing electrical construction work, any type of hands-on construction experience, electrical project management.

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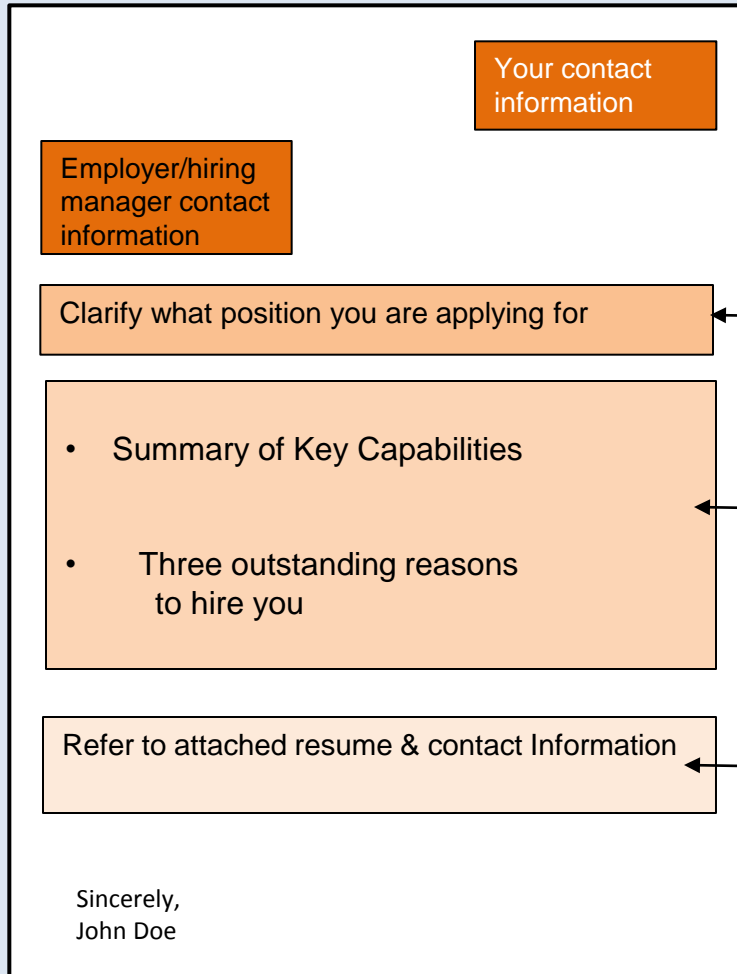
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Hands on – 2, AutoCAD -2, Construction Work/project - 4

1. How many pages should it be?
2. Does formatting matter?
3. Should I use special fonts and what size is best?
4. How do I deal with mature/young age?
5. Should I list my hobbies?
6. Should I include a picture?
7. Does posting my resume online get results?
8. Should I list all my awards, patents or publications?
9. Should I employ a resume writer?
10. How do I deal with gap in employment?
11. Should I have a separate professional email address?



Summary of key skills statement customized to job ad and desired skills

3 major reasons to hire you, customized to job add

Refer to attached resume for further details, contact information and looking forward to hearing from you

John Smith
123 First St
Maple City, CA 76532

Date

Ms. Mary Jones
National Engineering Company
465 Park Avenue
Trenton, New Jersey 12345-6789

Dear Ms Jones

I am interested in the position of senior engineering manager #34567 which your company has posted on your web site. My skills and experience match your needs and in some instances offer more than then requirements of the position.

I am presently an engineering manager with over 25 years experience in the design and development of products utilizing Field Programmable Gate Arrays (FPGA) devices. I have a Masters Degree in Digital Design and a Masters Degree in Business from Stanford. Here is what I have to offer your company.

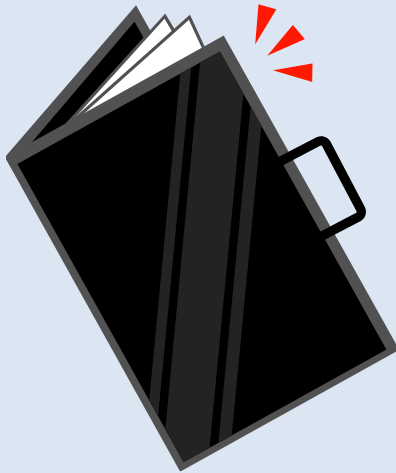
- Highly successful engineering manager responsible for 150 person group generating \$110M business base with 8 different products. Revenues and profits from my group have exceeded expectations the last 3 years.
- Demonstrated outstanding customer skills as evident by customer selecting our group as supplier of the year.
- Responsible for leading state-of-the-art digital designs for extremely large 3 million gate FPGA utilizing advanced tools to complete design ahead of schedule and under cost.

I would appreciate the opportunity to talk to you about your exciting opportunity so I can share more of my background and skills with you. I will be contacting you to check to see if you received my attached resume and if you have any questions. The best way to contact me for an interview is on my cell phone at 234-567-7890.

Sincerely,
John Smith
Senior Manager
Enclosed: resume

John Smith's key points:

- **Advanced degrees**
- **25 years experience**
- **Manages a large group which produces very profitable products**
- **Exceeds expectations**
- **Customers select him as supplier of the year**
- **Utilizes the latest technology to keep costs down and deliver products on time**

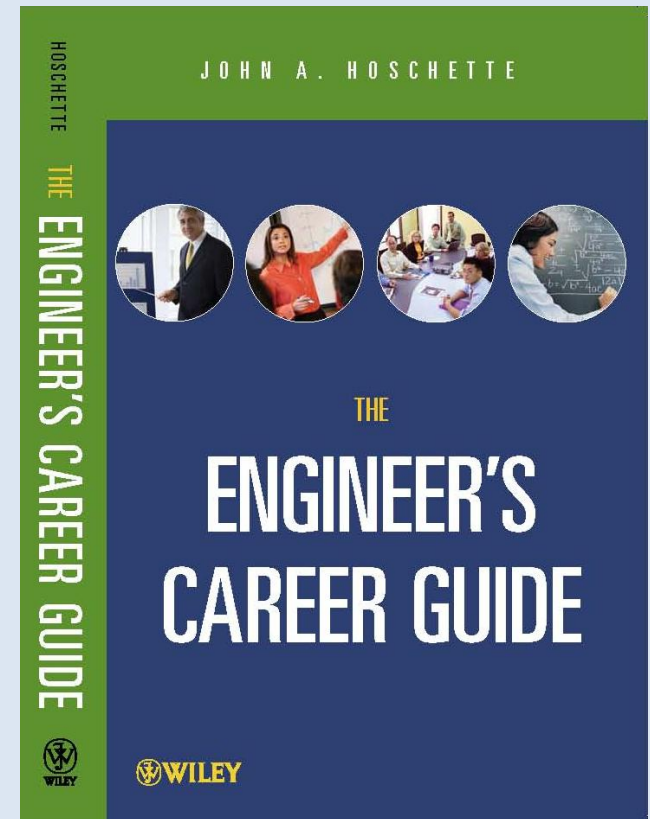


- High quality
- Clear pockets
- Hard bound binder
- 8 ½" x 11" or larger

- Used in interview discussion & includes materials that support accomplishments:

- ✓ Resume
- ✓ Team photos
- ✓ Publicly releasable organizational charts
- ✓ Publicly releasable product photos
- ✓ Publicly releasable technical data
- ✓ Copy of title page for papers & patents
- ✓ Degrees & training certificates,
- ✓ Customer feedback
- ✓ Publicly releasable performance appraisals
- ✓ Awards
- ✓ Letters of recommendations
- ✓ Hobby and volunteer work
- ✓ Print out of publicly releasable website pages

- **Job searching**
 - Know your skills and priorities
 - Your job is to get a job
 - Online searching
 - Face to face is best
- **Resumes**
 - Skills vs. chronological
 - Skills or qualification summary
 - Tailor to job add
 - Quantify, relate and sell yourself
- **Cover Letters and portfolios**



- IEEE Workshop

Finding the job you want in a turbulent economy

AGENDA

7:30-8:00 a.m.	Registration
8:00 a.m.	Opening remarks
8:15 a.m.	The Job Search Process Social Networking: LinkedIn, Twitter, Facebook Networking Exercise Creating a 30 second commercial
10:00 a.m.	Break
10:15 a.m.	Significant accomplishment inventory Searching For Jobs <ul style="list-style-type: none">- Person to Person- Utilizing search firms/Headhunters- Online/Internet methods- Finding job opportunities
12:00 p.m.	Lunch
12:45 p.m.	Resume writing made easy Skill identification exercise Cover Letter Writing Portfolio
2:30 p.m.	Break
3:00 p.m.	Interviewing *NEW* <ul style="list-style-type: none">- Preparing for the interview- Controlling the interview- Handling the difficult questions- Telephone interviews- Class Assignment Starting a new job Personal action plan- capturing your actions
4:30 p.m.	Closing remarks

John Hoschette

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(e) Info@careerdevelopmentcoaches.com
Careerdevelopmentcoaches.com

IEEE 8 Hour Workshop
Sponsored By:
North Shore Subsection- IEEE

Friday Oct 14th, 2011

Boston, MA.

Contact:

linda@careerdevelopmentcoaches.com

If your company or organization
would like to host a webinar
please contact us!

- Questions & Answers



We would appreciate your feedback –please send email with your comments to info@careerdevelopmentcoaches.com