

---

# Building a Winning Résumé

---

*When it comes to getting a job or client, congruent value is aligning the employer's need with your value add.*

—Richie Norton, Resumes Are Dead and What to Do About It [1]

## 1.1 Building a Winning Résumé (Online and Offline)

People often talk about a “winning résumé.” Is there really a difference between a typical résumé and one that “wins” over the mind of the prospective employer?

My definition of a winning résumé is very simple: it helps you land the job that you are applying for. To be more specific, a winning résumé is a document that helps to secure an interview. This step alone is a huge challenge, especially in a down economy or in a competitive market.

A winning résumé does not look a certain way, nor is it a certain length; it is a résumé that showcases your qualifications and ultimately results in an interview. No matter how it looks or how long it is, if you send it in and do not get an interview, it is a losing résumé—end of story.

In the following pages, I will give you a blueprint for building a winning résumé for any job that you apply for. While I will offer some guidelines as to the appearance and length

of the résumé, your overall focus on the target person or company who is doing the hiring is the most important aspect of this résumé preparation process.

---

“Find out what you like doing best and get someone to pay you for doing it.”

— Katherine Whitehorn

[2]

---

## 1.2 There Is One Key Factor to a Great Résumé

As part of my job as an engineering career coach, I have had the opportunity to speak to many engineering hiring managers and industry recruiters, and I always ask them to explain to me exactly what they are looking for in a résumé. You may be surprised at what they have told me.

While the content of your résumé and your experience are critical to being hired by an engineering company, recruiters and hiring managers say that it is the visual presentation that will actually get you in the door for that all important first interview.

---

While the content of your résumé and your experience are critical to being hired by an engineering company, recruiters and hiring managers say that it is the visual presentation of your résumé that will actually get their attention.

---

There are hundreds of engineers applying for the same job these days. Recruiters and hiring managers don't have the time to look through hundreds of résumés, so instead, they scan them first. They spend about 10 seconds per résumé, identifying which ones look good enough for them to come back to for a more detailed review at a later date.

The résumés that typically make it to the second round of reviews are those that are neat and easy to read and contain some key points about the individual. They simply stand out from the rest.

There is no right or wrong way to create a résumé; the key is to make it presentable and give the reviewer some points that will create interest. When creating your résumé, keep in mind that *someone may look at it for a mere 10 seconds and decide whether or not you will be interviewed.*

## 1.3 The Importance of Customizing Your Résumé

Before we get into the actual résumé preparation, I want to convey the importance of customizing your résumé for a specific desired job. Here's a true story. During one of my *Engineer Your Own Success* seminars, an engineering executive in the audience shared some very powerful advice with the attendees. This executive worked for a large engineering company, and one of his responsibilities was to review résumés of prospective candidates and decide which ones his company should interview.

He told us that, in one instance, while looking through a pile of résumés, a candidate mentioned one of the projects that the executive’s company was working on at the time. Let’s say, e.g., the executive worked for XYZ Company. The applicant’s résumé said, “I am currently managing the John Smith Memorial Hospital project which is very similar in nature to XYZ’s Bill Taylor project in that it has a budget of \$X,XXX,XXX and the clients goal is to ABC.” The executive told us that as soon as he saw his company’s name on the résumé, he decided to interview this candidate. Whether or not this candidate got the job is irrelevant because getting the interview can mean winning more than half the battle. The larger point is this: the applicant made a brilliant move by linking personal work projects to the current projects of the hiring company. *Nothing impresses a company more than itself, so use that to your advantage.*

Experienced recruiters have told me that one engineering position could have hundreds of applicants, so following this executive’s advice could mean the difference between being considered for the interview or getting passed over. To stand out, you need to customize each résumé to match the requirements of the company where you are applying. I believe you will find it is well worth the extra time.

---

To stand out, you need to customize each résumé to match the requirements and stated goals of the prospective employer.

---

This should be fairly simple to do if the position you are applying for has a complete job description. Simply use the same words from the job description on your résumé; those keywords, already in the job advertisement, tell you how to word your own application documents. Look for repeated wording like “leadership” or “technical competency” or “excellent communication skills.” Then, repeat those keywords or phrases, as applicable, in your own résumé and letter. If the job ad asks for someone with industry contacts, explain on your résumé or in your letter how you have a large network in the industry (if it’s true).

I have always told engineers that if you apply for 10 different jobs, you should have 10 different résumés. If you don’t, you are not putting yourself in the best position to land the jobs.

## 1.4 There Is a Formula to Building a Winning Résumé

Here are seven tips for creating a winning résumé or modifying an existing one:

1. *Include your contact information in the header section of the document.* It should appear on all pages and should not cut into valuable résumé space. Ensure that your information is neatly listed and avoid offensive e-mail addresses (i.e., lazy@ad.com). Hint: websites like Engineering.com allow you to get a free e-mail address with their URL (@engineering.com).
2. *Left justify the text.* Doing so ensures that the text is neatly aligned. When you are counting on someone processing the information on your résumé in a short

period of time, neatness counts. It must be neat and easy to read. Invisible tables can help you align segments of text.

3. *Ensure that the layout of the résumé is consistent.* For example, if the date range for a job is in one place, be sure that it is in the same relative location for all positions you have held over the years. Using tables to create a consistent look is a good technique, but remember to make the gridlines invisible.
4. *For professionals, place your most relevant work experience at the top of the listings.* Students and recent graduates should place the education section near the top of your résumé with experience (i.e., internships) immediately below. Please note that it is perfectly acceptable and sometimes encouraged to place non-engineering work experience on your résumé (see Section 1.6 for recommendations on effectively showing non-engineering experience).
5. *Use numbers where applicable.* For example, if you are currently managing a project with a \$35 million budget, working on a senior design project with five other students, or you are currently managing a team of 12 project engineers, include those numbers. Numbers give reviewers tangible items that can provide them with an idea of the magnitude of projects you have worked on or managed.
6. *Bold important items that you want to stand out. This is important.* Remember, they are looking at it for only 10 seconds, so bolding text can really help catch a reviewer's eye. Be sure not to overuse this technique or the reviewer may ignore all of the bold points.
7. *Lose your personal career objective or make it count.* Recruiters and hiring managers have told me that everyone has the same objective (to get a job); therefore, they skip over any text about this aspect when doing their 10 second review. If you want to keep a career objective on your résumé, make sure it speaks specifically to the position you are applying for or highlights a unique skill or talent that sets you apart from others. Otherwise, eliminate it. I will discuss this in more detail in Section 1.5 as there are some situations where an objective is beneficial.

Remember, there is no right or wrong way to build a winning résumé. However, these guidelines have proven to be successful in my own experience as well as that of many other engineers that I have coached through this process.

At the end of Section 1.5, you can see a copy of my résumé. Please feel free to use it as inspiration when compiling your own. See also Chapter 11 in this book.

## 1.5 Determining the Proper Length of a Résumé

I can't tell you how many e-mails I get from engineers asking me how long their résumé should be. In an effort to answer this question effectively, I always ask hiring managers and recruiters this same question when I speak with them. Here is what they have told me and some ways that you can save space.

*If you are an engineering student*, your résumé should be no longer than one page. Keep it simple and follow the guidelines in the previous section. In the rare case that you had extensive work experience prior to or during college, more than one page may be acceptable. Be sure to include all of your extracurricular activities, especially those in engineering-related societies and clubs.

---

If you are an engineering student, your résumé should be no longer than one page.

---

*If you are an engineer in the first 5 to 10 years of your career*, it is perfectly acceptable to have a résumé that is multiple pages in length (unless the job ad states otherwise). I would strongly suggest that you try to keep it to about two or three pages. Include as much detail as you can about projects that you have worked on or managed, including your responsibilities, project budgets, number of team members/consultants involved, timeframe, etc. Unlike a college student, your work experience should be at the top of the résumé before education.

*For those engineers that have been working for over 10 years*, you may have a résumé that is even longer, perhaps 5–10-pages long. Believe it or not, I have actually seen résumés that were longer than that. Similar to a younger engineer, the résumé should include details for all (or the most prominent) of the projects you have worked on or managed. You should also include a section on nonbillable activities that you are responsible for as well. Nonbillable activities that prospective employers might be interested in seeing include mentoring younger engineers, proposal preparation, billing, business development, and marketing activities, to name a few. (These longer résumés are typically referred to as CVs, which is short for the Latin “curriculum vitae.”)

---

Nonbillable activities that prospective employers might be interested in seeing include mentoring younger engineers, proposal preparation, billing, business development, and marketing activities, to name a few.

---

So how do you ensure that your résumé doesn’t exceed the lengths described earlier in this section? Here are some tips for keeping your résumé at a reasonable length:

- *Remove the personal career objective or make it unique.* As I mentioned in Section 1.4, hiring managers have told me it is perfectly acceptable to remove the objective. They point out that everyone has the same objective—to get a job. Therefore, they don’t spend much time, if any, reading it.

That being said, if you are applying for a position in a larger company where there are jobs with identification numbers or very specific titles, then it would be beneficial to have an objective that includes these identifiers, ensuring that the résumé gets to the right person.

If you use an objective, please make sure it is unique. Highlight something about yourself that would interest the company beyond the fact that you are looking for a position where you can build your career. Mention a skill that you have or situation that you have been in that separates you from others. It can also be beneficial to include the words

“or related position” in case you don’t end up being a good fit for the specific position you are interviewing for. This would alert the prospective employer to the fact that you are flexible and could be considered for other openings. As an example, the box below provides the objective on a résumé from one of the engineers I have worked with in this area; you can read his story entitled “Realizing a Dream of Becoming a Structural Engineer” in Chapter 12 of the book.

Fast learning, motivated younger engineer, looking for an opportunity as a structural engineer after growing up in a structural engineering household with a father who ran his own engineering company.

- *You do not have to put the phrase “References available upon request” at the bottom of your résumé.* This is now a given fact; however, you should have a list of references prepared to give a prospective employer in an interview. Three is the usual expectation.
- *List only the projects and experiences on your résumé that are relevant to that position.* I will continue to repeat this advice, as you should have a different résumé for every job you are applying for. This will allow you to select only the projects that are applicable to the job you are trying to target. Not only will this cut down the length of your résumé, it will also present you as a better fit for that specific job.
- *You can decrease your margin size slightly, as long as the overall appearance is still neat and readable.* Make sure you justify the text on each page to keep it clean and easy to read. Avoid reducing the font to less than size 10pt.

**Anthony Joseph Fasano, P.E., LEED AP, ACC**

123 Smith Drive  
Smith, NJ 90210

Phone: 201-555-5555 E-mail: afasano@powerfulpurpose.com

**SUMMARY**

Anthony Fasano is a professional engineer who is now a well known engineering coach and consultant focusing in the areas of business growth and career development. He uses his engineering background coupled with his executive coaching skills and online marketing expertise to help engineering organizations sustain, grow, and expand in a powerful and positive way.

**PROFESSIONAL EXPERIENCE**

**Powerful Purpose Associates, Ridgewood, NJ**  
*Managing Director/CEO*

**March 2009 – Present**

- Author of both the bestselling book *Engineer Your Own Success: 7 Key Elements to Creating an Extraordinary Engineering Career* and one of the top blogs on Engineering Career Development
- Utilize executive coaching skills to empower engineers to be both productive and efficient in advancing their careers, and to have a positive view of both their organizations and co-workers
- Created the Institute for Engineering Career Development and built it to almost 100 paying members in 4 months without doing any advertising or providing any PDH's
- Nationally recognized engineering speaker on the topics of career and leadership development

**Maser Consulting P.A., Chestnut Ridge, NY**  
*Project Manager/ Civil/Site Engineer/Career Development Trainer*

**July 2000 – July 2010**

- Responsible for day-to-day operations of multiple projects from initial conception through final design
- Managed project teams and relationships and address concerns with county officials, county engineers, utility companies, historical societies and permitting agencies

**FIGURE 1.1** Sample résumé of Anthony Fasano, part 1. This is a sample of the top of the first page of the résumé.

- *Have a colleague proofread it and ask that person what information really stands out and which information isn't interesting.* Such advice may help you to remove some extraneous details. It may even be more advantageous to have someone outside of the engineering industry to review it to give you the most unbiased advice.

A résumé does not have to be a certain length in order to be a winning résumé; however, your résumé should be an appropriate length for the amount of experience you have (Figs. 1.1, 1.2, and 1.3).

- Presented company-wide career development seminars increasing productivity and boosting morale

**PROFESSIONAL LICENSES, MEMBERSHIPS AND AFFILIATIONS**

Professional Engineering License (PE) in New York and New Jersey  
 LEED Accredited Professional (LEED AP)  
 New York State Society of Professional Engineers (NYSSPE)  
 American Society of Civil Engineers (ASCE)  
 Engineering EXPO Committee  
 Associate Certified Coach (ACC)  
 International Coach Federation (ICF)

**SOCIETY ACTIVITIES**

Acting President for NYSSPE Rockland County Chapter (4<sup>th</sup> term). Responsibilities include overseeing day-to-day operations including correspondence with State chapter and various industry leaders.

Treasurer and Secretary for NYSSPE Rockland County Chapter from 2004 to 2009. Responsibilities included managing finances for organization (bank account +/- \$20,000).

Treasurer for the Engineering EXPO Committee from 2004 to 2009.

Founded ASCE YMG in 2004 and served as co-chairman for ASCE YMG from 2004 to 2006.

**FIGURE 1.2** Sample résumé of Anthony Fasano, part 2. This is a sample of the bottom of first page of the résumé.

**Anthony Joseph Fasano, P.E., LEED AP, ACC**  
 123 Smith Drive  
 Smith, NJ 90210  
 Phone: 201-555-5555 E-mail: afasano@powerfulpurpose.com

---

**EDUCATION**

<b>Institute for Professional Excellence in Coaching (IPEC)</b> Certified Professional Coach Energy Leadership Index Master Practitioner (ELI-MP)	<b>March 2009 – October 2009</b>
<b>Columbia University, New York, NY</b> Master of Science in Construction & Engineering Management	<b>September 2000 - May 2002</b>
<b>Lafayette College, Easton, PA</b> Bachelor of Science in Civil & Environmental Engineering Vesalius College, Brussels, Belgium Spring 1998	<b>September 1996 –May 2000</b>
<b>Don Bosco Preparatory High School, Ramsey, NJ</b>	<b>September 1992 – May 1996</b>

**RESEARCH**

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

**AWARDS AND CERTIFICATIONS**

Received 2010 Presidential Citation from New York State Society of Professional Engineers.

Received Forty under Forty award from Rockland County Economic Development Corporation in October 2009 for commitment to professional excellence and community involvement

**FIGURE 1.3** Sample résumé of Anthony Fasano, part 3. This is a sample of the second page of the résumé.

## 1.6 Effectively Show Non-engineering Experience on Your Résumé

Engineers often ask me if they should list non-engineering jobs on their résumé when trying to land an engineering job. For example, what if you spent a few summers flipping burgers at Burger-o-Rama or were unemployed for so long that you took a job as a clerk at a supermarket? Should you really put these types of jobs on your résumé? In my opinion, the answer is *yes*, but they must be put on your résumé in a certain way, not simply listed under a section called Work Experience.

Here's how to strategize that work: create two different sections on your résumé. One can be titled "Engineering Work Experience" and another one titled "Non-engineering Work Experience." Using two sections to delineate your work categories allows you to identify for the potential employer-related work plus other works; doing so communicates a work ethic that might have been otherwise overlooked.

The other important aspect of putting unrelated work experience on your résumé is the way you write the job description. For the purposes of this example, let's say you are a recent college graduate trying to land an engineering job. Because internships were hard to come by, you spent the last two summers working at a fast-food restaurant. There, your job responsibilities included opening up the restaurant and setting it up for the day, cleaning the kitchen, taking and fulfilling customer orders at both the drive through and the register, and, yes, flipping burgers if the need arose or, to put it more eloquently, assisting in food preparation.

*Here is an example of how not to show work experience.*

### **Burger-o-Rama—Summer of 2010**

I was unable to find an engineering summer internship and therefore worked as a waiter/cleaner at Burger-o-Rama where I performed the following tasks:

- Open up and set up
- Cleaning of kitchen
- Food preparation
- Fulfilling of customer orders

*Here is a revised version that shows skills learned.*

### **Burger-o-Rama—Summer of 2010**

I worked as an assistant to the manager at a local Burger-o-Rama for the entire summer.

Overall, I believe that what I learned in this role will be very helpful to my success as an engineer.

*(Continued)*



Below is a list of my job responsibilities and what I learned from each one of them:

- *Open up and set up of restaurant.* I learned how important preparation is in a business and how it impacts the organization's bottom line.
- *Cleaning of kitchen/facility.* It is very important to take good care of your tools and equipment, and how failure to do so can have a devastating effect on a business and the products and/or services it produces.
- *Food preparation.* Proper food preparation made me realize how much responsibility I had in the growth of the business. If the food items aren't prepared properly, the customers won't be happy, and if customers aren't happy, the business will not succeed.
- *Fulfilling of customer orders.* This was my first experience dealing directly with customers, and I learned that above all else, the customer is your top priority and you must keep them happy. This really kept me on my toes.

When I first took this job, I thought it was going to be solely a source of income; however, it turned out to be an amazing learning experience and I am excited to implement what I have learned in the engineering world.

Now that example may be a bit lengthy, but I want you to really see the strategy. It isn't just about writing up a good job description; it's about knowing how to favorably list key elements you have learned from that position. If you read the job description earlier, the information is 100% true. In other words, if you have worked at an unrelated job, make it a point to show what you learned from the experience. Thinking in this way will make any job enjoyable and help you to build skills that can push you toward your goals in your engineering career.

## 1.7 The Importance of Honesty During the Interview Process

I recently spoke with an engineer who had just been laid off from his job and is in the process of looking for a new one. He asked me, "What should I tell prospective employers? How can I avoid telling them that I got laid off? What if I just tell them the company wasn't right for me and I wanted to find something better?"

My response was simple. I told him that you should never, ever lie during this process (both on your résumé and during the interview stage), for several reasons. Most importantly, dishonesty is the fastest way to tarnish your reputation. Being known as a liar leaves a really bad mark against your employment and personal record. Secondly, the prospective employer will most likely ask you for several references before offering the position, and hiring managers will probably want one of those references to be from your last employer. Honesty is the best policy.

---

Keep in mind, dishonesty is the fastest way to tarnish your reputation.

---

I do think that there are times when it is okay to leave something off of a résumé. For example, maybe you were laid off after working at a company for two years, and then you got a new job that lasted for only two months. In my opinion, it's fine to leave out the two-month job on your résumé as long as you are showing that the previous job ended when it did. In fact, I would highly recommend doing this, because having a 2-month-long job on your résumé looks really bad to prospective employers (unless, of course, it was an internship).

Another issue to be aware of is the validity of your LinkedIn® profile. This same individual also asked me if it was okay to leave his last position as his current position on his LinkedIn profile even though he didn't work there any longer. I told him he could probably leave this information as is for a couple of months or so after being laid off, but wouldn't recommend doing so longer than that. However, if you leave a company or were terminated, that company has the ability to request that LinkedIn edit your profile so that it shows you no longer work there. Again, you want to be smart about which actions to take or not take when creating both your résumé and LinkedIn profile so as not to tarnish your reputation.

---

“Whoever is careless with the truth in small matters cannot be trusted with important matters.”—Albert Einstein [3]

---

## 1.8 Seven Steps to Creating a LinkedIn Profile That Can Land a Job

Another question engineers ask me all the time is this: “Can LinkedIn really help me get a job?” The answer is—*Yes, Yes, Yes!* However, most engineers and students don't set up their LinkedIn profiles properly allowing them to be found by potential employers.

I have more coverage about LinkedIn in Chapter 7; but as a starter, here are seven recommendations for setting up your LinkedIn profile to ensure that it helps you get noticed by employers and recruiters looking for engineers with your skills. Please note that these recommendations are more general strategies than specific technical instructions for using LinkedIn. As with all social media sites, LinkedIn changes on a daily basis, but most of the following information should be applicable regardless of the site makeup:

1. *Your title or headline on your LinkedIn profile has a huge impact on search results.* Don't just list yourself as the title on your business card (e.g., John Doe, Project Manager). Make sure your title reflects what you do at your current position. For example, your title might read: Structural Engineer, Civil Engineer, or Environmental Engineering Consultant. (Yes, you can have multiple titles in the headline.) Think about the key words people may use to search for suitable candidates when looking for someone with your skills and use them in your headline. See Figure 1.4.
2. *Fill out your profile completely.* The more words and information on your profile, the more words that can be picked up in searches. Describe all of your past jobs in detail going back to your first job. This step is very important, not just for coming

up on searches in LinkedIn, but LinkedIn profiles often come up on the first page of Google searches as well. Go ahead.

3. *Claim your public profile.* LinkedIn gives you your own public profile, but it contains randomly generated numbers. You can edit it and use your name or something close to it if your name is not available. For example, mine is listed as <http://www.linkedin.com/in/anthonyjfasano>. This is important, as many people believe that LinkedIn profile URLs will eventually be on everyone's business cards.

---

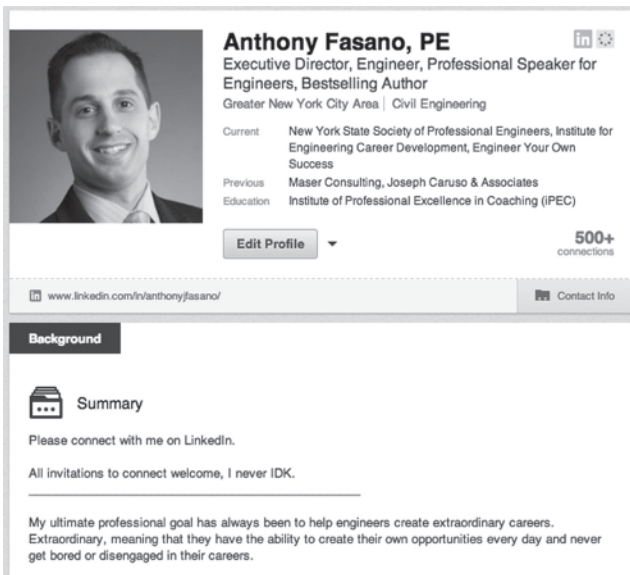
Many people believe that LinkedIn profile URLs will eventually be on everyone's business cards. So, edit your LinkedIn URL to show your name.

---

4. *The section labeled "Summary" should include a few paragraphs summarizing the benefits that you can provide a prospective employer.* Don't write something that overreaches or is meaningless, such as "Highly motivated civil engineer blah, blah, blah." Instead, write, "I have a keen ability to bring in projects on schedule and under budget. In managing my last project, I was able to save our client 1 million dollars by selecting a new material to be used." Remember that employers are thinking about satisfying their needs—that's it.
5. *The section labeled "Specialties" should include all of the skills and services you are capable of providing.* I recommend listing them in bullet form or separating them with commas. For example, for a civil engineer, it might read as civil engineering, site engineering, storm water design, construction cost estimates, construction inspections, shop drawing review, client management, proposal preparation, etc. This is also very important when it comes to your qualifications and specific words being found by search engines.
6. *Seek recommendations from trusted connections, especially former supervisors.* You don't need 100 recommendations, but 3–5 solid ones can certainly provide great perspectives to a prospective employer. In seeking recommendations, ask for them in a way that will ensure they are powerful. For example, ask a potential reviewer to speak to specific qualities: "Can you please give me a recommendation? It would be really helpful if you answer the question, 'What makes Anthony a good project manager?'" Trust me; this works.
7. *As uncomfortable as it may be, adding the words "unemployed" or "in transition" to your current job title could help you land a job.* My wife did this and a recruiter found her LinkedIn profile by searching with the words "unemployed engineer." My wife ended up getting a great job with a reputable construction company, just 15 minutes away from our house.

Not only can these seven tips help you to land a job on LinkedIn, they will also help you to keep a powerful LinkedIn profile throughout your career. They are easy, and best of all, a basic LinkedIn account is free.

If you would like to see a sample of these items listed earlier, feel free to review my LinkedIn profile and connect with me: <http://www.linkedin.com/in/anthonyjfasano>.



**FIGURE 1.4** Sample of LinkedIn profile. Here is the top portion of my LinkedIn profile as described in Section 1.8.

## 1.9 Your LinkedIn Profile and Your Résumé Should Be Perfect Professional Snapshots

It's funny. It seems that so many of us engineers think the same. We all look for steps or processes to guide us in everything we do. Many of the engineers I work with ask me what steps to use in preparing their résumé or LinkedIn profile: What size font? How many bullets? How many pages? What title should be used? And while there are certainly some recommended guidelines as I have already shared with you, there are no specific steps or procedures to follow when creating these items. But here is the overarching commonality: *usability*. Is it optimized for the user?

I actually believe that you should abandon processes to some degree when preparing your résumé or LinkedIn profile and be creative. Most engineers have one or more very special thing(s) about them that don't necessarily fit into a bulleted item or within one of the standard résumé sections. It is your responsibility to make sure that these unique characteristics make their way onto your résumé, some way, somehow.

As I discussed earlier, unless you have a specific job number or position, if you are going to have an objective at the top of your résumé, it should highlight what makes you different from others, not just a desire to get a job. Along the same lines, you should highlight something special, interesting, or different about you, through a sentence or two at the top of your LinkedIn profile.

For example, one of the engineers I recently coached went to school for structural engineering, but due to the sluggish job market, he was forced to take an environmental

job out of school. He is now a few years removed from school and really wants to obtain a structural position, but has no experience in this area to show on his résumé. However, his father owned a structural engineering company while this individual was growing up. So I asked him to write up a few sentences about how he came from a structural engineering family and was around this discipline all his life. He added these sentences to the top of both his LinkedIn profile and résumé. Subsequently, he landed an interview and, ultimately, a position with a structural engineering firm. Another engineer I am coaching speaks four languages fluently, so I asked him to write a strong introduction paragraph highlighting this talent, as it is extremely important for international employers to be aware of this special qualification.

In addition to any unique or special traits you possess, you should also use the experience portion of your résumé and LinkedIn profile to explain the history of your career—how you got from point A to point B. Depending on the amount of room you have, consider making it flow like a story. I did so on my own LinkedIn profile, as you can see in Figure 1.5. This is a little more engaging than just listing all of the responsibilities that you had in each position. It can also help the reviewer to connect deeper with you.

So, please remember that when you are preparing your résumé and creating your LinkedIn profile, share your unique story. Just think of it this way: many engineers have performed the same tasks as you in their careers; *make sure you list how you are different from them and why prospective employers should know this key information.*

#### **Bestselling Author for Engineers**

##### **Engineer Your Own Success**

July 2011 – Present (2 years 7 months)

Once I started my company, I traveled across the US giving a talk I called "Take Your Engineering Career Wherever You Want to Take It," in which I discussed the key skills that you should develop to become a well rounded engineer.

The response to this seminar was so overwhelming that I decided to put the information into a book entitled, "Engineer Your Own Success: 7 Key Elements to Creating an Extraordinary Engineering Career." The book became an Amazon.com bestseller when it came out in July of 2011, but more importantly it gave me more speaking opportunities to get my message out to engineers all over the world.

To check out my book, please visit ► [www.EngineerSuccessBook.com](http://www.EngineerSuccessBook.com)

#### **Professional Speaker for Engineers**

##### **Powerful Purpose Associates**

June 2009 – Present (4 years 8 months) | Ridgewood, New Jersey



Once I found success at an early age at Maser, and saw how many engineers were struggling to advance, I made it my mission to help engineers worldwide to develop their non-technical skills, creating exciting, enjoyable careers.

I founded a company called Powerful Purpose Associates (PPA) specializing in engineering career development coaching and training services. Since I founded the company, I have visited with and spoken for thousands of engineers across the world. Through PPA I founded the Institute for Engineering Career Development; a mastermind community for engineers. The IECDC has since grown and taken on a life of its own and has been transitioned into its own company.

Through PPA I still offer speaking services, book sales, and online marketing consulting services for non-engineering companies.

If you are interested in having me speak at your event for engineers, visit ► [www.PowerfulPurpose.com](http://www.PowerfulPurpose.com)

**FIGURE 1.5** Share your story. Explain the history of your career in the experience portion of your résumé or LinkedIn profile and make it flow like a story.

## 1.10 Key Points to Remember

1. A winning résumé is one that helps you to land the job that you are applying for—nothing more and nothing less.
2. Recruiters and hiring managers spend about 10 seconds per résumé, identifying which ones look good enough for them to come back to for a more detailed review at a later date. The visual presentation of your résumé is critical for being chosen for a job interview.
3. It is important that you customize each résumé to match the requirements of the company. Therefore, if you are applying for 10 jobs, you should have 10 different résumés.
4. An objective is not always necessary or beneficial on your résumé. If you utilize an objective, make sure that it is unique and creative or used to identify a specific job (i.e., includes a job number).
5. If you are a recent graduate, your résumé should be no longer than one page. As you progress in your career, your résumé may be longer depending on your experience level and number of projects you have worked on.
6. Non-engineering experience can be valuable on your résumé, but you must portray it in a way that describes how this experience will benefit the prospective employer.
7. Always be honest on your résumé and in the interview. A liar carries a bad reputation that is very difficult to shake.
8. Your LinkedIn profile is essentially an online résumé that is open to the public. If you have one, be sure you spend the time to make it look professional and representative of your capabilities.

### *A Boost from Your Professional Partner*

*You shouldn't think of your résumé as a tool to show prospective employers how great you are; instead, use it as a way to show them that you can fulfill their needs. This should help expedite your job search.*

Your Résumé Assistant,  
—Anthony

## References

- [1] R. Norton, *Résumés Are Dead and What to Do About It*. Salt Lake City, UT: Shadow Mountain, 2012.
- [2] K. Whitehorn. BrainyQuote.com, Xplore Inc, 2014. Available at <http://www.brainyquote.com/quotes/quotes/k/katharinew392393.html> (accessed on April 14, 2014).
- [3] G. J. Holton and Y. Elkana, *Albert Einstein, Historical and Cultural Perspectives*. Princeton, NJ: Princeton UP, 1982, p. 388.