



COLORADO
Career Advising

THE COMPLETE GUIDE

RESUME BUILDING

YOUR PERSONAL BRAND

WELCOME

to your ultimate guide to resume building! Whether you're a high school student or a seasoned professional, this booklet is your roadmap to crafting standout resumes and optimizing your online presence.

Engage in our 3-Part Personal Branding Resume Series, a journey designed to equip you with the tools and strategies needed to present yourself effectively in today's competitive job market.

In Part 1, you'll uncover the significance of a well-crafted resume. Part 2 offers insights from the Colorado Career Advising Tool Survey to help tailor your resume for specific opportunities. And in Part 3, you'll learn to enhance your digital footprint and authentically to expand your professional network.

But it doesn't stop there, test your learnings in our activity! So let's embark on this journey together and craft your personal brand for success!

We encourage you to explore each section of this booklet carefully, paying special attention to the strategies and techniques that resonate with you the most. By doing so, you'll gain the knowledge and skills needed to navigate life's complexities with confidence and compassion, empowering you to build a successful career path.



Sheri A. Smith



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Creating Your First Resume: A Step-by-Step Guide for Students

PART ONE

Are you a high school student or career-seeker without a resume? While you might think that resumes are only for seasoned professionals, having a resume as early as high school can be a valuable tool for showcasing your skills and experiences.

In this guide, we'll walk you through the process of creating your first resume, and we'll share how you can use [Lightcast's](#) resume builder and the Colorado Career Advising Tool to make your resume shine!



1. Why a Resume Matters

A resume is your introduction to potential employers. It provides insights into your skills, talents, and experiences. Even if you don't have any work experience yet, a resume allows you to highlight your achievements, both inside and outside the classroom.

2. Keep It to One Page

Your resume should be concise and to the point. Stick to one page to ensure that employers can quickly and easily learn about you and what you have to offer.

3. What to Include

Your resume should showcase your skills, work experience, volunteer experience, and your involvement in school or extracurricular activities.

4. Need Help Getting Started?

Creating descriptions for your experiences can be challenging, especially when you're just starting. That's where tools like [Lightcast's](#) resume builder come in handy.

Note: It's not free, but if you are looking for another option, [ResumeNerd.com](#) is a fantastic low-cost option.

5. Follow the Prompts

LightCast's resume builder guides you through the steps and provides prompts to help you describe your skills and job-related experiences. Use their AI to help you fill out job duties and skills. Even if you aren't sure what to say right now, choose multiple options that you can edit later.

6. Download Your Resume

Once you've filled it out, download your resume as a Word document. This will allow you to modify it or use the text in other resume templates.

7. Make It Look Great

To make your resume visually appealing, consider downloading a template from the web or download a free [template](#) from our partner Get Schooled.

QUICK TIP

A text-based resume is crucial for AI screeners to effectively scan and identify keywords. Unlike image-based resumes, it provides a machine-readable format, ensuring that qualified candidates are not overlooked in the initial screening process. Additionally, text-based resumes allow for easy customization and accessibility. However, if you belong to industries where specialty formatting or designed resumes are appropriate, consider using an online portfolio to showcase your skill sets.

Now you have a basic resume to get you started! Check out Part Two in this three part series to learn how you can use the Colorado Career Advising Tool to personalize your resume.

Personalize Your Resume With the Colorado Career Advising Tool

PART TWO

Now that you have a basic resume ready to go, customize your resume with language from your [Colorado Career Advising Tool Results!](#)

Create a Summary or Profile section at the top of your resume describing your strengths and positive traits. It's a great way to make your resume stand out. Follow the steps below to create a compelling elevator pitch to summarize your strengths.




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JOB PROFILE MY RESULTS LOGIN

Sheri's Results

- Results Summary
- Career Suggestions
- What Motivates You
- Your DISC Profile
- Communication Tips
- Reflections and Goals
- Resources

Download PDF

Use your results on your resume and LinkedIn

Hi, Sheri!

Independent, Big-Picture, One-of-a-Kind for a Cause

Top Two Motivators:

Social Individualistic

Your DISC Scores:

Dominance 96%

Influencing 100%

Steadiness 2%

Compliance 2%

ABOUT SHERI You are a friendly and direct person who wants to be seen as a leader for a cause that is important to you.

STRENGTHS Strong Communicator, Enthusiastic, Decisive, Results-Oriented, Adaptable, Multi-Tasker, Big-Picture Thinker, Innovative

JOB STRATEGY Explore opportunities at work where you can lead efforts to help people.

Share with Friends

<https://www.indigopathway.com/survey/shared/3749372y814>

English

Log-in to the [Colorado Career Advising Tool](#) Survey to See Your Results!

Hi, Sheri!

Independent, Big-Picture, One-of-a-Kind for a Cause

1. Review Your Sub-Title

Write down the statement under your name on the Results Summary tab to start the opening line of your summary statement.

2. Add something from “About Me”

ABOUT SHERI

You are a friendly and direct person who wants to be seen as a leader for a cause that is important to you.

Jot down any words or phrases from your “About Me” section you’d like to add to your resume summary.

3. Add Strengths

STRENGTHS

Strong Communicator, Enthusiastic, Decisive, Results-Oriented, Adaptable, Multi-Tasker, Big-Picture Thinker, Innovative

Grab some of the adjectives from your “Strengths” section to create a second sentence starting with, “My strengths are...” Feel free to add some of your top skills too like creativity, organization, leadership, customer service, or management.

4. Finish with Job Strategy

JOB STRATEGY

Explore opportunities at work where you can lead efforts to help people.

End your summary statement with text from the job strategy section. “I am looking for a job where...” is a great way to start this sentence. To really up your game, customize your summary statement for each job you apply to, describing how you are an excellent candidate for the specific role.

5. Check out your Personalized Recommendations

Scroll to the bottom of your Results Summary page and review your Personalized Insights. Look for tips that you want to remember when searching for a job or selecting an employer. These phrases can also be useful on your resume or during job interviews. Use these phrases to ask questions to understand if the role is a good fit for you.

Personalized Insights for Sheri

- It is important that Sheri figures out her cause and the role she wants to play in advancing that cause.
- This could include projects where she can help others, come up with solutions to problems facing her peers or community, and be recognized for what she did in finding solutions and advancing these causes.
- Sheri likes to take risks and tends to be careless with details that don’t matter to her.
- She needs variety and a stimulating environment, and will perform best with a lot of freedom, choice, and recognition for work done well.

6. Finishing Touches

Now, refine your summary statement to reflect your authentic voice. Add personal touches that resonate with you to ensure it sounds genuine.



The screenshot shows a user interface for 'Sheri's Results' with a sidebar on the left and a main content area. The main area displays 'Hi, Sheri!' followed by a summary statement: 'Independent, Big-Picture, One-of-a-Kind for a Cause'. Below this are sections for 'Top Two Motivators' (Social and Individualistic), 'Your DISC Scores' (Dominance, Influencing, Steadiness, Compliance), 'ABOUT SHERI', 'STRENGTHS', and 'JOB STRATEGY'. A 'Personalized Insights for Sheri' section is at the bottom. Five callout boxes with red arrows point to specific parts of the page:

- SAMPLE TEXT FOR YOUR SUMMARY TITLE**: Points to the title 'Independent, Big-Picture, One-of-a-Kind for a Cause'.
- SAMPLE TEXT FOR SENTENCE #1. ADD YOUR EXPERIENCE.**: Points to the first sentence 'You are a friendly and direct person who wants to be seen as a leader for a cause that is important to you.'
- SAMPLE TEXT FOR SENTENCE #2. ADD ADDITIONAL SKILLS.**: Points to the 'STRENGTHS' section.
- SAMPLE TEXT FOR SENTENCE #3. SAY HOW THEIR JOB/COMPANY FITS.**: Points to the 'JOB STRATEGY' section.
- BONUS: USE SOME OF THE ADVICE TO ARTICULATE WHAT YOU WANT IN JOB INTERVIEWS.**: Points to the 'Personalized Insights for Sheri' section.

Here is an example: Passionate and independent leader committed to making a positive impact and supporting social causes. With a results-driven mindset, I tackle challenges with enthusiasm and adaptability. Seeking a role where I can drive positive change through creative solutions and leadership.

7. Get Feedback

Consider seeking feedback from a trusted friend, mentor, high school counselor, or local workforce center. Have someone review your summary statement and full resume and suggest any necessary edits.

Get Schooled offers [free resume reviews](#) by *real people*. Having a second set of eyes on your resume can help ensure it is free of grammar or spelling errors and effectively communicates who you are and the skills you can bring to a role.

Creating your first resume is a valuable step toward your future career. It allows you to showcase your skills, experiences, and strengths to potential employers. With resources like [LightCast](#)'s resume builder and strengths-based text from the Colorado Career Advising Tool, you'll be well on your way to crafting an impressive resume that opens doors to exciting opportunities.

To complete your personal brand, you can turn your resume summary statement into a compelling LinkedIn profile. Find out how in Part 3 of [Your Personal Brand: A Three Part Resume Building Series](#).

Personalize Your Resume With the Colorado Career Advising Tool

PART THREE



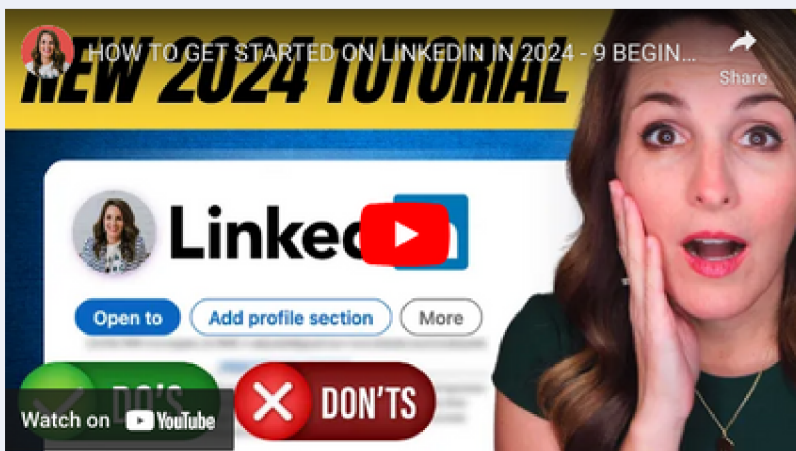
Creating a personalized LinkedIn profile is crucial for building an online professional presence and setting yourself apart. LinkedIn is a valuable platform for job hunting and expanding your professional network. Leveraging personal connections when applying for jobs greatly improves your chances of landing interviews.

In this blog post, we'll explore how to optimize your LinkedIn account to enhance visibility, boost engagement, and get noticed by employers.

*The great news is that your **Colorado Career Advising Tool Survey** will help you add that extra special personal touch to your profile! We recommend you follow the steps in Part 2 of this blog series to use your CCA results to create a resume summary statement before starting your LinkedIn profile.*

If you don't already have a LinkedIn account, create one now!

Here's an overview video on how to create a LinkedIn account:



Video Link:

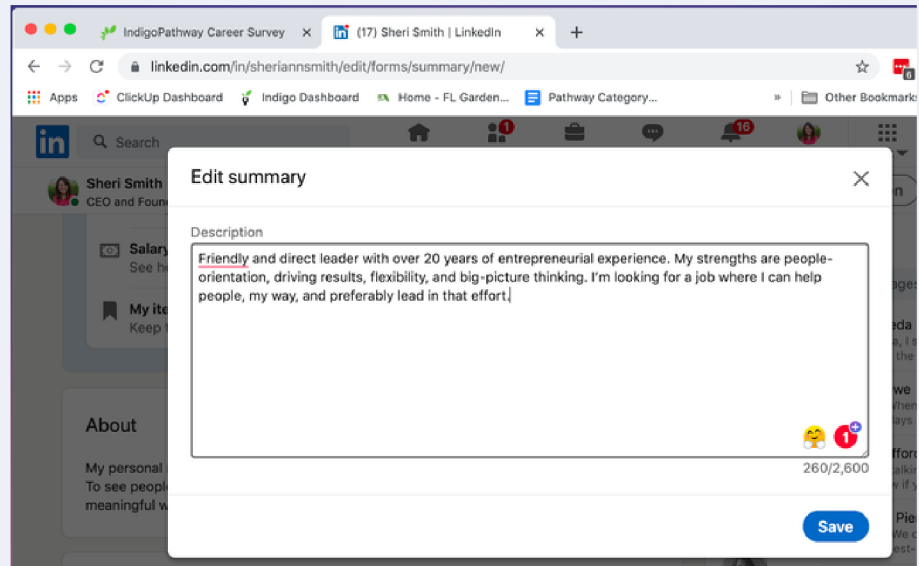
bit.ly/getstartedonLinkedIn2024

or scan the code below



1. About Section

Add the professional summary you crafted for your resume to the About section of your LinkedIn page. Think of LinkedIn as your online resume - it should have all of the same information as your resume but can be presented in a less formal, more personable tone.



2. Use keywords

In addition to your strengths and summary statement, use keywords that are relevant to your industry and the type of job you're seeking to help your profile appear in search results.

Examples of keyword categories for a LinkedIn profile include:

- Job titles and responsibilities
- Technical skills and software
- Industry-specific terms and buzzwords
- Education and certifications
- Professional accomplishments and awards
- Relevant volunteer work and extracurricular activities
- Languages spoken
- Personal traits and soft skills
- Career goals and aspirations

Here are a few examples of specific keywords that could be used in a LinkedIn profile:

- | | |
|-----------------------|-------------------------|
| 1. Leadership | 14. Digital Marketing |
| 2. Management | 15. Business |
| 3. Teamwork | Development |
| 4. Strategic Planning | 16. Analytical Thinking |
| 5. Communication | 17. Performance |
| 6. Problem Solving | Management |
| 7. Project Management | 18. Change |
| 8. Customer Service | Management |
| 9. Sales | 19. Time Management |
| 10. Marketing | 20. Training and |
| 11. Networking | Development |
| 12. Innovation | |
| 13. Entrepreneurship | |

These keywords can be used in the summary, skills, job titles, and descriptions to help recruiters and hiring managers find your profile and understand your qualifications and experience.

3. Highlight your accomplishments

Enhance your About section by adding a personal mission statement and any hobbies or interests you want to highlight. Use specific examples of your educational or professional achievements and successes to demonstrate the value you can bring to a potential employer or client.

4. Show your personality.

Use a conversational tone and inject some of your personality into your summary. This can help make you stand out and be more memorable to potential employers or clients. You can modify words from your [CCA Tool Survey results summary page!](#)



5. Provide Contact Information

Facilitate easy communication by providing contact details! In addition to LinkedIn's messaging feature, consider listing alternative methods such as email or social media for networking contacts and potential employers to reach out to you directly.

6. Customize your URL

Customize your LinkedIn profile URL to make it easy for people to find and remember you. Learn how to do this [here](#).

7. Keep it short and sweet

Keep your summary short and to the point so that people can quickly get a sense of who you are and what you do. Make sure you talk about your true intrinsic self, not just external accomplishments. Again, your [CCA Tool Survey result](#) can help you with this!

8. Keep it up-to-date

Regularly update your LinkedIn summary to reflect your current skills, experiences, and accomplishments.

9. Connect and Engage

Engaging actively on LinkedIn is essential for cultivating a thriving professional network. By regularly posting updates, commenting on others' posts, and following relevant pages, you not only showcase your expertise but also foster meaningful connections within your industry. Sharing articles and insights related to your interests demonstrates your passion and expertise, further establishing you as a thought leader in your field. Don't hesitate to engage authentically and generously—it's the key to building a robust and influential presence on LinkedIn.

By following these tips to personalize your LinkedIn, you can effectively expand your professional network. This can help you to stand out among other professionals and elevate your visibility to potential employers. Remember, your LinkedIn profile is a reflection of your unique identity and the value you offer.

Craft Your Career Path: A Resume-Building Activity



ACTIVITY

The Goal: The goal of this activity is to help aspiring individuals understand the importance of resume building and to guide them through the process of creating their own resumes.

Materials:

Pens/pencils

Blank paper

Laptops or tablets with internet access (optional, for online resume builders)

CCA Tool Results

Personal Brand: Resume Building Series Booklet

Step 1. Brainstorming

On a blank sheet of paper or on a computer, prompt students to brainstorm their skills, experiences, and achievements. Encourage them to reflect on various aspects such as academic accomplishments, participation in extracurricular activities, involvement in volunteer work, completion of internships, and acquisition of relevant skills or certifications.

Additionally, students are urged to review their Colorado Career Advising (CCA) Report for further insights. Participants have the option to work independently or collaborate in pairs to record their ideas.

Step 2. Resume Building Tools

Introduce students to online resume builders like [Lightcast](#)'s free resume builder or [ResumeNerd.com](#). Demonstrate how to use these tools to create and customize a resume, emphasizing the importance of incorporating keywords and tailoring resumes for specific job opportunities. Provide laptops or tablets for participants to explore these tools and begin drafting their resumes.

Step 3. Guided Resume Creation

Ask participants to start creating their resumes using the Resume Building Series Booklet and online tools. Circulate among participants to provide assistance and answer any questions they may have. Encourage them to refer back to their brainstorming notes and tailor their resumes to highlight their strengths and experiences.

Step 4: Personalized LinkedIn Profile

As participants begin crafting their resumes using the guided booklet and online tools, encourage them to consider how they can reflect their resume highlights on their LinkedIn profiles. While circulating among participants to offer assistance and address questions, emphasize the importance of tailoring their resumes to showcase their strengths and experiences. Encourage them to refer back to their brainstorming notes and ensure that these key elements are also effectively communicated on their LinkedIn profiles, optimizing their online professional presence.

Step 5. Wrap-Up and Reflection

Gather participants together for a brief discussion on their resume-building experience. Ask them to reflect on what they learned and any challenges they encountered during the activity. Provide an overview of the next steps in their resume-building journey, including reviewing and revising their resumes and seeking feedback from mentors or career advisors.

Through expert guidance and interactive exercises, individuals gain invaluable insights to craft resumes that truly stand out, paving the way for future career success.



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