



ENGINEERING MANAGEMENT INSTITUTE

How to Prepare a Winning Resume

Presented by
Anthony Fasano, PE

Author of *Engineer Your Own Success*
President of the Engineering Management Institute



"The challenge of life, I have found, is to build a resume that doesn't simply tell a story about what you want to be, but it's a story about who you want to be."
- Oprah Winfrey



Introduction – Anthony Fasano, PE

- B.S. & M.S. in Civil Engineering
- PE license in NY and NJ
- Found success at a reputable firm at a very young age
- Attended iPEC – the top ranked executive coaching school in the world
- Wrote the best-selling book *Engineer Your Own Success* and started providing career coaching and speaking services to engineers



Overview

- Building a Winning Resume
- Resume Customization
- Resume Length/Experience Challenges
- LinkedIn Profile/Groups

Purpose and Learning Objectives

Purpose: To help you prepare for your job search by building a winning resume. In this session, you will learn how to:

- Create a resume that will stand out,
- Effectively provide non-engineering experiences on your resume,
- Apply strategies for crafting a powerful resume, and
- Leverage LinkedIn (online resume) for a competitive advantage in your job search.

What is a Winning Resume?

One that helps you land the job or more specifically a job interview.



The **One Key Factor** You **MUST** Know About How Your Resume Will be Read

- Visual presentation
- Neat, easy to read, contains some key points




Importance of Customizing Your Resume



The Formula for Building a Winning Resume...

1. Include your contact information in the header
2. Ensure layout is consistent and text justified
3. Place most relevant work experience on top of your resume
4. Use numbers where applicable
5. **Bold important items that you want to stand out**
6. Lose the objective unless it is useful or creative
7. Have someone proofread your resume

Sample Resume



EDUCATION

Institute for Professional Excellence in Coaching (IPEC) Professional Certified Coach (expected August 2009) Master Certified Coach (expected October 2009)	March 2009 - Present
Columbia University, New York, NY Master of Science in Construction & Engineering Management Overall GPA: 3.3	September 2000 - May 2002
Lafayette College, Easton, PA Bachelor of Science in Civil & Environmental Engineering Overall GPA: 3.0 Vesalius College, Brussels, Belgium (Spring 1998)	September 1996 - May 2000

RESEARCH

During Master's Degree program performed Independent Study regarding the impact of technology on engineering and construction. The study was focused on internet construction management software.

Sample Resume

AWARDS AND CERTIFICATIONS

- 2018 Forbes Top 15 Most Inspiring Podcast for Professionals (for The Engineering Career Coach Podcast).
- 2018 Top Career Podcast (for The Engineering Career Coach Podcast).
- Rockland County Chapter NYSSPE Younger Engineer of the Year Award in 2005.
- Rockland County Planning Certification (permits individuals to serve on local planning boards, etc.).
- Lehigh Valley Engineering Student of the Year Award in 2000.
- American Heart Association CPR & AED Certification

CODES, MANUALS AND REFERENCE MATERIALS

- NYSDEC Stormwater Management Design Manual
- NYSDEC Design Standard for Wastewater Treatment Works, 1988
- NYSDOH Design Handbook for Individual Residential Wastewater Treatment Systems, 1996
- Recommended Standards for Water Works, 2003 (a.k.a. Ten State Standards)
- Recommended Standards for Wastewater Facilities, 2000 (a.k.a. Ten State Standards)
- New York State Standards and Specifications for Erosion Control
- Steel Construction Manual (ASD & LRFD)
- United States Green Building Council (USGBC) New Construction & Major Renovation Reference Guide



Tips for Keeping Resumes at a Reasonable Length

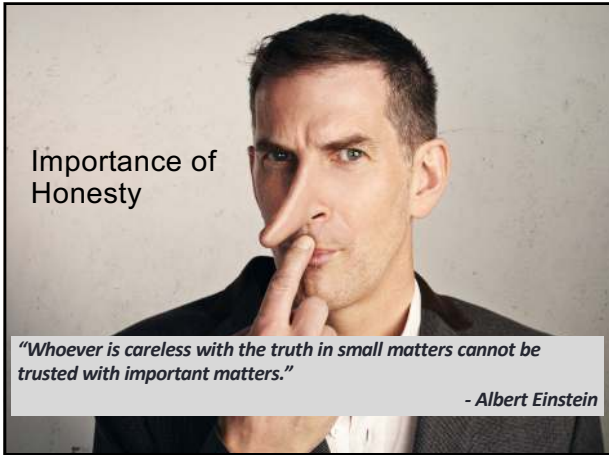
- Contact information in header
- Remove the objective unless it is useful or contains important information
- Remove references available upon request
- List only the projects/experience relevant to the position you are applying for
- Reduce margin size

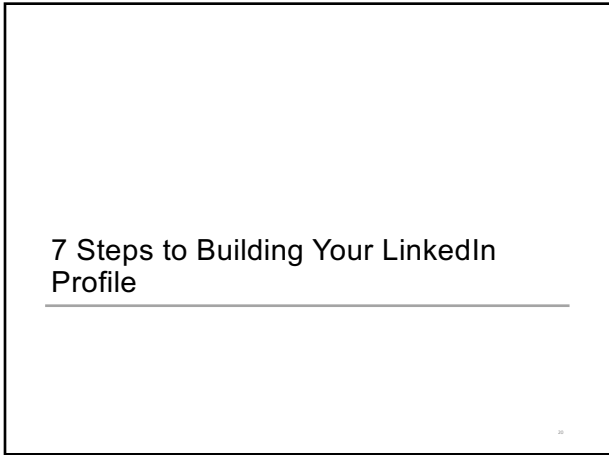


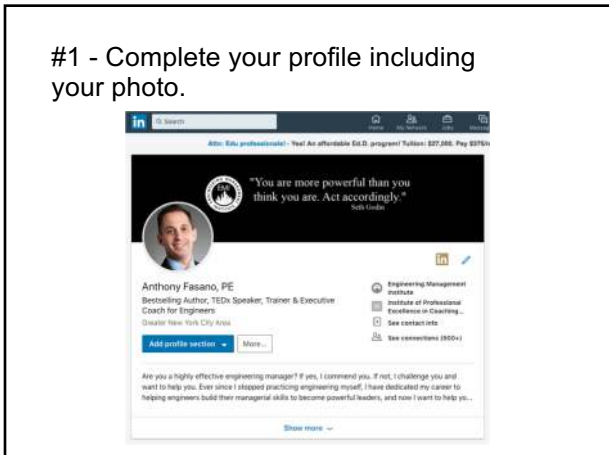




How to Effectively Provide Non-Engineering Experience







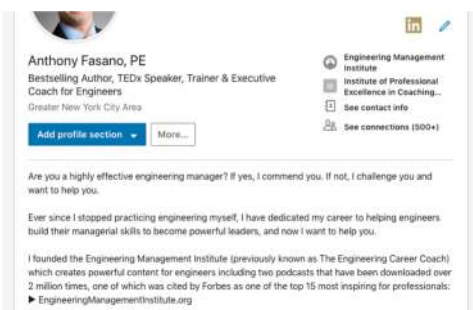
Use powerful images to make an impact.



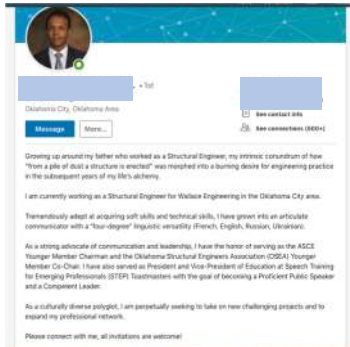
Your profile is visible to those who aren't on LinkedIn.



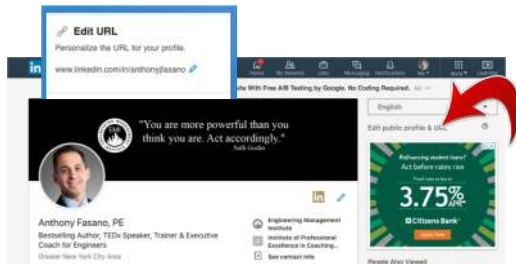
Craft an eye-opening summary.



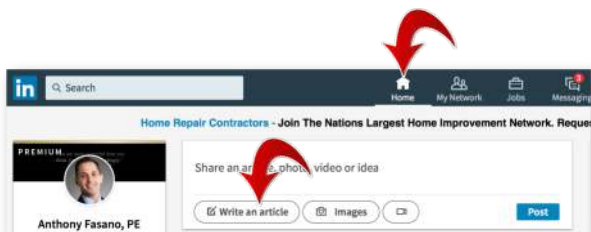
Here's an example of a powerful summary...



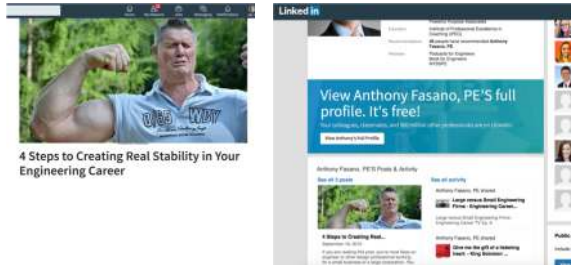
Personalize your LinkedIn URL immediately.



Update your status regularly with value.



Write articles for your target audience.



Write articles for your target audience.



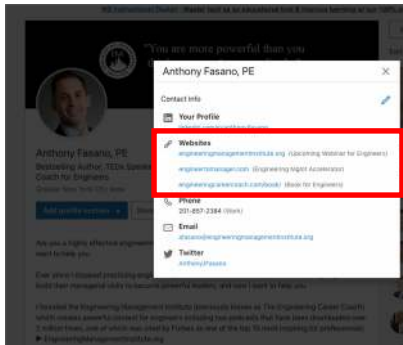
Create a thoughtful title and update it regularly.



Example of using multiple titles.



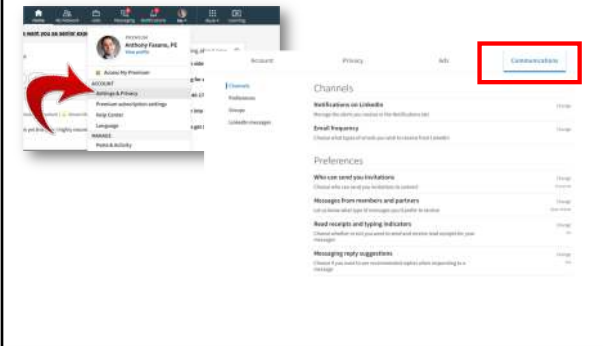
Include your company website(s).



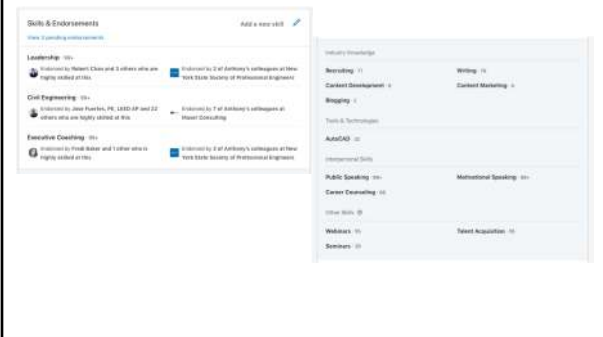
This is how it will look...



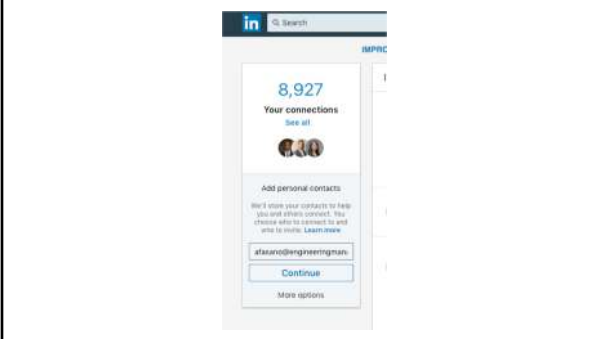
Set your email settings according to your goals.



Add skills and seek endorsements.



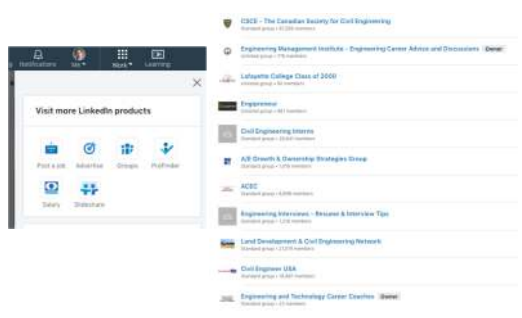
#2 - Connect with people you know.



#3 Determine your target audience.

Who is my audience?

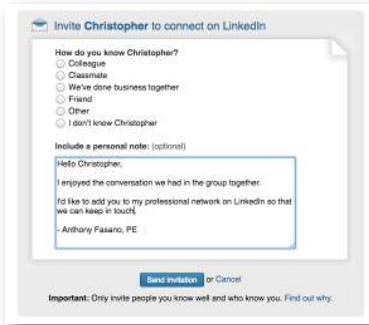
#4 Join groups related to your target market.



#5 Participate in discussions in the right groups.



#6 Connect with people through group discussions.



#7 - Start building relationships.



Connections, Connections, Connections

Leverage LinkedIn Groups
to Land a Job Interview



Do's and Don'ts for LinkedIn Groups

- DO engage in as many discussions as possible and try to target ones where hiring managers and HR professionals are present.
- DO provide thoughtful remarks in these discussions, not, "Is anyone hiring?"
- DO try to connect with key people after, and only after, you were involved in a discussion with them.



Do's and Don'ts for LinkedIn Groups

- DON'T start connecting with hiring managers and HR professionals as soon as you join a group.
- DON'T start messaging hiring managers and HR professionals in the group asking them if they have any job openings.
- DON'T just join the larger groups.
- DON'T bother people by being excessive with your posts/discussions/messages.



Key Takeaways

- A winning resume is one that helps you to land a job interview, nothing more, nothing less.
- Hiring managers will typically scan your resume for 10 seconds and decide whether or not do a more detailed review, so be sure your resume can gauge their interest quickly.
- Your resume should be customized for every job you apply for.

Key Takeaways

- Be honest throughout the job search process.
- You must build a strong presence and network on LinkedIn, and also leverage LinkedIn groups to find new opportunities.





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