

Resume & Interview

Guide



Resume Development

Whatever your career goal, you will be communicating with potential employers through writing resumes. Your resume may be your first impression with an employer, and you will want your impression to be outstanding.

Resumes

An effective resume describes your education and experience that specifically relate to the job you are applying for. Your resume is a written snapshot that should clearly support your career goal and be tailored to the particular position for which you are applying. Information on the resume should be presented in order of relevance to the position and the skills, knowledge, and abilities it requires.

How to Develop a Resume

- Analyze the job description for skills and abilities specifically requested by the employer
- Create a list of your accomplishments and skills
- Choose a format – make sure it’s **simple** and to the point
- Write descriptive phrases – Begin phrases with action verbs, be specific and concise; match your abilities and achievements to the skills required in the position

Resume Do’s

- Use a readable font
- Emphasize significant achievements
- Use specific examples
- Check the spelling of every word; make sure grammar and punctuation are correct
- Get feedback from several people
- Begin phrases with action verbs such as “developed” or “guided” or “applied”
- Be truthful about your accomplishments
- Keep your resume to one page
- Check formatting on printed version

Resume Don’ts

- Use personal pronouns such as “I” or “my”
- Include personal information such as marital status, social security number, or age
- Use flashy graphics or colored paper
- Mention controversial activities or associations
- List unrelated, detailed duties such as “opened mail” or “filed documents”
- Exaggerate your experience
- Use abbreviations
- Have a vague objective

Other resume tips:

What are employers looking for?

Employers are looking for 3 key things when they hire you:

1) Are you a good worker?

Do you arrive on time?

Are you consistent?

Can they rely on you to show up for your scheduled shift?

2) Will you benefit their business or brand?

Do you have the communication skills that will make their clients comfortable?

Will you follow their rules?

Will you fit in the company model?

3) Will you fit with the other members of the team?

Are you a team player?

Can other therapists rely on you if they are sick?

Do you get along with other people on your team?

The average time an employer reads a resume is 30 SECONDS. In those 30 seconds can the employer answer these 3 questions?

You are a Holistic Health Practitioner, how do you show your specializations?

Change the list of courses and specializations according to the job you are applying for.

Example 1: for a Spa job you may want to list Spa style modalities like Lomi Lomi, Reflexology, Thai foot massage, Swedish, Deep Tissue, ect

Example 2: For a chiropractic job you may list Sports Injuries & Neuromuscular therapy, Triggerpoint Therapy, Structural Integration, ect

Either way, choose the courses that you want to practice, AND that will benefit the business model you are being a part of. If the employer wants you to do modalities that you are uncomfortable with or that you do not like – then that is probably not the best job for you.

Resume Categories

Contact Information

Include name, address, phone, email

John Locke
546 Healing Way
Oceanside, CA 92654

Objective

Brief statement indicating a specific job goal. May also highlight relevant skills.

To acquire a job healing and helping...

Education

Name of school, certificate, and anticipated graduation date. Include any coursework relevant to the position

Healing Hands School of Holistic Health
Massage Therapist Certification June 6, 2011

Massage Modalities
Advanced Circulatory & Sports Massage
Deep Tissue Manipulation
Tui Na Acupressure
Circulatory (Swedish) Massage

Licensing and Certificates not included in Education

Experience

Include paid, volunteer or military experience. Note the organization, job title, and dates of employment. Emphasize duties and accomplishments appropriate to the position for which you are applying. List all experiences in chronological order or by relevance.

Taco Bell, Cashier

- Handled money and developed communication skills

Massage Therapist volunteer at the Los Angeles Marathon.

- Aided Athletes in their long distance marathon by working with them to achieve the highest possible muscle relief.

Activities and Projects

List any leadership roles and elaborate on special projects completed in class.

Skills

Computer skills, office or language skills including level of proficiency, for example fluent or conversational, read and write.

Community involvement/volunteer service

Describe involvement, leadership roles, and developed skills

12/8/16

Required Categories

Optional Categories

Professional Associations

List any involvement with professional associations

Resume Objective

Your objective is a very important part of the resume. Employers who feel your resume is copied and pasted to 20 different job responses from craigslist are not going to treat your application seriously.

Your objective should also resonate with the type of position you want to acquire. The more closely the wants and needs of the employer match your skills and abilities, the better the relationship will be.

You should change your objective, even if only minutely, to each job you apply for. Review the real job opportunities submitted by employers looking to hire Healing Hands Graduates and compare the example objectives.

If the job opportunity gives special directions or seeks specific requirements, make sure to include them i.e. (send us your salary requirements, include references, do not call about position, etc.)

1. Healing Hands Certified Massage Therapist Graduate seeks to gain experience in sports massage technique pertaining to the special needs of cyclists.
2. Holistic health practitioner seeks diversified job opportunity where expertise in Swedish and Deep Tissue modalities will be complemented with a passion for holistic health and wellness and alternative treatments such as hot stone therapy.
3. Positive, reliable and dedicated therapist seeks position in a multidisciplinary facility where skills of diversified modalities such as Pregnancy Massage and Myo Facial Release will be complimented with a passion and emphasis for Deep Tissue and Sports Therapy.

Responding to exactly what your employer is seeking makes you stand out as someone who pays attention to detail and takes time to make the extra effort. It also establishes that you are aware of what is expected of you.

Action Verbs for Resumes and Cover Letters

Leadership/Management							
achieved	administered	advised	assigned	attained	conducted	contracted	consolidate
coordinated	decided	delegated	developed	directed	enforced	evaluated	exceeded
executed	founded	implemented	improved	incorporated	increased	inspired	launched
led	managed	motivated	organized	outlined	oversaw	planned	prioritized
produced	proposed	recommended	rejected	reported	reviewed	scheduled	reevaluated
	supervised			surpassed			

Communication							
addressed	arbitrated	arranged	authored	communicated	corresponded	counseled	developed
defined	directed	drafted	edited	enlisted	formulated	influenced	interpreted
lectured	marketed	mediated	moderated	motivated	negotiated	persuaded	presented
promoted	publicized	published	reported	summarized	spoke	translated	wrote

Organized/Detailed							
activated	altered	assembled	approved	arranged	catalogued	classified	collected
compiled	completed	described	dispatched	edited	estimated	executed	gathered
generated	implemented	inspected	listed	maintained	modified	monitored	observed
operated	organized	planned	prepared	processed	proofread	purchased	recorded
reduced		retrieved		screened	streamlined		systematically

Teaching							
adapted	advised	clarified	coached	coordinated	critiqued	defined	developed
enabled	encouraged	evaluated	explained	facilitated	graded	guided	informed
initiated	instructed	lectured	presented	set goals	taught	tested	tutored
			updated				

Creative							
acted	applied	composed	conceived	conceptualized	created	designed	developed
directed	established	fashioned	formed	formulated	illustrated	instituted	integrated
introduced	invented	originated	perceived	performed	presented	produced	refined

People Skills				Clinical			
advised	aided	assessed	assisted		clarified	collected	conceived
coached	collaborated	coordinated	counseled	critiqued	detected	developed	disproved
counseled	demonstrated	educated	encouraged			extracted	identified
facilitated	guided	helped	inspired	inspected	interpreted	interviewed	investigated
maintained	modeled	referred	rehabilitated	organized	researched	reported	reviewed
	represented		supported	searched	studied	summarized	surveyed
						systematized	wrote

Financial				Technical			
adjusted	allocated	analyzed	appraised	assembled	built	calculated	computed
audited	balanced	budgeted	calculated	designed	devised	engineered	fabricated
compared	computed	estimated	forecasted		maintained	operated	overhauled
projected	raised	reevaluated	reconciled	programmed	remodeled	repaired	solved
	researched		sold		trained	upgraded	

WHAT NOT TO DO

Don't focus on what you want to gain from the experience, but rather **what you have to offer.**

Brittany Rose
 7878 Drew St
 Costa Mesa, CA 92704
 714-546-8555
 partysista@yoplay.com

To highlight your name use a 14 or 15 font size, but avoid using **fancy** fonts

Use the **same font type and size** throughout the rest of the resume for consistency

Use a professional email

→

Objective *Seeking employment in the field of massage where I can gain experience working with clients.*

Education Massage Therapist Certification for 500 Hours
 Healing Hands School of Holistic Health

Check for spelling errors/typos

The graduation date is missing

Certificates and Licensing
 California Massage Therapy Certification for 500 Hours - Pending

Specializations Deep Tissue Manipulation, Shiatsu Massage and Sports Massage

Avoid abbreviations and, whenever possible, use the **full name.** ie: Advanced Circulatory and Sports Massage

Experience Volunteer at the Rock and Roll Marathon

- Helped athletes achieve their highest level of performance possible by warming up and manipulating their muscles.

Cashier from 8/4/09 – Present
Taco Bell

Inconsistent margins and bullet size/type

Use **past tense** for past activities, and **present tense** for current activities

- Handled incoming monies
- Developed excellent communication skills with management and customers.

You do not have to use **periods** but if you do be consistent

Activities Active member at St. Paul's Church

Avoid using first person pronouns such as 'I' and 'we'

Give more detail about your organization skills

- I often help organize events such as Easter Sunday Egg Hunt.
- Participate in food drive every winter

Skills Computer: Proficient in Microsoft Excel, PowerPoint, Word, and Windows

References Available upon request

Reference Section is not necessary

1. Consistency is **key** when developing a successful resume.
 2. Avoid using templates because it is hard to work with the layout.
 3. Use action verbs and details to fully describe tasks and duties, emphasizing achievements
 4. Create a separate reference page that can be turned in during an interview

WHAT TO DO

To highlight your name use a 14 or 15 font size, but avoid using **fancy** fonts

Use the **same font type and size** throughout the rest of the resume for consistency

Use a professional email

Focus on **what you have to offer.**

Brittany Rose
7878 Drew St
Costa Mesa, CA 92704
714-546-8555
brittanyrose@yahoo.com

Certified Massage Therapist seeks to gain experience in sports massage technique pertaining to the special needs of cyclists.

Education: Massage Therapist Certification for 500 Hours on May 5th, 2010
Healing Hands School of Holistic Health

Include graduation

Modalities and Specialization:

- Swedish Circulatory Massage
- Shiatsu Massage
- Deep Tissue Manipulation
- Advanced Circulatory and Sports Massage

Always use the **full name** of the class/modality

Certificates and Licensing:

- California Massage Therapy Certification for 500 Hours – Pending
- ABMP Insurance Coverage

Use **past tense** for past activities, and **present tense** for current activities

Experience: Volunteer at the Rock and Roll Marathon

- Helped athletes achieve their highest level of performance possible by warming up and manipulating their muscles

Good Morning Pancake House – Waitress 1/12/12 – Present

- Train new staff members to restaurant organization, culture, work ethics and practices
- Provide fast and effective service with clients – Including top-notch communication skills
- Greet and escort guests to tables

You do not have to use **periods** but if you do be consistent

Taco Bell - Cashier from 8/4/09 – 9/4/11

- Handled incoming monies
- Developed excellent communication skills with management and customers

Activities Active member at St. Paul's Church

- Help organize events such as Easter Sunday Egg Hunt by enlisting volunteer help from other church members
- Participate in food drive every winter by scheduling the appropriate drop-off and pick-up locations in each local elementary school

Give specific examples about your skills/ experience

1. Consistency is **key** when developing a successful resume
2. Avoid using templates because it is hard to work with the layout
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Interview Skills!

Career Advising

Choosing the right job is a very important experience. It will dictate your future in the amount of time you spend working, the environment you find yourself in, as well as the amount of money you will make. After you find that job that you want, it's important that you get it! So that's why it's important to prepare yourself for the Interview so you can impress your future employer and get the job you deserve.

Interview Tips

Pre-interview:

- Before you go; ask if you're giving a practical.
- Print out your Resume/CV and have it ready to hand to your employer.
- Get excited! Employer's love to see prospective employees with confidence, a great can-do attitude, and who really love their career.

General Dress Code:

There's no better way to shine in front of your future employer than to look the part for the job. So here's some go to's for your outfit on interview day.

- Polo Shirt & Slacks
- Cover Shoulders, Knees, Feet (close-toed shoes), Cleavage, & Belly
- Smell Good! No heavy perfumes or cologne! Clients can be sensitive to smells so smell CLEAN – do not smell like you covered your funk with fragrance. (the massage environment is based on senses and closeness)
- **CAUTION:** You can be denied employment because of inappropriate clothing, so remember: If you're going to be referred to as a MT, dress like one!

During the interview:

Many people can get nervous and feel uncomfortable an interview situation. But not to worry! Just follow these tips and you'll do just fine.

- Be on time! Punctuality is Key.
- Be ready to answer common interview questions about:
 - Strengths & Weaknesses
 - How have you resolved a conflict between you and a coworker?
 - Where do you see yourself in 5 years?
 - How long do you see yourself working for us?
 - Tell us about yourself
 - Why do you want to work for us?
 - Why did you leave your last job?
 - NEVER trash talk former experiences
 - Can be honest but don't start conversation with that.
 - Employer wants to know if you can fit the job; not how you hate your last job
 - Not forum to dump negativity of last job

- If asked, be honest but with care.
- At the end of the interview ask for the job
 - Ex. "Dear Mr. X I feel that I'm the right position for Job X at company X, please consider me for this job, I feel that I'd be a great fit for the position!"

Why are they asking these questions?

Just like your resume, all interview questions are geared toward trying to find the answer to these 3 questions:

- 4) Are you a good worker?
- 5) Will you benefit the employers business or brand?
- 6) Will you fit with the other members of the team?

In some ways the questions they ask don't matter – but the answers you give do! So your answers should always keep these 3 things in mind.

Post-interview:

Now that the interview's over this is your time to seal the deal and show your employer that you're the right person for the position.

- Email your employer thanking them for the opportunity to interview, this will help you stick out from the crowd and show the professional that you are!
- Relax, the interview is out of your hands at this point so fretting about it won't do you any good.
- When you do get the call... If Accepted, GREAT! If not, talk with the employer about what you could've done to have improved as well as if there are any future opportunities for employment that you would be interested. This will show the employer that you are serious and would still like a possible future at the company.