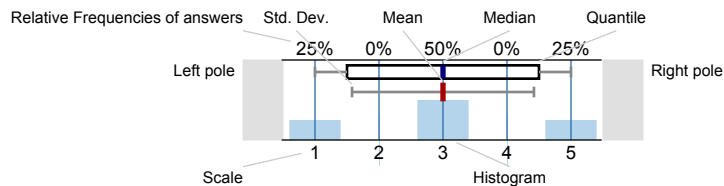




**Survey Results**

**Legend**

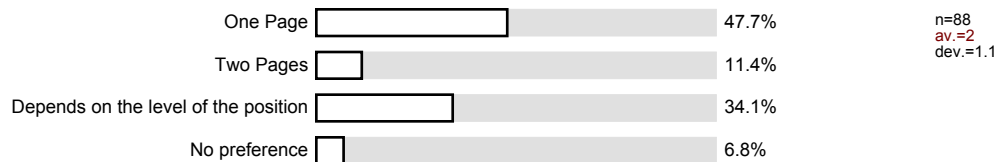
Question text



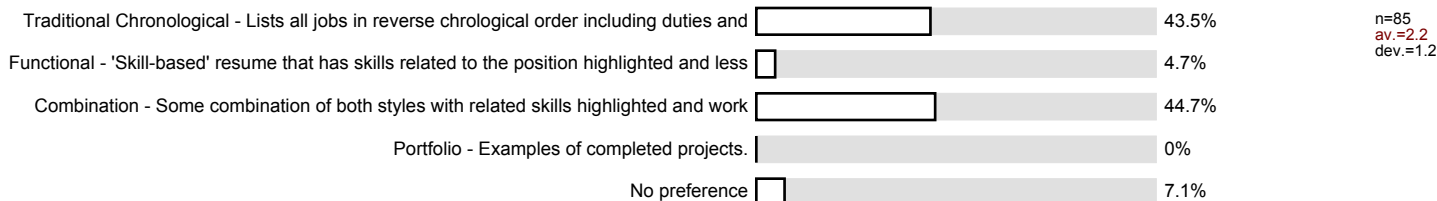
n=Amount  
 av.=Mean  
 md=Median  
 dev.=Std. Dev.  
 ab.=Abstention

**2. RESUME QUESTIONS**

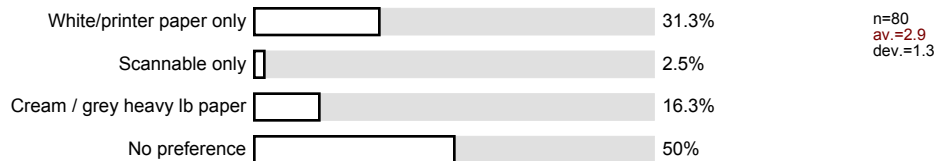
2.1) **Preferred length of a resume:**



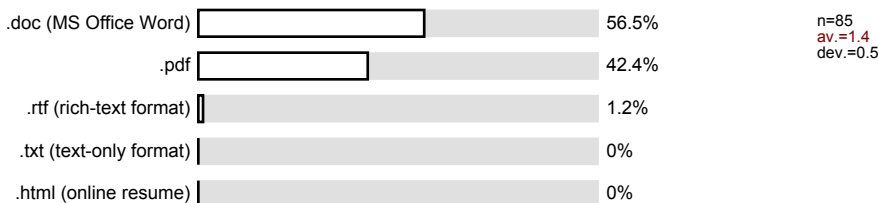
2.2) **What resume style / format do you best prefer?**



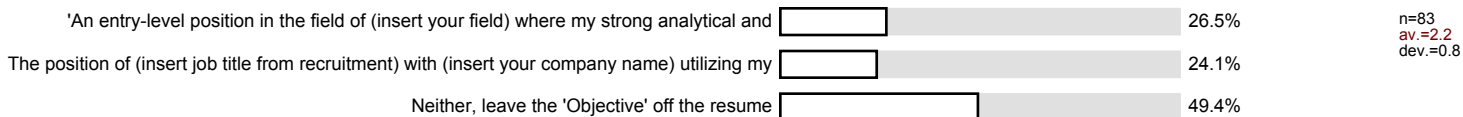
2.3) **Resume paper (if sent by snail mail, dropped off, or brought to interview):**



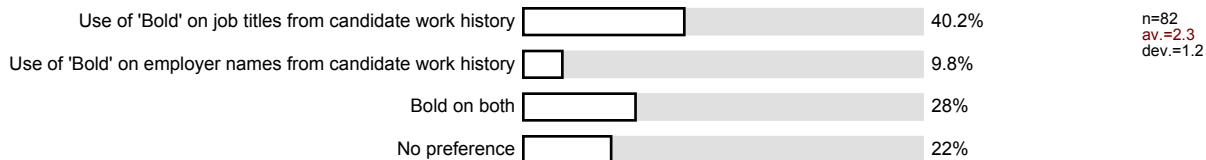
2.4) **Preferred resume file format:**



2.9) Which of the following 'Objective Statements' do you prefer?



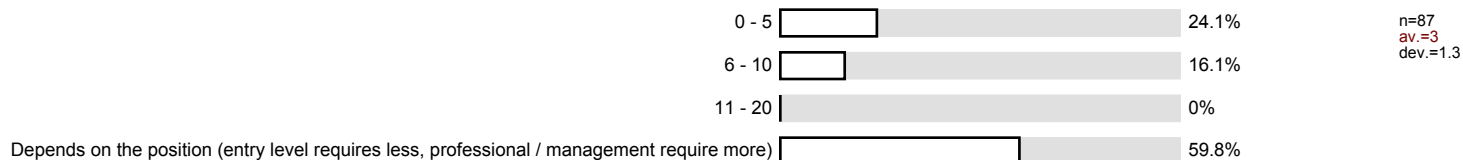
2.10) Which of the following content features do you prefer?



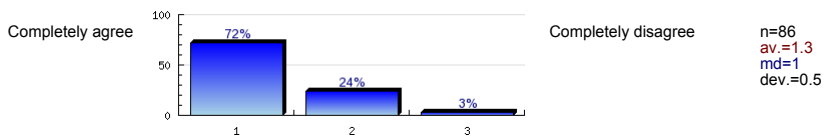
2.11) If candidates have 'gaps' in their employment history, what method should they use to address this?



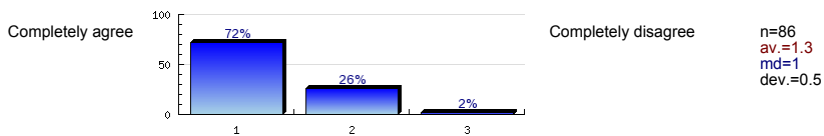
2.13) How many years of experience do you like to see reflected on resumes?



2.14) How much do you agree with the phrase 'A resume is a job-seeker's 1st interview'



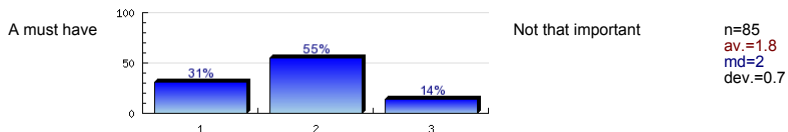
2.15) How much do you agree with the statement 'A resume must show me 'how' you applied the skill I'm looking for, not just that you have the skill.'



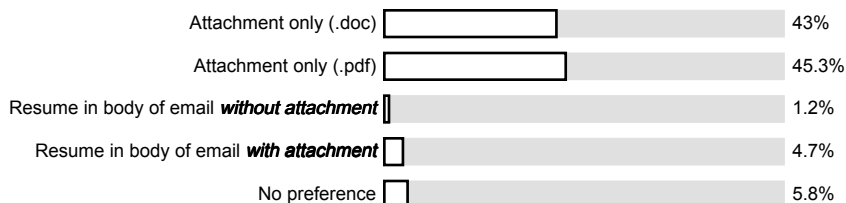
2.16) Would you prefer a 2-sided printed resume over 2-page resume to conserve paper?



2.17) How important are internships on a new graduate resume?

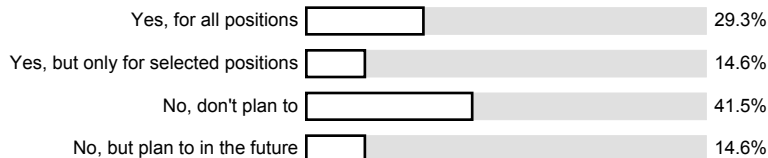


2.18) **How do you prefer to receive emailed resumes?**



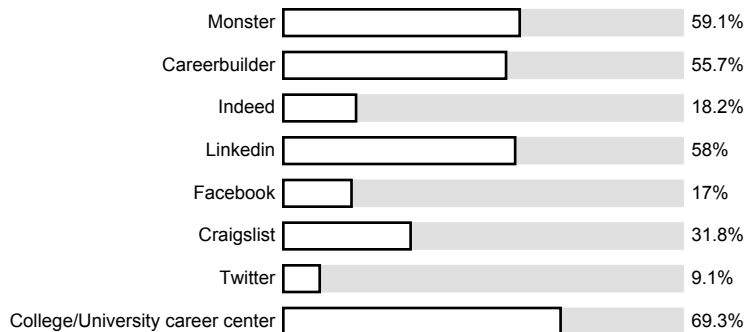
n=86  
av.=1.8  
dev.=1.1

2.19) **Does your company use scanning / database systems to manage resumes?**



n=82  
av.=2.4  
dev.=1.1

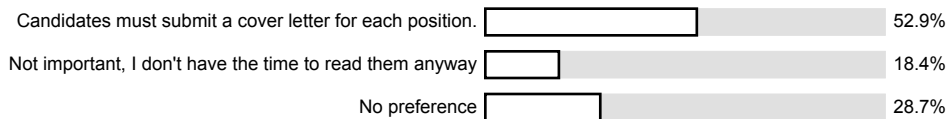
2.20) **Where should job-seekers post their resume? (check all that apply)**



n=88

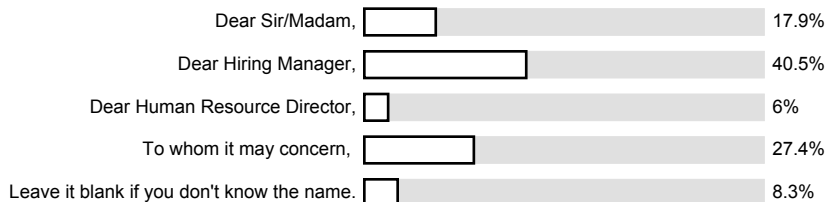
**3. COVER LETTER QUESTIONS**

3.1) **How important are cover letters?**



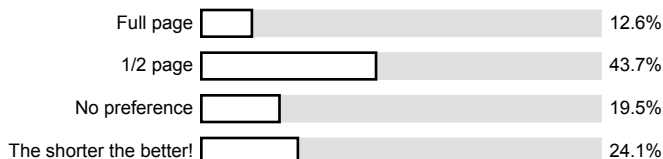
n=87  
av.=1.8  
dev.=0.9

3.2) **If candidates do not know who to send the cover letter to, how should they address it?**



n=84  
av.=2.7  
dev.=1.3

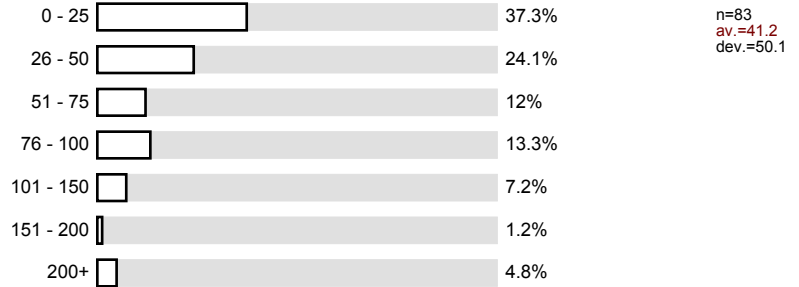
3.3) **How long should Cover Letters be?**



n=87  
av.=2.6  
dev.=1

## 4. OTHER INFORMATION

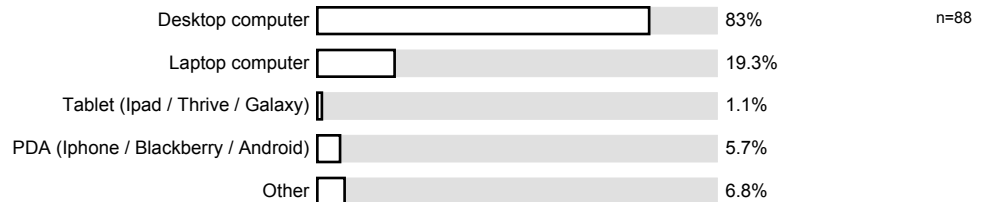
4.1) On average, how many resumes do you receive for each open position?



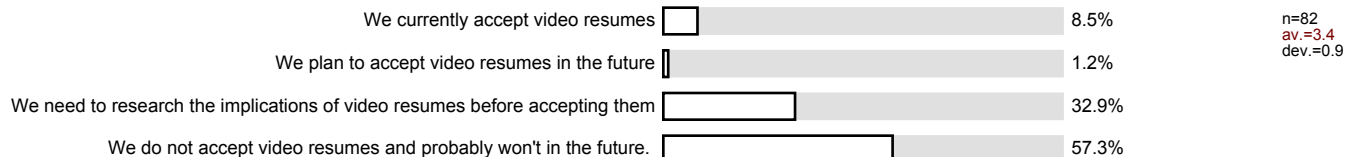
4.2) How long do you spend reviewing a standard resume?



4.4) How do you typically view resumes?

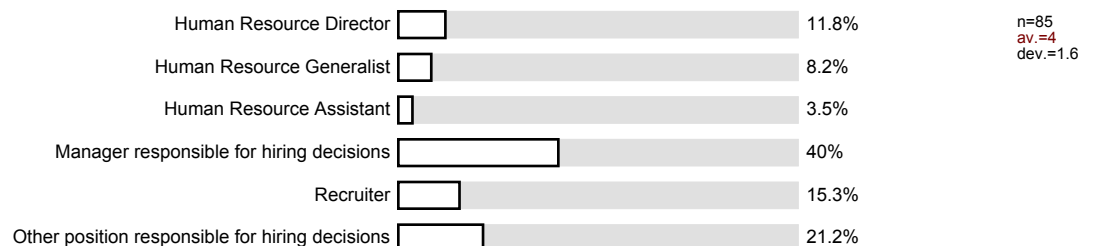


4.5) What do you think of video resumes?

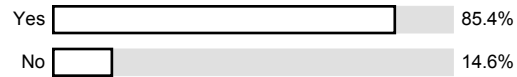


## 5. DEMOGRAPHIC INFORMATION

5.1) What best represents your current role?

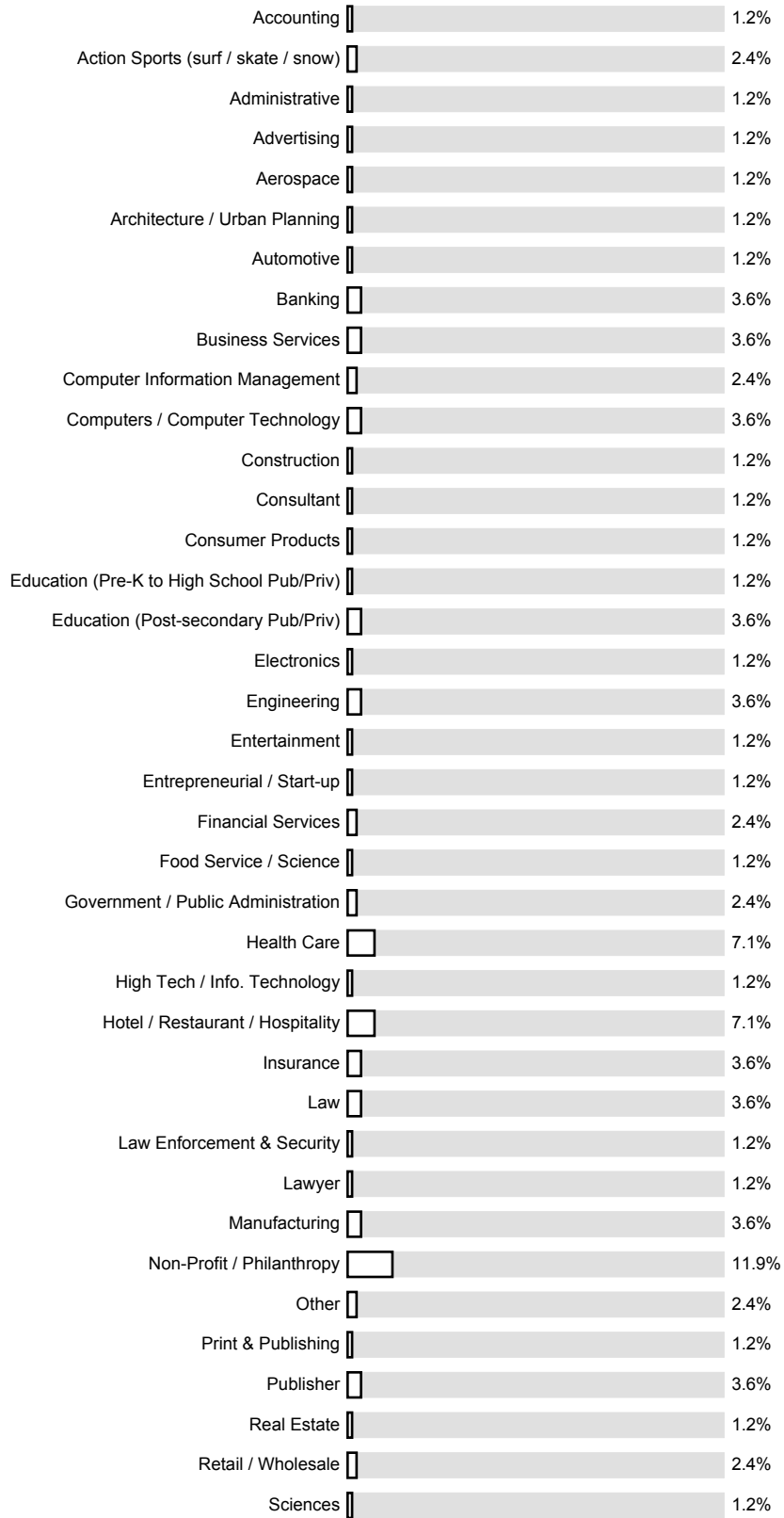


5.2) Are you responsible for making hiring decisions at your company?



n=82  
av.=1.1  
dev.=0.4

5.3) What industry do you represent?



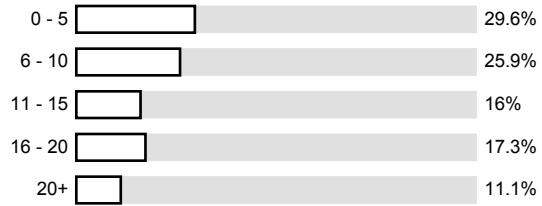
n=84  
av.=36.9  
dev.=18.6

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Staffing & Executive Search  2.4%

Trade  1.2%

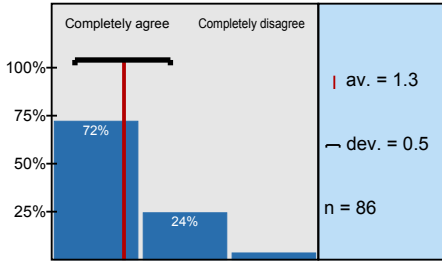
5.4) How many years of experience do you have screening resumes?



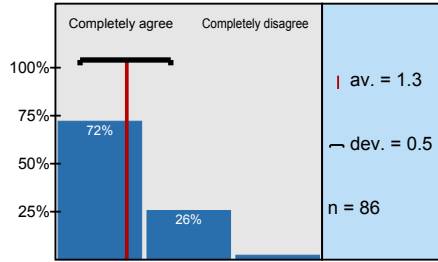
n=81  
av.=8.3  
dev.=7

## Histogram for scaled questions

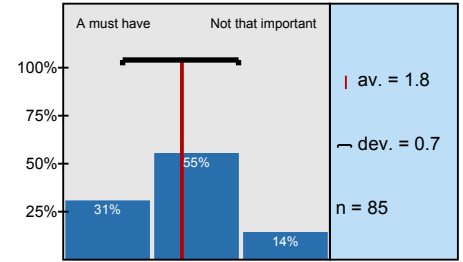
How much do you agree with the phrase 'A resume is a job-seeker's 1st interview'



How much do you agree with the statement 'A resume must show me 'how' you applied the skill I'm looking

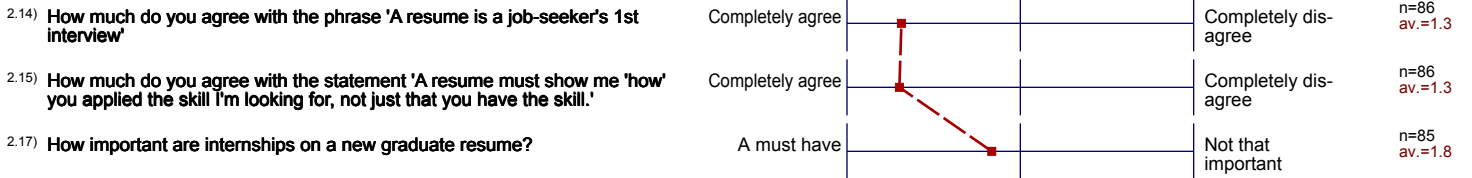


How important are internships on a new graduate resume?



# Profile

Subunit: Student Services  
Name of the instructor: Career Center  
Name of the course: Orange County Resume Survey 2011  
(Name of the survey)



## 2. RESUME QUESTIONS

### 2.5) What is the #1 mistake candidates typically make on their resume?

- Careless typo's as first impression regarding attention to detail is very important
- Citing a position at a different agency in the "Objective" statement.
- Crazy fonts, color, photos, objectives that run on and make no sense.
- Do not come across as motivated
- Do not list accomplishments
- Eliminating pertinent jobs in their past that show stability
- Failing to list all of their qualifications for the more technical positions.
- Forget to include some of their skills
- Format
- Generic cover letters
- Grammatical Errors
- Having a cookie cutter objective or objective that doesn't match the position hiring for. You can tell the individual just sent his resume to as many people possible. Example: Hiring a waiter and you get an objective for accounting.
- I think they are from overseas. On the cover letter, they start:  
Dear Sir/Madam, Dear Sir, Respected Sir.... In the US, the regular phrase is Dear Madams / Sirs.
- Lack of complete information
- Lengthy
- Lie about something and assume we don't check
- Lots of spelling errors.
- Mentioning where they worked (and years of service) but providing no information on what they accomplished. Projects completed. The overall details of their work.
- Misspelled words (2 Counts)
- Misspelling
- NOT showing a connection between their last job and the new job they're seeking to fill.
- Not enough relevant job information to which they are applying. The candidate sends out the same resume without making it specific.
- Not paying attention to the Job Description/requirements.
- Not saving it in a file format that is widely accepted, therefore making it difficult/impossible to review it.
- Not simple format to easily scan over.
- Not telling us what their background is in the position that they are applying for.
- Objective not for position applying to
- Objective that does not mean anything (generic, fluffy,etc.)
- Objective: What am I looking for as opposed to what do I offer.
- Over glorifying their duties and responsibilities. This scenario is easily identifiable my inquiring as to the skill-set of this persons immediate supervisor. Candidates are often left with no adequate response.
- Overstating qualifications

- 
- Overstating qualifications or experience.
  - Putting secondary or primary education information when they are already in postsecondary.
  - SPELLING ERRORS
  - Saying too much. When you have dozens of resumes to filter through, you want to see bullet points with related experience.
  - Simple typos and grammatical errors - not enough proofreading
  - Spelling
  - Spelling and/or grammatical errors (don't write in the 3rd person)
  - Spelling errors (3 Counts)
  - Spelling errors
  - Spelling errors.
  - The applicant has nothing listed on the resume that relates or corresponds to the open position
  - They do not include the proper position, dates of employment and employer names.
  - They do not list specific job duties and fill with a lot of extra verbiage.
  - They don't include their specific accomplishments in each role. Instead they list only their job duties.
  - They list their skills at the top of the resume but, they do not incorporate them in their experience descriptions
  - To note experience when they really do not have it.
  - Typographical errors, lack of attention to detail.
  - Typos (3 Counts)
  - Typos and poor grammar
  - Typos, typos, typos! And not putting a phone # and email address to contact the applicant.
  - Waste space on un-needed information. Of course you will provide references. Objectives? getting a job. Stick to the skills and job history.
  - Wild claims about their skills without backing it up with training or experience
  - cluttered look - too much babble in the descriptions
  - dates wrong; clerical errors; gaps in dates
  - grammatical errors, lame cliches
  - incorrect contact information such as their phone or email address
  - misspellings
  - misspelled words (2 Counts)
  - misspelled words and bad grammar
  - misspelling and grammar
  - misspelling words
  - no dates on jobs / education  
leaving out critical experience relevant to the position but that doesn't fit into a formal job held
  - not customized to the position- very generic
  - sloppy or say refer to resume.
  - spelling and grammatical errors
  - spelling errors (3 Counts)

- 
- spelling mistakes (2 Counts)
  - they don't spell check
  - too long or unnecessary info
  - too much detail about their credentials, not enough information about their actual experiences, not enough context
  - typographical errors
  - typos (3 Counts)

2.6) **What are the most important aspects of resumes that you look for?**

- A resume which shows a candidate to be able to adapt to changing circumstances, and changing levels of responsibility.
- Accomplishments, experience, skills
- Attention to detail; Honesty
- CURRENT POSITION- STABILITY
- Certifications and education level
- Clarity
- Clarity in content and errors in spelling and grammar.
- Clear, brief, honest, spatially pleasing, grammatically correct, and flattering
- Clear, concise, easy-to-read; thorough listing of position responsibilities/duties
- Concise
- Concise communication
- Consistency in appearance. Use of same fonts and formating.
- Continuity, skill set, has the aplicant done the job or have the skills to be trained for the position.
- Correct spelling and grammar, clarity, experience (if required)related to the open position, and cover letter
- Dates of employment, name of employer, job title, and job duties.
- Degree, grades, experience with a focus on specific accomplishments
- Detailed breakdowns of each experience that actually explain the job, not just throw out buzzwords
- Details
- Easy to read (no crazy fonts); specific dates of employment; no typos.
- Easy to read; short and to the point; objective at the top of resume; show me leadership roles, honors, etc.; what is going to make you stand out from the other 300 resumes I received?
- Education, Job experience, and grammar/spelling.
- Everything
- Experience and longevity in the related field, and education.
- Format/spelling/content
- Goals accomplished, specifically in sales.
- I look for skills and education relative to the job I am seeking to fill. Explanation of work experience (what did you do) and longevity with past employers.
- It depends on the position, but R&D/IT is the specific skill, certificate, and knowledge.
- Job titles,details of experience and training

- 
- Job stability, career direction, concisely well written, professional
  - Life skills that help support the position they are applying for.
  - Measurable accomplishments at most recent position and hopefully related to position for which person is applying. Should show how persona saved the company money or made the company money.
  - Most employers look at the most recent employment history back to about two years for their most recent experience. Make sure it relates to the job applied for.
  - Name, address and phone number easily seen at the top. I ignore the objective section - of course you want a job with a future! I then look for most recent job with clear, concise information about what they did.
  - No employment gaps (unless a student); long term employment (unless a student); consistency in verbage; no errors
  - Objective (what are their plans in applying for this position?) Job history, relevant work experience
  - Previous positions and experience
  - Professional format, well-written presentation, demonstrating communication ability and attention to detail for this "first impression".
  - Related work experience applicable to the job they've applied to.
  - Relevant experience...gaps in employment...well written with no spelling errors
  - Relevant work experience/schooling and length of service of former employers.
  - Responsibilities handled; experience; evidence of positive attitude
  - Short, concise, & applicable
  - Skill and motivation
  - Skills, accomplishments, education, relevant experience
  - Solid objective. List of accomplishments in each role including numeric accomplishments if applicable.
  - Specific Skills
  - Streamlined, standard fonts, bolded job titles, bulleted list of specific job duties.
  - Succinct and pertinent examples of experience. If skills are listed, it should be examples like "advanced Excel proficiency" not "hard worker" or "reliable." Whenever you can provide evidence of your skills, even better!
  - That your resumes proves that you meet the qualifications listed in the job description.
  - They have experience in the job that they are applying to.
  - Track record and past work.
  - Up to date information & easy to read document
  - What have you done and for whom.
  - Work and/or internship experience and education
  - Work experience and skill set. If limited work experience, school and degrees earned.
  - Work related to this industry
  - a well-rounded personality, trustworthy character, and ability
  - accuracy and correct spelling
  - clear listing of employment history w/ no gaps & education history as well
  - clear, concise, easy to read
  - clear, concise, specific
  - common sense, critical thinking, indication of perceptiveness--that they 'get it' & aren't just mass-mailing resumes without a clue of what we do

- 
- consistency, gaps in employment, tenure, correct spelling
  - content, professional presentation
  - correct spelling, consistent formatting, no large, unexplained gaps in employment
  - detail, experience matching job descriptions
  - examples of accomplishments
  - experience for what my job description is
  - experience relevant to the position
  - experience, examples of dynamic capabilities
  - experience-benefit - I want to know not just what they did, but how they contributed and the company benefited
  - length of employment (depending on position)
  - logical order, articulate & to the point
  - numbers and stats to show results in a clear and easy to read manner
  - objective matches job posting, and keywords
  - performance based bullets, not job descriptions
  - qualifications meet the position requirements.
  - relevant experience
  - relevant work experience, education
  - shows the skills I'm looking for in the job
  - skills
  - work experience
  - work experience; length of employment at each employer

2.7) **What are the top three action verbs you want to see in a resume?**

- "Increased", "Reduced", "Improved", "Developed", "Introduced"
- Analyzed...improved...implemented
- Completed, led, created
- Coordinated, Assisted, greeted
- Coordinated, led, ran
- Depends on the position they are applying to. For a Sales Person I would look for "identify", "solve", "build relationships".
- Depends upon the position being applied for. For example, if hiring for a sales position, I like to see someone who is competitive, aggressive, goal-oriented. If hiring for a nursing position, I want to see compassionate, patient, empathetic. This is an impossible question to answer.
- Developed, Responsible, Championed
- Developed, expanded, eliminated
- Developed, supervised, coordinated
- Experience, Skills, Goals
- Hard worker  
Team Player  
All the required skills

- 
- Hard-working, Capable, Self-starter
  - I don't wish to see action verbs.
  - Improved, Solved, Trained
  - Increased, Reduced, Improved
  - Installed, Upgraded or Trained
  - It depends on the position.
  - Motivated, Focused, Educated
  - Motivated, accomplished, demonstrated
  - N/A (2 Counts)
  - No preference
  - Not important
  - Not important to me.
  - Proactive, attention to detail, exceptional customer service
  - Whatever the candidate feels is appropriate and supportable
  - Words that describe what they actually did.
  - accomplished, achieved, directed
  - acheived, awarded, promoted
  - analyzed, managed, improved
  - communicate; manage; complete
  - coordinate, supervise, achieve
  - cost savings, sales, duties
  - created, achieved, supervised
  - created, initiated, completed
  - delegate, implement, and analyze
  - depends on the skill set we are looking for: managerial, clerical, communication, etc.
  - facilitated, collaborated, managed
  - facilitated, implemented, collaborated
  - increase; decrease; complete.
  - increased, organized, planned
  - loyal, dedicated, trustworthy
  - manage, deliver, completed
  - manage; organize; develop (and train)
  - managed, supervised, led
  - motivated
  - motivated, organized, entusiatic
  - n/a
  - no preference (2 Counts)

- 
- no specific words, mostly that they are authentic
  - precarious
  - produced, increased, saved
  - promoted, implemented, developed
  - reduced (expenses), met (objectives), created
  - reputable, honest, & hard-working
  - responsible, manage,
  - some of the same words that were in the job description
  - verbs or nouns are not important but I tune out when I see too much business speak like paradigm, PPT, etc. Action related to hard work and dedication only.
  - will, can, motivated

2.8) **What action verbs should be left off of resumes?**

- Again, depends upon the position being applied for.
- All action verbs should be left off the resumes. This is not a representation of the actual work they have performed.
- All are applicable depending on the position
- Any verbs that are not results-oriented
- Anything negative
- Anything that is used to inflate an experience...such as expedited or chaired.
- Driven, Motivated, Energetic
- Friendly, Fun-loving, easy going
- Honest, Team-player,
- I is one that people like to use that should not be used
- Inspired, Determined, Supervised
- Lofy levels of education are nice to put on a resume only if it directly involves their resume body of work. If they have a PHD in History but worked in Auto Sales, it does not help their case to be hired.
- N/A (2 Counts)
- No preference
- Not important
- Not important to me.
- Oriented, Motivated
- any tired "buzz" words: team player for ex.
- assisted and coordinate
- assisted, reviewed, worked (worked on)
- convinced, persuaded, questioned
- delegated, provided, clarified
- do/did
- excited, did (not an action verb but often used)

- 
- friendly
  - handle; perform
  - handled, executed
  - help, put, take
  - high energy
  - increased, made, reviewed
  - managed, directed - too typical and understood
  - managed, reported,
  - multi-task
  - n/a (2 Counts)
  - no preference
  - observed, hesitated, initiated
  - perform, prepare
  - performed, helped, worked on
  - punctual, hard working, team player
  - same answer as above
  - same as above
  - try, help
  - work, assist, attempt

2.12) **What resume advice would you give to candidates with a criminal history?**

- Address the situation at the time of interview. Announcing such critical issues in a resume will leave your resume in the "abeyance" file. But do address the subject at the interview. An employer finding out such information after the fact makes a candidate appear "shady" and "untrustworthy!"
- Any applicant with a significant criminal history need not apply.
- Be Honest at the appropriate time and disclose your past mistake and how you have grown because of it. Take Responsibility for your error.
- Be Honest. Our background investigation will find your criminal history and if it is not revealed to us on the application, and then shows up in the background investigation, it's considered a falsification of documents and we will rescind the offer.
- Be able to explain gaps in employment, include any training/work experience they received while incarcerated - but abbreviate "employer" titles if able to
- Be appropriately honest with disclosures
- Be completely honest
- Be completely honest about prior convictions. A conviction is not necessarily a bar to employment. Like most companies, we conduct pre-employment criminal background investigations on all candidates we are interested in hiring. Decisions are different based on the position they are applying for.
- Be honest (2 Counts)
- Be honest about the history, include it and especially the results.
- Be honest and disclose on the employment application. If you have an offense and the company runs a background check, be honest and disclose all details up front.
- Be honest and up front about it especially if you know the employer is going run a background check.

- 
- Be honest and up front about your past.
  - Be honest, and come forward with the information when you are called for a preliminary interview
  - Be honest. Explain as best you can. And demonstrate how you have changed and how this will not impact your ability to do the job.
  - Be honest. Employers exactly do the background checks, if we find the candidates are lying, we won't trust them. Even if they have a criminal history, if they explain and we understand, we may hire them.
  - Be honest. You will not be able to hide it for very long during the review process. Be honest about the incident, be sincere in your remorse.
  - Be honest; we will screen and find out.
  - Be open
  - Be persistent
  - Be truthful about it.
  - Be up front about it, better to be screened out then time wasted. No excuses though, brief valid reason.
  - Be upfront about the criminal history. Employers think that they candidate is trying to hide something if they aren't upfront about it.
  - Be upfront and honest. Have a plan to tell a potential employer what you have done to changed/or what you have learned. Be prepared.
  - Begin the interview with an upfront statement, so as not to waste the employers time.
  - Best to address this situation when you are called for a phone interview.
  - Brief but detailed explanation. Show why it should not and will not be a future issue.
  - Brief but true statements.
  - Depends on the nature of the history and the type of employer and job. Have letters of recommendation from people who can be contacted. Be willing to discuss what happened, why, future potential.
  - Depends on what they have done.
  - Discuss how the experience makes you a better candidate
  - Do not apply for positions where the conviction is an obvious barrier to hiring
  - Do not include criminal history on a resume. An application for employment will ask this question and you can answer then. If yes, state the nature of the offense, when/where it took place and the disposition. Do not elaborate or tell a story. Provide the facts.
  - Do not lie or try to hide it. Be honest and direct, however, let us know what you learned from the experience and explain you action plans / reasons not to repeat the behaviour,
  - Do not list it if by law it is not required
  - Do not mention on the resume as every company has different screening criteria
  - Do not try to hide your history.
  - Don't mention it on resumes, but definitely should be addressed during the interview. Most employers do background checks anyway, so it's better to discuss it with them first and tell them how it was in the past and you've overcome that portion of your life.
  - Dont put it on the resume, but if asked sometime in the hiring process, be honest.
  - Explain how its not going to affect my business.
  - Full Disclosure, if it pertains to the position they are applying for.
  - Full disclosure up front; though I would likely NOT interview someone with any criminal history
  - Have done this and resume can reflect work experience while in prison. Typically person will need to be honest with employer anyway, and honesty is usually the best policy. It's all in how it is presented - need to put some "spin" on it.
  - I don't believe a resume is where you should note your criminal history.
  - I would not include that on a resume. Be prepared to explain the history at some point during the interview process.
  - I wouldn's encourage the candidate to list or make any reference to this on the actual resume. Only indicate if application inquires on

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history and include a statement to express that you are open to discussing any further questions that would be helpful in assessing job qualifications

■ LIST IF ASKED ON APPLICATION

- Leave it off your resume.
- Let the employer decide if criminal history is a hindrance.
- Mention it briefly in the cover letter, don't include details on the resume unless it creates a large gap in work experience
- My only advice would be to follow what is required by state and federal laws. No Advice. Our company does a background check prior to hiring.
- Never quit searching for work. Don't expect to be hired by conservative, financially driven organizations. Find a mentor.
- Not necessary on resume
- Reveal only the last 7 years.
- Save it for the interview.
- Show how that is the the past and resolved and focus on what you have done after that
- This does not need to be put n the resume but be honest and upfront when speaking with the hiring manager, HR, Recruiter ect..
- We would not hire a candidate with a criminal history.
- address in interview, not resume
- be honest
- be honest on the application. do not mention on resume
- be open & forthright in explaining
- be truthful
- do not submit
- emphasize the positive and their commitment to focus on present & future goals
- explain
- focus on transferable skills
- have a great cover letter explaining why you should be hired in spite of a criminal history
- sorry-o; we conduct background checks & state that in our ads
- to honest as to what they did - don't blame someone else
- use a functional, then look for interviews with smaller companies

### 3. COVER LETTER QUESTIONS

<sup>3.4)</sup> **What do you look for in cover letters?**

- A brief explanation as to why the candidate is the right person for the job
- A brief history on their experience as it relates to the position they are applying for at my company.
- A brief statement show me their skills and experience
- A description of how the general experience on their resume relates specifically to the requirements of the job the candidate is applying for
- A summary of skills and accomplishments that related to the job in which one is applying.
- Ability to communicate main points. Highlight of main experience. Flexibility. Professionalism.
- Ability to convey their message in a clear & professional manner. We often look for candidates that are not only building foundations for

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their careers, but have the heart to use their skills to help others and the neighboring community.

- An explanation of skills and their use pertaining to the position applied for. Plus any information on special circumstances they may have.
- An understanding of and interest in the specific position and company for which you are applying. If I can tell you've used the cover letter to apply for a wide variety of jobs, it shows me that you aren't specifically interested in the work of my company.
- Areas of interest for the applicant and how they relate to the company and position that they are applying for. Specific experience and accomplishments that are directly related to the position. Information related to ability to relocate or existing plans to move to the area where the company is located if that is relevant.
- Attention to detail (i.e., typos) level of professionalism (i.e., tone/verbiage) and reason why they are interested in position
- Authenticity, evidence they've done some research on our co & how they would fit in
- Awards, accomplishments
- Common sense (Dear Madams / Sirs)  
High motivation
- Contrived statements that they will be an asset to my business when they know nothing of my business. I want to see that they will be hard working and dive into my business, so find something relevant in their own experience that they want me to notice. No apologies for work gaps or other, reasons but not excuses.
- Details left out in resume and a hint to the personality of the applicant.
- Excellent grammar! I have received many fantastic resumes but the cover letter is filled with poor grammar and misspelled words. A poorly written cover letter shows me that the candidate had someone help them with their resume (which looks perfect) but when it comes right down to it they have poor writing skills. Also, if you have gaps in your job experience, let me know why if you can do so without divulging personal information.
- Excellent spelling and grammar, clarity of thought, eagerness
- Explanation of why they are applying to this position/interest etc. Make it clear if not clear from their resume
- Explanations not derived from reading the resume, such as a plan to relocate to the area where the position is, etc.
- General background of the individual, their location, and career goals
- General info but I do not read them.
- Good communication skills, demonstrated understanding of how to write and present business related correspondence
- Good cover letters add something to the resume. I would prefer a candidate not have a candidate include a cover letter unless they have something additional to say.
- Grammar; Details; Personality Traits; Honesty; Eagerness; Humility;
- How well the person communicates his or her abilities and what skills and work ethic will be brought to the business.
- I do not like cover letters
- I don't care for cover letters - resume should support the candidate
- I look for a brief introduction and a quick highlight of some of their achievements so that I have a good preview of what I'll be seeing on the resume.
- I look for the person to explain WHY the position is best suited for them, and use the opportunity to explain any special circumstances.
- If there are gaps in employment history, statements to why? How the candidate plans to apply his/her skills at the new position. Why are they a good fit?
- Information that tells me they understand the position or information that is not easily connected to the position via resume. Don't repeat the resume.
- Introduction, what position, what level. Request for an interview. When you will follow up. Contact information.
- Lower level positions do not require them; if the cover letter is a cookie cutter, and essentially an extended version of an objective statement, I am not interested
- Must be brief, well written, and express an interest in the company and the job. It helps if the letter mentions how the candidate found out about the opening.

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- N/A
  - Nothing. I do not review cover letters. We are an equal opportunity employer and as such, we review ability and skill set.
  - Objectives, reasons for interest in the position
  - Personality
  - Qualifications, excitement, ask for the job
  - Reason for applying for the position. Why they should be selected over other candidates. Quick overview of qualifications and goals. Any other pertinent information.
  - Reference to the Job and our company name
  - Relevant experience, personality, objective
  - Solid writing, desire to work, consistency etc
  - Something that tells about the applicant themselves as well as their direct qualifications and experience in the field that they position is for.
  - Something to catch my eye. A catch phrase, tagline, branding statement. Something that tells me about the person and not just a long list of his accolades about himself.
  - Source of referral and any personal info regarding why person chose to select this company as future employer.
  - Statement of why they are applying and interested in the position/company. Brief overview of how their skills and experience would make them the right choice for the position (sell yourself). Address any gaps in employment or reason for not being employed. Conclude with a thank you for consideration along with the best phone and time to reach you. If you have specific salary requirements you may choose to include if you do not want to be bothered by calls from recruiters looking for positions paying significantly less than what you require (optional).
  - Style, Character, Relevant work experience
  - That the candidate addresses our ad. If a job order must be included for consideration, then place it on the cover letter. If the candidate cannot follow a request, then the resume will not be considered.
  - The ability to convey their thoughts.
  - The qualities and ethics of an individual; things that should not appear on a resume.
  - What they are looking for.
  - a bit more of who the candidate really is
  - anything that pertains to the company/position, gaps in employment, etc.
  - grammar, punctuation, style of presentation (is the candidate arrogant)
  - grammar/writing skills
  - it typically give a snapshot on whether the candidate has the ability to compose a decent letter.
  - overview of experience and quick introduction
  - sentence structure, punctuation, grammar, clarity, ability to put thoughts together without boilerplate business jargon
  - specific mention what position/company you're applying for/at, mention the specific skills you have that pertain to that job. Don't send me the same cover letter that you send to every company you apply at!
  - specifics about why they would like to work at my firm
  - stuff you can't say in a resume, connect to the employer
  - targeted position, additional contact information, connection to company (if any)

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#### 4. OTHER INFORMATION

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4.3) **What gets you to spend more time on one resume than the other?**

- A appropriate objective and clear job positions.
- A clean resume. All prerequisites are included
- A good cover letter
- A nice flow
- Accomplishments or hard-to-find skill set or hard-to-find academic/licensing.
- An easily readable format that allows me to clearly see what their previous experience is.
- Anyone that has skills or experience directly relating to the position in which applying.
- Clarity, completeness. Inclusion of pertinent info that could be beneficial traits relating to position.
- Clarity, job specific skills and experience
- Consistent/proper grammar; action verbs; no employment gaps
- Cover letter & 1 page resume that is easy to read
- Detailed and well organized information and experience.
- Easy to read format; only necessary information No "fluffing" filler
- Easy to read, clearly shows strong experience
- Education and / or experience related to a position I am interviewing for.
- Experience and accomplishments
- First, eliminate all those that clearly do not meet the requirements. Spend more time on those with the experience and education required, or more.
- Formatting-if bad formatting/errors I will trash. Bold words that catch my attention.
- Good format. No fluff.
- Good grammar; No typos; Uniqueness
- Great grades in school, specific experience or accomplishments relevant to the position.
- Great grammar, vocabulary, character, appropriately unique and SHORT
- Having all the skills / experience which are required by us
  
- Having the required experience for the open position on the top half of the first page of the resume.
- History of Sales or new College Graduate
- How easy it is to read (i.e., chronological order and spacing)
- I don't know
- I have key points that I look for on each resume depending on the position. I am searching for those specific key points. If I see them, then I may spend a little more time. If I don't see any, then I move on faster.
- I look for their skills to be in their work experience. For example: where they used the skills that pertain to the job they are applying for.
- I see the skills I'm looking for
- I spend more time reviewing resumes w/ uniform formatting, organized info and good use of white space. Sloppy, cluttered resumes or resumes w/ typos get scanned and thrown out pretty quickly
- If the resume reflects the basic requirements and credentials as well as good grammar, spelling and syntax.

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- If their information aligns with position.
  - If they have the skills listed on the resume that were listed in the ad
  - If you offer what I that for which I am looking.
  - If you resume actually matches the job description or similar industry experience.
  - Key points that match the job requirements
  - Key points that meet the qualifications of the position highlighted
  - Looking at certifications
  - Lots of detailed experience
  - Objective statement and action verbs
  - Once the initial interest is made, will read more carefully later.
  - Particular experience I am looking for during time of hire.
  - Qualifications that I can identify immediately.
  - RELEVANT PRIOR POSITIONS
  - Short, well written cover letter with easy to read resume attached.
  - Simple, organized resume with relevant experience or a good cover letter
  - Streamlined. Bulleted skill sets. Clean - no fancy fonts. Balanced, not stuffed full. Longevity in work history. Only past three jobs.
  - Style, Readability
  - Succinctness
  - The ability for the candidate to tie-in their skills and make a difference in companies or the lives of others.
  - The experience and ability for the advertised position, and in the corresponding industry it will be applied.
  - The qualifications of the applicant.
  - When I find accomplishments or experience that interests me.
  - When positions held in the past are similar to or the same as the position applied for.
  - When the person has come recommended or their email is compelling.
  - appearance first, experience second
  - applicable work experience
  - clean layout, not too many font changes, emphasis on accomplishments
  - content, statements of accomplishment/job specifics
  - experience
  - flows great with relevant info
  - how it looks, short, to the point, level of enthusiasm
  - met qualifications, resume is well formatted and easy to read
  - overall look/professionalism, do they have the experience?
  - relevant experience (2 Counts)
  - skill level that matches
  - someone who can really write
  - the extent to which they "tell their story" effectively in a brief document

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- thoroughness; easy to read; typewritten for certain
  - well formatted; easy to read
  - what they say in the cover letter

## 5. DEMOGRAPHIC INFORMATION

<sup>5.5)</sup> **If you want your company to be listed as a 'participating employer', please provide your company name. (A full list of companies will be published)**

- Avanti Cafe
- BSH Home Appliances Corporation
- Casa de Amma / Terry Vorell
- Courtesy Automotive Services, Inc.
- Dansure, Inc.
- Doan Law Firm, LLP
- Doubletree Suites by Hilton, Doheny Beach, Dana Point, CA
- Easter Seals Southern California
- Emplicity PEO & HR Outsourcing
- Fortron Source Corp.
- Fullerton Chamber of Commerce
- Garden Grove Chamber of Commerce
- Grandma's House of Hope
- HazzDesign
- Howie's Game Shack
- LivHOME, Inc.
- Manpower
- Mark Nguyen State Farm Agency
- MemorialCare Health System
- Montage Laguna Beach
- Montage Laguna Beach
- Nanovea, Inc.
- New Directions for Women
- No
- OCDesignersource.com
- Patriots Federal Credit Union
- Professional Placements
- Resume Resource/Kepler Resource Group
- Richard Baer, Brand Partner for VEMMA
- Soft-Train Incorporated