



Marketing Your Skillset: From A to Z

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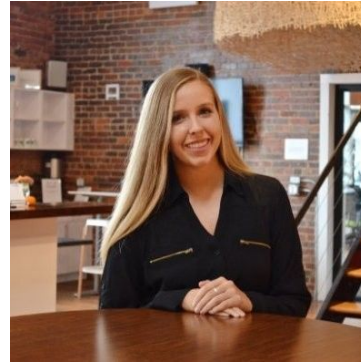
Introduction



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At a glance

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As an industry leader in Full-Stack Technology Services, Talent Services and real-world application, we work with progressive leaders to drive change.

TEKsystems is an Allegis Group Company.



Serving 6K+ Clients,
80% of the Fortune 500

98% client
retention

94% NPS score
for services delivered

30% higher client
satisfaction
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Full-Stack Expertise and Services



Global Delivery
seamlessly on shore,
off shore, near shore



Industry-specific
expertise

Experience the power of real partnership. [TEKsystems.com](https://www.teksystems.com)

STRATEGIC PARTNERS



Resume: Formats for Success



Most Common Resume Format: Reverse-Chronological

1. Name/Contact Information
2. Resume Summary or Objective
3. Work Experience
4. Skills - optional
5. Education

Benefits: Easy to read and skim through experience (chronological history and trajectory of career), applicant tracking programs can read it, HR and recruiting agencies are most familiar with this format.

May not be the best format for:

- Graduates with little to no work experience
- Someone who has changed careers



Format for Recent Graduates or Career Changers

Functional Resume Format (AKA skills-based):

1. Contact Information
2. Resume Summary or Objective
3. Skills Summary (technical/home lab included)
4. Additional Skills (optional)
5. Work Experience
6. Education

Tips:

- Add skills built from education or last career that may apply to the IT/Security space
 - I.e. management, certifications, courses, time management

Entry Level



Content: Relevant Job Experience

- Focus the content of your resume on the direction you are looking to take your career
- Include any relevant skills, experience, education, certifications and how you will help an employer if hired for jobs in industries you've already worked in.
- Target industries with previous work experience for jobs in IT/Security IF you enjoyed that industry
- Add any at home lab experience that you may have or outside of work skills that could potentially qualify you further
- Make sure to include accurate verbiage on the responsibilities of previous jobs or projects
 - Ex: Assisted, Engineered, Designed, Monitored etc.
- Things to consider leaving off:
 - Your personal interest/hobbies outside of IT



Recent Graduates

- Include all projects and at home skills that would pertain to the particular role you are looking to land out of college
- Understand these roles that you may be applying for and how your skills would help them solve their hiring need - in turn tailoring experience to that specific role
- List the jobs you held in college to show job reliability but make your main focus of the resume your IT experience if applicable
- List all hard skills but stray away from soft skills like communication, dependableness, timeliness



Mid & Senior Level



Establishing Your Target

- Unpopular opinion: be picky!
 - What do I want to do every day?
 - What type of company do I want to work for?
 - What's my career trajectory (5 year plan)?
- Look at who has the job you want on LinkedIn
 - What do they have in their job description?
 - How did they frame up their day to day?
 - Does my skillset render to the environment based off of what I see?



What Hiring Managers Look For:

- #1: Hiring Managers want to see that you can walk into the job tomorrow and be successful.
- What determines this?
 - Your description under each job - projects, daily/weekly/monthly responsibilities, transferable technologies, etc.
 - Certifications
 - Visible growth from each position
 - A particular career trajectory
 - Longevity - becoming less relevant with time according to data



Resume Format

- Know your audience: A hiring manager looks at a resume for less than 20 seconds - a recruiter, less than 10 seconds.
- Our recommendation:
 - Objective statement - skip it!
 - Skills section - skip it!
 - Certifications and education (if new)
 - Reverse chronological job history
 - Include technologies, responsibilities and key areas of ownership
 - Recommendation: leave off anything over 10 years
 - Prior education, awards, etc.



Leadership



Consolidating & Creating Focal Points

- Condense prior technical roles to 1-2 lines on your resume - shows competency, without drawing away from leadership expertise.
- Removing positions from earlier in your career - 10-15 year rule.
- Show your progression - promotion from within displays desired characteristics as a person and professional.
- Focus on your verbs to elicit emotion: influence, lead, drive, collaborate, present, etc.
- Skills section (if desired) - swapping technical content for management content.
- Highlighting education and training - push to the top of your resume.



Content: Job History

- Think about what you love in your job and what you want to attract:
 - Were there any projects you loved leading?
 - Any particular area of focus that you're attracted to?
 - How do you want to be supported? Consider the concept of leading up and down.
- Formulate those thoughts and focus on those areas in the meat of your job history
- Think of the, “so what?” or “why should I care” - focus on the impact to the organization and their customers.
- Describe your team - how many people you led, the skillsets, how you grew the team, etc.
- Debate: Should you include the technology your teams impact as a leader?



Next Steps

- Get a second set of eyes on your resume - either a mentor or a teammate.
- Ask to see someone else's resume - look for how their resume draws in your attention and see if there's anything you can change/implement.
- When looking at positions: adjust your resume. Make sure your relevant experience is displayed.
- Rely on your network - the biggest perk of being a leader is the ability to build relationships quickly.



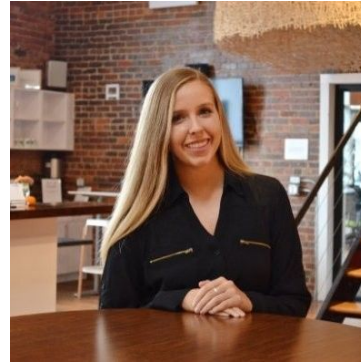
THANK YOU - ANY QUESTIONS?



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