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# Ten Employer Questions Your Resume Should Answer

**Presenter: Kristina Santos, SECO Career Coach**  
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# Agenda

- 1. What Is the Purpose of Your Resume?**
- 2. Ten Employer Questions Your Resume Should Answer**
- 3. SECO Services to Help You Craft a Compelling Resume**

# What Is the Purpose of Your Resume?

The number 1 goal of your resume is to *obtain an interview* by:

- Providing information
- Demonstrating a compelling, powerful and professional story
- Marketing yourself to employers so they want to know more



# Ten Employer Questions Your Resume Should Answer

1. How quickly and easily can I answer my questions?
2. Who are you?
3. What is your story?
4. What are your skills?
5. Are you qualified?
6. What is your education and training?
7. What is your experience?
8. What makes you stand out?
9. Can you provide further explanation?
10. How does your resume compare to the candidate's brand?

# 1. How Quickly and Easily Can I Answer My Questions?

**Resume Format and Appearance = Your First Impression!**



**Consistent. Clean. Concise.**

# Resume Formatting Techniques

- **Length: 1-2 pages**
  - Federal resumes and curriculum vitae may be several pages in length
- **Margins: Between 0.5 and 1-inch margins**
  - 0.7-inch margins will ensure document prints correctly
- **Font type: Standard font type used consistently**
  - For example: Times New Roman, Arial, Calibri
- **Font size: Focus on readability**
  - Font size is at least size 11
- **Text enhancements: Bold, underline, or *italics***
  - Use to emphasize important titles, key points and category headings
  - Be careful to not detract from resume content

## 2. Who Are You?

- **Your Name**
  - First and last name
- **Contact Information**
  - **Phone number**
    - A number to contact you directly
    - Voicemail etiquette
  - **Email address**
    - Professional in appearance and spelling
  - **Address**
    - May include full address or city and state
  - **LinkedIn URL**
    - Optional

**Place contact information at the *top* of your resume.**

## 3. What Is Your Story?

- **Career Profile and Summary of Qualifications**

- A summary of the professional you!
- One to two paragraphs at the *top* of your resume
- Communicates aggregated experience
- Shares the capabilities you want the employer to notice first

### **Helps answer:**

- Who are you?
- What do you do? What have you done?
- What value do you offer?

### **Highlights:**

- Key accomplishments
- Relevant skills

**Tailor your resumes story to each job posting.**

## 4. What Are Your Skills?

- **Match *key skills* in your resume to core competencies in the job posting**
- **Include and demonstrate:**
  - **Hard skills:** Microsoft Word, Excel, typing, mechanical ability, equipment operating
  - **Soft skills:** Communication, critical thinking, relationship building, teamwork, leadership

**Highlight skills in order of importance and relevance.**

## 5. Are You Qualified?

- **Showcase your education, training and experiences as related to the job**
- **Required or preferred qualifications may include:**
  - **Certifications**
  - **Licenses**
  - **Degrees**
  - **Amount and level of experience**

**Make qualifications easy to find.**

# Ways to Showcase Your Qualifications

- **Highlight qualifications in:**
  - **Resume**
    - Career Profile or Summary of Qualifications section
    - Education section
    - Experience section
  - **Cover letter**
- **Tailor resume format and sections to each job posting**

**Leave no doubt.**

## 6. What Is Your Education and Training?

- **Each listing includes:**
  - Full name of institution or organization
  - Location of institution or organization (city and state)
  - Official name of degree or certificate
- **May include:**
  - Graduation date *or* estimated completion date
  - **Relevant education-related content:**
    - Awards, honors, number of credit hours, scholarships, special projects

**List education in reverse-chronological order.**

## 7. What Is Your Experience?

- **Where are you now? Where have you been?**
- **What did you do? How well did you do it?**
  - Gather and record career accomplishments
  - **Sample Career Accomplishments Worksheet**
- **Additional tips**

# Where Are You Now? Where Have You Been?

- **Each listing includes:**
  - **Organization name**
  - **Organization location (city and state)**
  - **Start & end dates (month and year)**
  - **Job title**
  - **Relevant skills, abilities, accomplishments and results**

**List experiences in reverse-chronological order.**

# What Did You Do? How Well Did You Do It?

- **Craft relevant content that demonstrates:**
  - **Skills and Abilities**
    - Utilize action words and verbs to describe duties and responsibilities
  - **Accomplishments**
    - Describe changes and improvements:
      - Generate revenue
      - Reduce cost
      - Increase sales
      - Decrease errors
      - Increase market awareness
      - Increase customer satisfaction
      - Exceed deadlines

## What changed or improved because of you?

# Record Career Accomplishments

- **Keep a record of your career achievements:**

- Projects
- Challenges
- Solutions
- Leadership roles
- Statistics
- Results/Outcomes
- Benefits
- Customers
- Personal, Professional Development
- Company/Team Development

***Brainstorm* content for your resume!**

***Share* this vital information during interviews, performance reviews, or promotion opportunities!**

**Demonstrate Your Value!**

## 8. What Makes You Stand Out?

- **Utilize additional sections to demonstrate your unique value as a candidate**
- **Additional content may include:**
  - **Volunteer work**
  - **Community service**
  - **Language skills**
  - **Computer and technical skills**
  - **Affiliations**
  - **Publications**
  - **Leadership roles**



## 9. Can You Provide Further Explanation?

- **Situations that appear on your resume**
- **Tips to address special situations**
- **Increase your value by gaining skills, abilities and experience**

## Situations that Appear on Your Resume

- **Employment gaps**
- **Career change**
- **Recent graduation**
- **Frequent moves**

**Planning, perseverance and positivity.**

## Tips to Address a Special Situation

- Stay **positive** and be honest
- Briefly acknowledge the situation in your cover letter
- Focus on transferrable skills
- Tailor your resume, cover letter and application to the job posting
- Prepare for the interview
- Network
- Increase your value by gaining skills, abilities and achievements

**Own Your Story!**

# Gain Knowledge, Skills, Abilities and Achievements

- **Volunteer**
  - Virtual Volunteer Opportunities
  - Volunteer.gov
  - Local Volunteer Opportunities
- **Entrepreneurship**
  - Small Business Administration website
  - Entrepreneurial EDGE™ Assessment
- **Professional Development**
  - No-Cost Skills Training for Military Spouses
  - Microsoft Excel
  - Microsoft Office
  - Computer Basics
- **Network**
  - LinkedIn Premium Upgrade
  - Military Spouse Ambassador Network

*Some of the many resources available on the MySECO Portal – [MySECO.MilitaryOneSource.mil](http://MySECO.MilitaryOneSource.mil)*

**Increase Your Value.**

## 10. How Does Your Resume Relate to the Candidate's Brand?

- **Elements of your brand**
- **Exploring your brand**
- **Tips to perfect and maintain your brand**



# Elements of Your Brand

- **Resume**
- **Cover letter**
- **Email**
- **LinkedIn**
- **Facebook**
- **Instagram**
- **Twitter**
- **Blog**
- **Portfolio**
- **Personal or professional website**



# Exploring Your Brand

- **Who is driving your brand?**
- **Are you embracing the opportunity to promote the best you?**
- **Is your brand consistent across different platforms?**



# Tips to Perfect and Maintain Your Brand

- **Identify your goals**
- **Understand your audience**
- **Strive for perfection**
- **Keep current and be consistent**
- **Target the right skill sets**
- **Develop a network**
- **Focus your energy**



# Recap: Ten Employer Questions Your Resume Should Answer

1. How quickly and easily can I answer my questions?
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EVENTS

Thursday

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Oct.

Thursday

24

Oct.

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Nov.

Wednesday

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Nov.

# MySECO Resume Builder and Resume Toolkit

## MySECO Portal Quicklinks



Manage My Individual  
Career Plan



Research Occupations



Search for Scholarships



Find a School That's Right  
for You



Build Your Resume



MSEP Job Search



## MySECO Resume Toolkit



### Types of Resumes

Determine the resume format that best represents you as you enter or re-enter the workforce.

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### Write Your Resume

Discover tools and tips to make your resume shine.

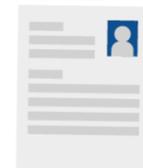
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### Submit Your Resume

Develop your application package including cover letters, references and more.

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### Sample Resumes

Review sample resumes from a variety of industries and occupations for ideas on creating your resume.

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# Learn. Advance. Succeed.

# SECO Services to Help You Craft A Compelling Resume

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# SECO Services to Help You Craft A Compelling Resume

- **Career Coaching for Military Spouses**
- **SECO Coaching Packages**
  - **Industry-Specific Coaching Packages**
    - Freelancing in a Gig Economy
    - Intelligence and Cybersecurity
    - Science, Technology, Engineering, Math – STEM
    - Entrepreneurship
    - Healthcare
    - K-12 Education
    - Federal Employment
    - Information Technology
  - **Career Transition Coaching Packages**
    - Working Remotely
    - Career Readiness
    - Re-Entering the Workforce
    - New Spouse
    - Permanent Change of Station
    - Career Pathways

