

UPDATE YOUR RESUME AND LINKEDIN PROFILE

MSVU Career Services

Christine Daniels

Counselling Intern

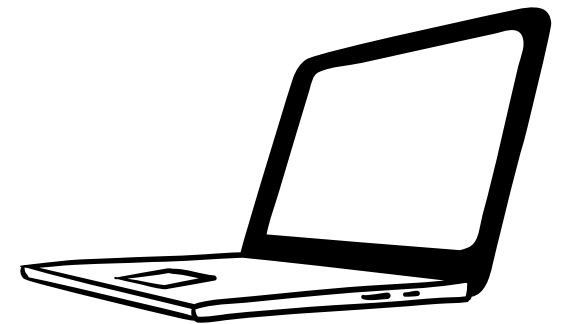
October 17, 2024

UPDATE YOUR RESUME AND LINKEDIN PROFILE

Important Note:

This session will be recorded.

- Participate only to extent you are comfortable
- We will save time at end to take questions after recording has stopped





REMINDER

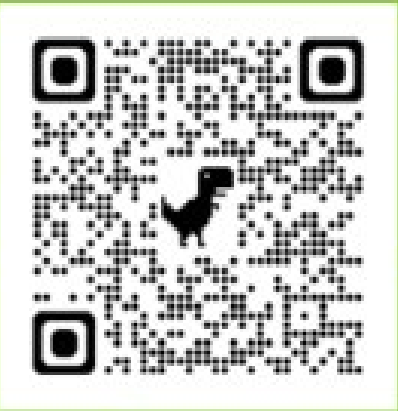
Learning Passport Students:

- Attendance
- Survey / Reflection

**NOVA SCOTIA'S PREMIER
RECRUITING EVENT FOR
STUDENTS AND RECENT
ALUMNI!**

**HALIFAX
UNIVERSITIES**
career fair

**BE THE HERO
OF YOUR STORY....**



**REGISTER
NOW!**



HALIFAX UNIVERSITIES CAREER FAIR 2024

**FREE
EVENT**

**WEDNESDAY, OCTOBER 23
HALIFAX CONVENTION CENTRE
10 A.M. TO 3 P.M.**

**FREE SHUTTLE
SERVICE**

FREE SHUTTLE TRANSPORTATION

SHUTTLE DEPARTS FROM THE SETON
ACADEMIC CENTRE MAIN ENTRANCE
FACING THE BEDFORD HWY.



@MSVUCAREERS
@HALIFAXUNIVERSITIES
CAREERFAIR



MOUNT
SAINT VINCENT
UNIVERSITY

**SNACK BOXES
FOR THE FIRST
20 STUDENTS.**



**SHUTTLE IS
AVAILABLE FROM
MSVU**

**DEPARTS FROM THE SETON ACADEMIC CENTRE AT:
9:30AM; 10:30AM; 11:30AM; 12:30PM; 1:30PM**

**DEPARTS FROM THE HALIFAX CONVENTION
CENTRE TO MSVU AT:
11:00AM; 12:00PM; 1:00PM; 2:00PM; 3:00PM**

WHAT WE'LL LOOK AT TODAY

- **Resumes**
 - Purpose
 - Sections
 - Articulating skills and experience
- **Cover Letters**
- **LinkedIn**
 - Profile "Must Haves"
 - Enhancing your LinkedIn presence
- **Contact Career Services**

RESUMES

Purpose

- Highlight your strengths
- Summarize experience, education, and skills
- Secure an interview

MOUNT SAINT VINCENT UNIVERSITY
CAREER SERVICES

RESUME AND COVER LETTER
HANDBOOK

Source:
**MSVU CAREER SERVICES –
RESUME & COVER LETTER HANDBOOK**
<https://www.msvu.ca/wp-content/uploads/2021/05/Resume-and-Cover-Letter-Handbook-FINAL-MAY-2021.pdf>

RESUMES

Sections

Name

Profile*

Education

Skills

Work Experience

Volunteer Experience

Professional Development*

Certifications and Training*

Awards*

Interests*

*Optional/as needed



Update your skills section and work experience section according to the job posting (and accurate to your lived experience)



Use a mini sentence for your skills section (more to come on this)



POLL: Does volunteer experience hold the same weight as work experience for employers?

SAMPLE RESUME: COMBINATION-STYLE RESUME

(Use these sections over one or two pages)

Profile ("Professional Summary")

Education

- should go underneath your profile

Skills

- instead of listing skills, use short sentences to demonstrate how you developed and used skills in previous roles

Work Experience

Maria Nelson

example@example.com | (555) 555-5555 | Atlanta, GA 30303

PROFESSIONAL SUMMARY

Hard-working wedding planner bringing more than six years of expert knowledge of the wedding industry to plan every event from engagement to honeymoon. Leverages established relationships with reputable suppliers to negotiate discounts, deals, and upgrades while offering inspiration, advice, and support to result in exceptional celebration with the couple, family, and friends.

RELEVANT SKILLS

- Adept at handling finances when dealing with established budgets.
- Proactive in keep current with trends in style, food, beverage, and technology.
- Expert in colors, flowers, design, and religious customs, ensuring a methodical and creative way of planning.

WORK HISTORY

AVS Events. Atlanta, Georgia
Wedding Planner | 02/2019 - Current

- Discuss and plan with the couple, create and design tailor-made wedding plans to maximize clients' budgets.
- Direct pace of wedding and reception through multitasking and liaising with vendors to carry out events as plotted with little or no deviations.
- Generate approximately 30+ leads per wedding events, resulting in \$100,000 new revenues each year.

AVS Events. Atlanta, GA
Wedding Planner Assistant | 07/2016 - 02/2019

- Assisted in scheduling bands, caterers, and photographers.
- Find venues and vendors, including invitation designers and printers, DJs and caterers, and obtain bids for services.
- Aided with the management of \$20,000 to \$50,000 budgets to plan wedding events.

Willow Cottage Weddings. Macon, GA
Event Planner Intern | 01/2015 - 06/2016

- Attended 10+ bridal industry events to promote services and build relationships with prospective vendors.
- Assisted with the wedding set up and decoration.
- Helped Wedding Planners in inserting information about vendors and venues into the BoldData database.

PROFESSIONAL SKILLS

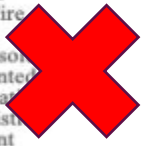
- Time management
- Negotiation
- Organization
- SocialTable
- WeddingWire
- MS Office
- Problem resolution
- Detail-oriented
- Communication
- Events logistics management

EDUCATION

Central Georgia Technical College
Macon, GA
Associate of Science:
Hospitality Management

CERTIFICATIONS

American Association of
Certified Wedding Planners
(AACWP) - 2019



Source

<https://www.jobhero.com/career-guides/resume/formats/hybrid>

SECTIONS: WHAT TO COVER?

POLL: What skills are good
for any job?

- **Whole resume**
 - Most current date first, city, location, title/job title
 - Consistent formatting: bullet points or short paragraphs
 - 1 or 2 pages
- **Skills section – the summary**

Frame your overall experience with qualifiers, statistics, numbers, themes, types, or time frame

 - Served at **private parties, weddings, and corporate events** of up to **500 people**
 - Experience building **Instagram** campaigns and analytics reports for **well-known community organizations**
 - **Combined two years' experience** in front desk reception and database management

SECTIONS: WHAT TO COVER?

Work experience section

Use **accomplishment statements** to make your work stand out (more specific than your skills section)

Action verb + **challenge** + **result**

- **Worked** as a team to **deliver 5-course plated meals during the IWK Health Sciences Fundraiser for Kids**, coordinating with the event planner to **ensure timing with keynote addresses and fundraising efforts**.
- **Developed** Instagram content, a posting schedule, and guidelines for interpreting analytics in a way that was **user-friendly for the organization**. Previously, the organization had expressed an interest in starting an Instagram- account **but was unsure how to proceed**.
- **Used** the Hotel Guest online platform and point-of-sale **technology** to ensure **speedy guest check-in and check-out**.

COVER LETTER STRUCTURE

Name

Company name, address

Job reference number

Date

Dear Hiring Manager,/Dear Hiring

Team

Paragraph 1

Paragraph 2

Paragraph 3

Paragraph 4 – closing

Sincerely,

Your name

- **Paragraph 1** – The top 3 things to know about you or what you can contribute. Consider using an [elevator pitch](#)
- **Paragraph 2** – [STAR technique](#) to show how you problem solve:
 - **Situation**
 - **Task** that needed to be done
 - **Action** you took
 - **Result**
 - This is actually the paragraph version of an accomplishment statement
- **Paragraph 3** – Values, goals, what you can offer or something that connects you to the job posting or organization OR another STAR technique
- **Paragraph 4** – [Closing](#)

LINKEDIN



**POLL: Have you used
LinkedIn before?**

WHY USE LINKEDIN?

According to the Higher Education Recruitment Consortium (2022):

- **Visibility** – *Make it easier for recruiters and hiring managers to find you*
- **Application Support** – *Strengthen your resume and application by adding this additional resource to help tell your professional story*
- **Manage Contacts** – *Stay connected with current and former work contacts even while people move on to other roles, companies, jobs, etc...*
- **Network** – *Make new contacts in your field*
- **Personal Branding** – *Share your knowledge and expertise by interacting online (posts, groups, etc...)*

Resource: "5 reasons why you need a LinkedIn profile" Higher Education Recruitment Consortium.
<https://www.hercjobs.org/5-reasons-why-you-really-should-have-a-linkedin-profile/>

TIPS FOR BUILDING YOUR LINKEDIN PROFILE

Adapted from:

20 Steps to a better LinkedIn profile in

2024. <https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017>

The image shows a screenshot of a LinkedIn profile page. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, and Notifications (with a red notification badge). The profile header features a large blue circle with a white letter 'C' as a profile picture. Below the profile picture, the name 'Counselling Intern' is displayed with '(She/Her)' and a 'Verify now' button. The current employer, 'Mount Saint Vincent University', is shown with its logo. The location 'Halifax, Nova Scotia, Canada' and a 'Contact info' link are also visible. A row of four buttons is present: 'Open to', 'Add profile section', 'Enhance profile', and 'Resources'. The 'Analytics' section is partially visible at the bottom, showing 'Private to you' and two metrics: '0 profile views' with the instruction 'Update your profile to attract viewers.' and '0 post impressions' with the instruction 'Start a post to increase engagement. Past 7 days'.

LINKEDIN

"Must Haves"

VISUALS

Profile picture

- Recent, close up photo of you (60% face in profile circle).
- Wear what you wear to work.

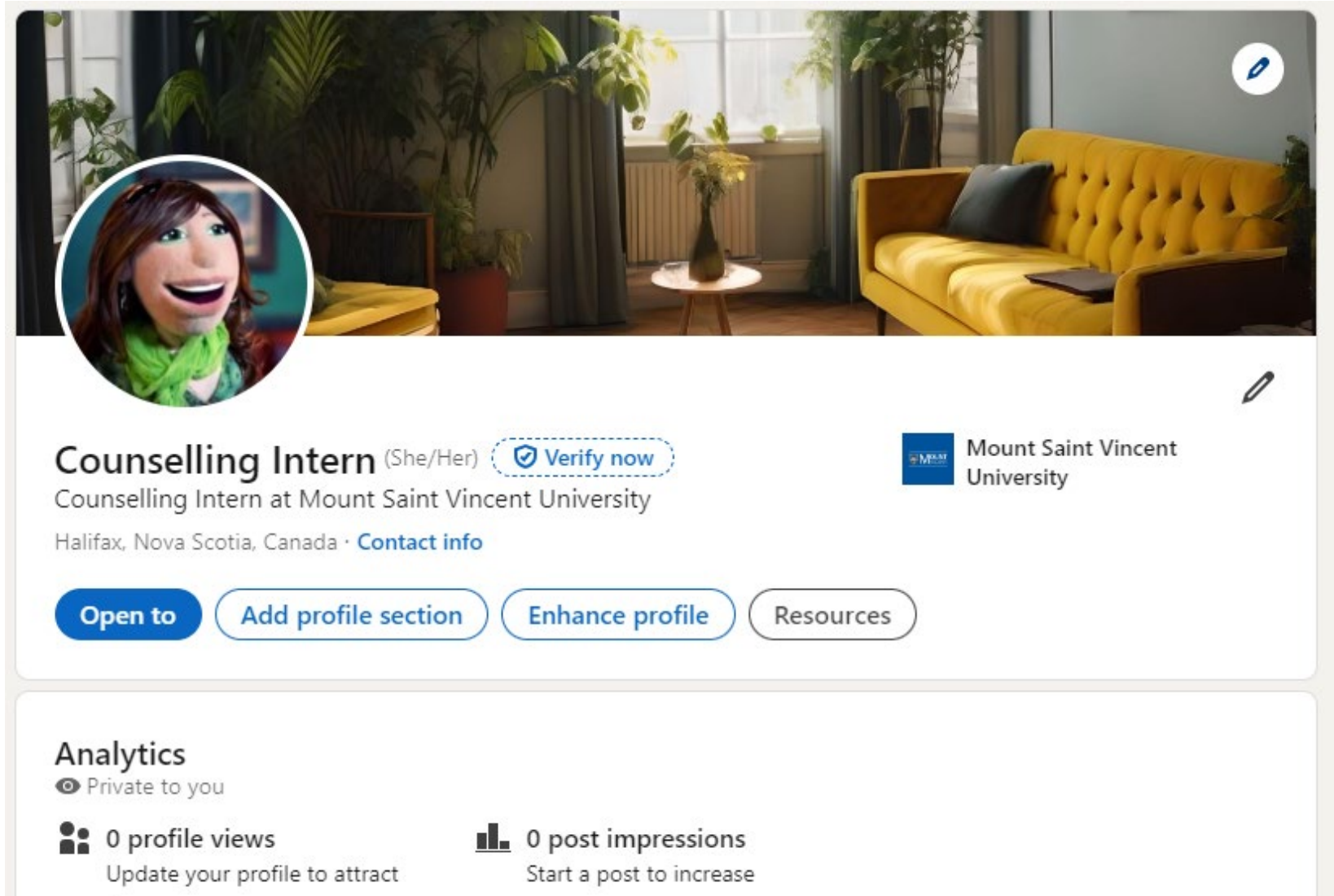
Background photo

- Show what matters to you.
-

VISUALS

Profile picture

Background photo



The image shows a LinkedIn profile page for a 'Counselling Intern' at Mount Saint Vincent University. The profile picture is a circular image of a smiling woman with brown hair and a green scarf. The background photo is a bright, modern living room with a yellow tufted sofa, a small round table with a vase of flowers, and several potted plants. The profile name is 'Counselling Intern (She/Her)' with a 'Verify now' badge. The location is 'Halifax, Nova Scotia, Canada' and there is a 'Contact info' link. Below the name are four buttons: 'Open to', 'Add profile section', 'Enhance profile', and 'Resources'. The 'Analytics' section shows '0 profile views' and '0 post impressions'.

Counselling Intern (She/Her) [Verify now](#)

Counselling Intern at Mount Saint Vincent University

Halifax, Nova Scotia, Canada · [Contact info](#)

[Open to](#) [Add profile section](#) [Enhance profile](#) [Resources](#)

Analytics
👁 Private to you

0 profile views
Update your profile to attract

0 post impressions
Start a post to increase

INTRODUCING YOURSELF

Headline

~~Job title~~

How you see your role, why you do what you do, what interests you.

Summary

A professional note (2 to 3 paragraphs) that explains why your skills matter, what you can contribute, your origin story.

No buzzwords

Avoid: *specialized, leadership, focused, strategic, experienced, passionate, expert, creative, innovative and certified.*

Use instead: *demonstrate how you earned your skills.*

action verb + **challenge** + **result**

INTRODUCING YOURSELF

Headline



Counselling Intern (She/Her)



Mount Saint Vincent
University

Counselling Intern | Promoting Mental Health & Wellness | Supporting Post-Secondary Students in their Career Development

Halifax, Nova Scotia, Canada · [Contact info](#)

Connect

Message

More

Summary



About

Human beings are amazing and I love connecting with people as a counsellor - especially working with students and anyone going through big transitions in life!

Over my 15 years of working in business administration, I have managed teams through 3 successful systems upgrades and 2 major corporate mergers. This experience of working with groups of people through these major changes has given me a deep understanding of workplace dynamics, the challenges individuals face during periods of career change, and allowed me to develop and support effective communication when major shifts occur.

PRACTICAL TIP: HOW TO DEMONSTRATE

Accomplishment statements (Action verb + challenge + result)

Focus on your performance, value, or the results of your actions, not your responsibilities.

Provide context and give evidence (quantify or qualify). Examples of qualifiers: time length, scope of project, types of themes or elements involved, number and demographics of people impacted.

Explain yourself rather than 'convince' or report on your activities without giving reasoning or results.

LINKEDIN

Enhancing Your Profile

CONNECT AND SHOW YOUR SKILLS

POLL: What is your comfort level with reaching out to new contacts online?

Network on LinkedIn

Use the contact list in your phone to give you ideas on who send invitations to – include a personal note in the invitation.

CONNECT AND SHOW YOUR SKILLS

Skills section

- Pick 5 to 8 skills from the drop down list – this will back up your headline and summary and start the base for asking for endorsements.

Services section

- This sections lets you identify services if you work as a consultant, freelancer, or small business owner.
-

CONNECT AND SHOW YOUR SKILLS

Endorsements (quick visual)

- First-degree connections can validate your skills list with endorsements you can show or hide.

Skills assessment

- An online test to display a Verified Skills badge on your profile. Voluntary, retakes permitted.

Recommendations (written format)

- LinkedIn contacts can write a personal testimonial about your work.
-



LinkedIn Learning

Add course certificates to your profile (Learning History section) when you complete a LinkedIn Learning course.

- [Free access through Halifax Public Libraries](#)



Share your work

Media and marketing collateral, publications: If you're involved in producing designed pieces or content, share from your profile, with credit to your team and organization.

LEARN, CREATE, AND SHARE



**Share content from
your feed**



**Follow relevant
influencers**



Turn on Creator mode



**Publish long-form
content**

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Get links and info for Career
Services events in 2024-25



CONTACT CAREER SERVICES

Career counselling

virtual or in-person

counselling@msvu.ca

902-457-6567

msvu.ca/careerplanning

Resume and cover letter feedback

Career indecision

Job search support

Interview preparation

[Graduate school/internship applications](#)
