

THE RÉSUMÉ STUDIO

RÉSUMÉS RE-IMAGINED

HUMANISTS@WORK
Graduate Career
Workshop &
Networking Dinner

UC Humanities Network, The
Citizen Hotel, Sacramento, CA
November 8-9, 2015

Résumé Redux: Using the Writing
Process as a Tool for Career Discovery



Using the writing process as a tool for career discovery

Instead of looking at the résumé as a “once and done” chore, look at it as a dynamic / continual / growth experience

- Developing a résumé that works requires you to begin translating who you are with where you want to go
- But what if you don't exactly know *where you want to go*?

“Things you can do” (skills) will be what you use to translate your experience to a new audience

- Which lead to a set of keywords you'll use in your résumé (and on LinkedIn®)
- Keywords that are usable as clues in your search for potential new career paths

Research and construct new discoveries like you always have, but this time on your own behalf

- LinkedIn® (advanced search), Google, Indeed.com
- Track what you discover and keep following the bread crumbs

Our work so far and where we're going

Where we started:

- Berkeley presentation, May 2014
- San Diego, February 2015
 - Job Description Analysis (the JDA)
 - Résumé templates

What's new since San Diego:

- One-on-one sessions with nine PhD candidates
- They are getting interviews and jobs

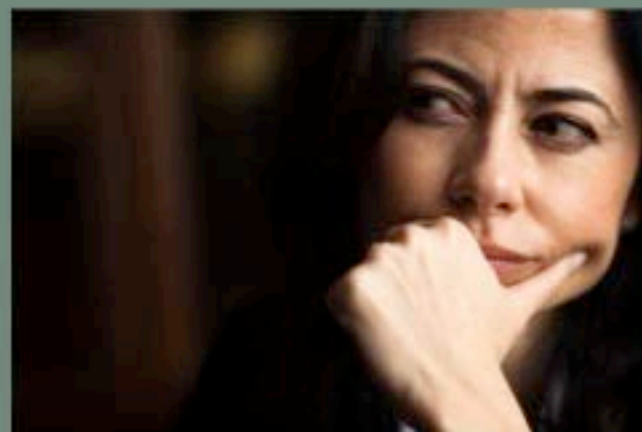
Today's activities:

- View examples
- Learn / review JDA principles
- Hear experiences
- Deliver "bucket" examples

All will be available for download, including portions of these slides



Let's get
skeptical





You be the recruiter

Let's go behind the scenes

Your mission:

- Present a candidate for your boss to interview
- S/he wants only the **absolute closest fit** between the job requirements and the 557 résumés you're about to review

What's at stake?

- **Your job!** It depends on how closely you match the needs of the job to the information you find on a résumé you will soon review



You be the recruiter

HR Leader

6 skills

**10 seconds to decide who you want to
invite to interview**

EXPERIENCE

COMPANY NAME, Santa Clara, CA 2004 to present
Worldwide graphics and digital media processor manufacturer | Revenue: \$4B | Locations: 22 countries, 45 offices

Senior Director, Global Compensation, Benefits & HRIS (2/13-present)

Senior Director of Global HR Operations (4/11-7/12)

Director of Global HR Operations (7/10-4/11)

Director of Global Compensation (4/07-7/10)

Senior Manager, Global Compensation (6/04-4/07)

Chief strategist and designer of \$1B international comp communications, directing and implementing plans reg Work closely and meet 6 times annually with BOD Com HRIS/ SaaS applications, and HR integration for 7 acqu

Compensation & Benefits Highlights:

- Reduced share use by 40% by designed mult move from cash and equity compensation p
- Prepared CD&A and Say-on-Pay shareholder equity plans have passed with majority sha
- Introduced performance based equity progr income.
- Increased unvested stock value from \$8K in RSUs and leading Tender Offer. Concurrent restored unvested equity value to employe
- Designed and implemented global careerle and collaborative review with HR partners,

HR Systems & Employee Communication Highlights:

- Standardized HRIS data entry and mainten WorkDay application in 2014, and creating
 - Converted institutional knowledge
 - Increased data accuracy from 70%
- Extended HR operations to India-based te system administration, and analytics at lov
- Oversaw 18-month online data analytics s reporting with real-time, data-rich reporti 300 senior business leaders and 500 inter

EXPERIENCE

COMPANY NAME, San Francisco, CA (HQ) 2010 to present
Building and delivering SaaS-based solutions to align business strategies. Revenue: \$439M (FY12). Employees: 5,125.

Vice President, HR (4/12-present)

Director, Human Resources Business Partner (10/10-4/12)

People & Organizational Strategy
 R&D, G&A & Professional Services

Built and led international teams of up to 12, creating and launching competitive HR structures, programs, and support systems related to 1,980 employees in 8 countries (Australia, Canada, China, Denmark, Germany, India, Russia, and the U.S.) as company grew globally from 1,200 to 5,000+ employees. Served as lead partner in design, development, rollout of \$250m in total rewards. Reporting to Chief People Officer.

- **Performance Management:** Redesigned performance processes and systems that raised employee satisfaction score to 80% and increasing promotion rates 10% to 25% annually.
- **Employee Training, Engagement & Retention:** Directed international business-centric enhancements that reduced attrition from 18% to 7%.
 Drove down new-hire costs in China and India as both campuses grew 100%+; inspired 85% participation in 2011 employee survey; and restored employee innovation and engagement through new talent review.
- **Organizational Development:** Reduced span of control from 1:20+ to average of 1:12 within one year, and led "How to Sell Into HR" trainings for 720-member global sales force.
- **HR Systems & Operations / Product Development:** Served on 7-member senior leadership team for launch and utilization of Success Factors' 10-product portfolio. Included collaboration with R&D and 8 enterprise customers (e.g. Siemens, Wal-Mart, SAP and Customer) on HR product conceived by HR
- **Compliance Leadership:** Consistently sought by general counsel to lead highly sensitive investigations. Co-authored new global policies and set the stage for future investigation practices.
- **M&A Integration:** Led or co-led HR integration on 7 acquisitions, onboarding and assimilating employee groups of 6 to 300 on acquisitions ranging \$4.5M to \$290M.





You be the recruiter

Which one would you
recommend to your boss?

Why or why not?



You be the recruiter

Program Administrator

6 skills

10 seconds to decide who you want to
invite to interview

Education

- M.A. English Literature, The University of California, Santa Ana
B.S. Cellular and Molecular Biology, The University of California, Santa Ana
B.A. English Literature
-Honors Thesis: "The History of Intellectuals and the University of Edinburgh, University of California Ed"

Program Development and Management

- XYZ Undergraduate Research Program Graduate Fellow, UCSA
- Assessing the effectiveness of the XYZ department's first undergraduate research program, particularly in regard to the original vision and objectives.
- Developing the program's structure and curriculum to more individualized forms of support and to enhance long-term sustainability.
- Co-Coordinator of the ABCDEFG Program, UCSA
- Developing and promoting our activism program through writing tutoring to the greater Santa Ana Winds community.
- XYZ Department Undergraduate Committee Representative for the Council of Graduate Students, UCSA
- Assisting in the evaluation and development of undergraduate curriculum.
- Formulating career support for XYZ majors; developing potential alumni networks.
- Peace Corps, Community Environmental Conservation Volunteer
- Researched and analyzed host community (of 2500) to determine its needs and desires in such areas as environmental conservation, health, and education.
- Led community groups to develop a set of projects that they could meet their goals; supervised project implementation.
- Developed strategies for evaluating the success and sustainability of these projects.

Project Management and Event Planning

- Graduate Assistant at the UCSB Interdisciplinary Humanities Center
- Assisting in the planning and execution of conference events for UCSB's center for interdisciplinary research.
- COMMA Research Center Assistant (Center for Modernism, Materialism, and Aesthetics), UCSB English Department
- Developing the yearly COMMA program.

CAREER TARGET: Manager of Regional Impact, LEE Program & Project Management

Educator and activist with seven years of international and domestic project / program management and experience in small communities, international municipalities, and academic settings. Specialize in working with diverse constituents on every day, hands-on management issues, as well as larger scale, long-term planning and evaluation needs related to ensuring sustainability and growth.

Emphasis on public-facing humanities programming within the University of California system and City of Santa Ana. Independent and collaborative work with groups ranging from 3 to 250 people. Teaching position and one-on-one tutoring to groups of 35 students.

EDUCATION:

University of California, Santa Ana Winds, Ph.D. (expected 2016)
University of California, Santa Ana Winds, M.A., English, 2012
University of California, Berkeley, B.S., Biological Science, with honors, 2008; B.A., English, with honors, 2004
The University of Edinburgh, UC Education Abroad Program, 2004-2005

EXPERIENCE:

PROGRAM DEVELOPMENT & PROJECT MANAGEMENT

Six-year academic and two-year volunteer tenure with work experience including leadership, management, and administrative roles. Collaborate with various humanities departments at UCSA, across University of California system, and with the greater public including the California public school system. Engagements and positions include:

UNIVERSITY of CALIFORNIA, SANTA ANA WINDS, CA

Collaborative work with students, faculty, and university administration on XYZ department program development, research, as well as developing public-facing programs for UC and Santa Ana Winds community.

Graduate Fellow, XYZ Department, ABC Research Program (9/14-8/15): Evaluated and developed the department's fledgling undergraduate research and professionalization program. Worked closely with students and up to 15 faculty members.

- **Program Evaluation, Development & Administration:** Assessed program effectiveness, original vision and objectives, implemented system for continual re-evaluation, criteria benchmarking, and project best practices. Identified solutions for low student retention and increasing tenure with 95% retention rate in Y1 participants.

Research Center Assistant, ABC Department (Center for ABCD-EFG) (9/13-5/14; 12/14-6/15): Provided administrative support for departmental research initiative.

- **Publicity & Event Planning:** Prepared and disseminated pre-meeting materials; publicized 12 department events annually campuswide. Assisted in event planning and execution with activities ranging from 5-person reading groups to conferences with up to 60 attendees.

Co-Coordinator, ABCDEFG Program (4/13-present): Developed and directed activism program based on belief that writing is a right and a form of empowerment. Worked with 5 graduate students and XYZ High administration to provide free writing tutoring to the Santa Ana Winds community.

- **Program Outreach & Management:** Establishing goals and objectives, assessing progress, and distributing resources. Publicizing and promoting program activities.



You be the recruiter

Again, which one would you recommend to your boss?

Why?

What differed between the two?



You be the recruiter

Bullet points as “buckets”

**Let's look again at this
concept**

EDUCATION

PhD in English, University of California, Irvine, expected June 2016
 MA in English, University of California, Irvine, 2010
 BA in Literature and Philosophy, *summa cum laude*, American University, 2008

DISSERTATION

Poetry is made of time, and times change. "Changing Times: Yeats, Eliot, Kipling, Standards of Modernity" uncovers the understudied discourse surrounding systems understood the fundamental unit of the poetic line as necessarily temporal. This "te" is intimately bound up with the long and varied process of national and global time in the poetry of the late nineteenth- and early twentieth-century. Reading the inter two time discourses using historical poetics methods reveals that T.S. Eliot's pros with the movement of global capital and the global time project, W.B. Yeats's wi of Greenwich Mean Time on Ireland in 1916, and Rudyard Kipling's with his aw difference between the temporal rhythms of imperial Britain and colonial India.

PUBLICATIONS

"A Bloom without a Flower, or How to Read 'Lotus Eaters.'" *James Joyce Quarterly* (forthcoming)

PAPERS AND PRESENTATIONS

- 2014 "T.S. Eliot, the New Prosody, and the Time of Global Capital." Poetics/history/Theory@uci Seminar, Irvine, CA, 11 December
- 2014 "Temporal Prosody in the Mean Time." The Modernist Studies Pittsburgh, PA, 7 November.
- 2014 "T.S. Eliot and the Time of Global Capital." American Comparative Association Annual Meeting, New York University, NY, 21 November
- 2014 "Dunsink Time and Yeats's Prosody." Shifting Ground: South Studies Colloquium Spring Conference. University of California, March.
- 2013 "T.S. Eliot, Temporal Metrics, and the Time Standard." Contemporary Ancient and Modern Language Association, San Diego, CA.
- 2013 "T.S. Eliot's Reminiscent Bells: Temporal Metrics and the 'Waste Land.'" Scholars Seminar. The T.S. Eliot Society Annual Meeting, MO, 26 September.
- 2013 "T.S. Eliot's Other Clocks." Humanities Network Fellow Presentation, University of California, Irvine, CA, 17 May.
- 2013 "Disciplinary Measures: Temporal Metrics and the Time Standard." California Humanities Network Annual Meeting, Los Angeles, CA.
- 2012 "Bergsonian Resonance in the Form of *The Waste Land*." Modernist Studies Seminar, NY, 18 October.

Innovative administrator and researcher with seven years of teaching and humanities analysis and professional record includes two publications, seven awards, 20 presentations, and 15 grants.

Specialize in translating complex discourses and ideas for non-specialist audiences, blending programmatic vision with careful attention to daily operational tasks. Experience managing students. Partner well with 3-30 member teams. Excel at making the most of modest budgets.

Program Management

Budget Management

Communication through Design

Department Systems

Public Outreach

Policy Implementation

Curriculum Design

Event Planning

EDUCATION

University of California, Irvine

Ph.D., expected 2016

M.A., 2010

American University, B.A.

B.A., Literature & Philosophy—*summa cum laude*

Phi Beta Kappa, 2008

PROFESSIONAL & ACADEMIC EXPERIENCE

RESEARCH, TEACHING & HUMANITIES PROGRAMMING

Seven-years of academic experience including contract and volunteer roles. Gained expertise in teaching, and humanities programming, while working with students and researchers across a 10-campus system. Engagements and positions include:

University of California Humanities Research Institute (statewide entity)

Graduate Student Researcher (9/13-present): Engaged as researcher and administrator in the California system. Reporting to UCHRI Director and UCHRI Assistant Director.

- Humanities Programming:** Delivered programmatic leadership and support across humanities projects and twenty fields of study, including two 3-year, grant-funded projects. Part of 4-member team designing, launching, and managing two statewide grant-funded workshops—each hosting 100 participants. Includes branding and web design.
- Publication Preparation:** Managed production pipeline between MIT University and authors for *Between Humanities and the Digital* (2015), edited by David Theo Gunkel and Patrik Svensson. Indexed *Are We All Post-Racial Yet?* (2015) and *Sites of Resistance* by Theo Goldberg. Activities included image rights management, copy-editing, and proofreading for publications.
- Research Administration:** Managed community relationships and on-site activities for acquisition and digitization, and guest speakers for 4 Residential Research Group meetings with participants from UC's 10 campuses.
- Budget & Expense Management:** Managed budgets using 2 university budget systems for 4 Residential Research Group meetings.



You be the recruiter

What did you see?

What stood out?



You be the recruiter

What did you think about being given only 10 seconds to review each set?

Why does the one on the right ***work*** in this 10 second context, when the other does not?



Let's Shift Gears



- How did our “better” résumés get that way?
- They used the “buckets” concept
- What can **you do** to achieve the same?

Buckets



Why are they so important and useful?

1. Easy for the human eye
2. Easily customizable for Applicant Tracking Systems (ATS)
3. Helps you to organize and present a complex and potentially disjointed story on just 1-2 pages

Job Description Analysis

1	Job Description Analysis	Have the experience?	Something I want / plan to do going forward?	Nonprofit Administrator Organization Name	Executive Director Organization Name	Community Advocate Organization Name
2						
6	Program development	Yes	yes			X
7	Program management	Yes	yes	X		X
8	Community planning and partnerships	Yes	yes	X		X
9	Facilities management	Yes	yes	X		X
10	Operations	Yes	maybe	X		X
11	Community / constituent advocacy	Yes	yes	X	X	X
12	Communications	Yes	yes	X	X	X
13	Event Planning & Management	Yes	maybe	X	X	X
14						
15						

Category Findings:

Program Development & Management

Community Partnerships

Facilities & Operations

Advocacy & Communications

Event Development & Management

Downloadable tool through UCHRI

B	C	D	CAREER TARGET: Program & Research Manager		
Function, skill, area of expertise, etc.	Have the experience?	Something I want / plan to do going forward?	<p>innovative administrator and researcher with seven years of teaching and humanities analysis experience. My professional record includes two publications, seven awards, 20 presentations, and 15 university-level presentations. I specialize in translating complex discourses and ideas for non-specialist audiences, blending advanced programmatic vision with careful attention to daily operational tasks. Experience managing classroom and research projects. Partner well with 3-30 member teams. Excel at making the most of modest budgets (\$500 to \$1,000).</p>		
Program oversight	no	yes	Program Management	Public Outreach	Program Development
Arrange/organize seminars and events	yes	yes	Budget Management	Policy Implementation	Academic Writing
Develop programs	no	yes	Communication through Design	Curriculum Design	Academic Research
Monitor budgets	yes	yes	Department Systems	Event Planning	Website Creation
Teach admin courses					
perform outreach/program					
Write and edit proposals/gr					
teamwork					
public-facing/customer serv					
data analysis					
personnel software manag					
conduct research on the pr					
curriculum building/manag					
identify new programs and					
budgetary oversight (3.5 mil					
implement policy					
team leading					
knowledge of collective b					

"I did two things to figure out the buckets. One is painfully obvious in that I just looked at the duties and required skills sections of the job calls.

The other is a little less obvious in that I read the job ads in terms of my own strengths and thought about what kinds of skills I brought to the table that the jobs didn't explicitly ask for, but might implicitly be interested in."

workshops—each hosting 100 participants. Includes branding and web design / maintenance.

- Publication Preparation:** Managed production pipeline between MIT University Press authors for *Between Humanities and the Digital* (2015), edited by David Theo Goldberg and Patrik Svensson. Indexed *Are We All Post-Racial Yet?* (2015) and *Sites of Race* (2015) by David Theo Goldberg. Activities included image rights management, copy-editing, and archiving for publications.
- Research Administration:** Managed community relationships and on-site activities, including acquisition and digitization, and guest speakers for 4 Residential Research Groups, including participants from UC's 10 campuses.
- Budget & Expense Management:** Managed budgets using 2 university budget software systems.

Anatomy of résumé #2



- One résumé we know about scored five interviews, and four job offers.
- The résumé owner even had a full-time offer based on the résumé alone. (Declined.)
- ***And she didn't use buckets!***
- Welcome Dana Linda.

Anatomy of résumé #2



CAREER TARGET: SFBR Copy Editor

Media & Technology | Writing & Editing

Writer and editor with 10+ years of manuscript and copy consultation, proofreading, and publishing experience across university and non-profit settings. Committed to excellence in print and web at institutions with revenues ranging \$4.3M to \$40B per year.

Versed in academic, fiction, and pop culture communication outlets and methods. Specialize in women's and gender-related content covering North and Latin America. **Languages:** Spanish (fluent), Portuguese (reading proficient).

AP, MLA, Chicago Style Guidelines
British & American English Standards
Track Changes in Word & Google Docs
Copy, Line, & Developmental Editing

Research & Fact-Checking
Press Releases & Newsletters
Planning & Prioritization
Accurate & Detail-Oriented

Blog & Social Media Content Curation
Wordpress, Keynote, Prezi & PPT
Evernote, Scrivener & Trello
Basic HTML

WRITING & EDITORIAL SERVICES EXPERIENCE

2003 to present

Inquisitive and quick to get to the heart of a story, product, or service through fresh ideas and creative problem solving, conveying concepts in clear, organized, and engaging ways. Positions include:

UNIVERSITY of CALIFORNIA, Los Angeles and Santa Cruz, CA

Content Writer & Project Consultant, UC-Humanities Research Institute (4/14–present)

Part of 8-member steering committee and event planning team, partnering with UC-HRI and funded by MLA to generate content for webinars, social media, and blog postings.

Topics range from publicly-engaged practices connecting individuals, communities, and organizations to methods from literature, history, and cultural studies. Develop and publicize UC-wide website and digital resources for participants. Plan, promote, and launch bi-annual workshop series systemwide.

Instructor & Curriculum Consultant, UCLA (9/10–present; ends 6/15)

Lead teaching consultant in Comparative Literature Department, providing training and support to new instructors with emphasis on academic writing as process, research methods, and digital technology.

Designed, taught, and supported lower-division and upper-division seminars across Comparative Literature and Gender Studies Departments (2010-2015) for up to 400 students, with focus on popular, literary, and women's cultures in US, Latin America, and the Caribbean. Concurrently produced feature pieces for UCLA Center for the Study of Women's quarterly e-newsletter and published academic publications.

CAREER TARGET: SFBR Copy Editor
Media & Technology | Writing & Editing

Writer and editor with 10+ years of manuscript and copy consultation, proofreading, and editing experience across university and non-profit settings. Committed to excellence in print and web at institutions with revenues ranging \$4.3M to \$40B per year.

Versed in academic, fiction, and pop culture communication outlets and methods related content covering North and Latin America. **Languages:** Spanish (fluent)

AP, MLA, Chicago Style Guidelines	Research & Fact-Checking
British & American English Standards	Press Releases & Newsletters
Track Changes in Word & Google Docs	Planning & Prioritization
Copy, Line, & Developmental Editing	Accurate & Detail-Oriented

WRITING & EDITORIAL SERVICES EXPERIENCE

Inquisitive and quick to get to the heart of a story, product, or service through fresh ideas and creative problem-solving. Conveying concepts in clear, organized, and engaging ways. Positions include:

UNIVERSITY of CALIFORNIA, Los Angeles and Santa Cruz, CA

Content Writer & Project Consultant, UC-Humanities Research Institute (4/14-present)

Part of 8-member steering committee and event planning team, partnering with UC-HRI and funders to generate content for webinars, social media, and blog postings.

Topics range from publicly-engaged practices connecting individuals, communities, and organizations. Develop and publicize UC-wide website and resources for participants. Plan, promote, and launch bi-annual workshops.

Instructor & Curriculum Consultant, UCLA (9/10-present; ends 6/15)

Lead teaching consultant in Comparative Literature Department, providing training and support to instructors with emphasis on academic writing as process, research methods, and digital technology.

Designed, taught, and supported lower-division and upper-division seminars in Comparative Literature and Gender Studies Departments (2010-2015) for up to 400 students, with focus world literature and women's cultures in US, Latin America, and the Caribbean. Concurrently produced feature pieces for UCLA Center for the Study of Women's quarterly e-newsletter and published academic scholarship.

Writing Consultant, UC Santa Cruz (12/03-6/07)

Delivered individual and group consultations for up to 100 student clients focusing on issues (e.g., clarity, concision, style); structuring argumentation; and grammar and syntax across academic fields.

Trained in theory and research on composition process and practical skills. Concurrently conducted weekly workshops, emphasizing transformative learning.

NATIONAL COUNCIL on CRIME & DELINQUENCY, Oakland, CA

Editorial & Research Associate (9/07-9/09)

Assisted with communications and development activities promoting

CAREER TARGET: UCLA VC FUND Marketing Associate
Media & Technology | Brand Writing & Editing

Writer and editor with 10+ years of consultation, proofreading, and publishing experience across university and non-profit settings. Committed to excellence in print and web at institutions with revenues ranging \$4.3M to \$40B per year.

Versed in academic, news, and pop culture communication outlets and methods. Specialize in global-fact and gender-related content. **Languages:** Spanish (fluent), German (proficient), Portuguese (proficient)

AP, MLA & Chicago Style Guidelines	Research & Fact-Checking	Blog & Social Media Content
British & American English Standards	Press Releases & Newsletters	Wordpress, Keynote, Prezi
Track Changes in Word & Google Docs	Planning & Prioritization	Evernote, Scrivener & Trello
Copy, Line & Developmental Editing	Accurate & Detail-Oriented	Basic HTML

PROFESSIONAL CHRONOLOGY

Inquisitive and quick to get to the heart of a story, product, or service through fresh ideas and creative problem-solving. Conveying concepts in clear, organized, and engaging ways. Positions include:

UNIVERSITY of CALIFORNIA, Los Angeles and Santa Cruz, CA

Content Writer & Advisory Committee, UC-Humanities Research Institute (4/14-present)

Part of 8-member steering committee and event planning team, partnering with UC-HRI and funders to generate content for webinars, social media, and blog postings related to career planning and professional development.

Topics range from publicly-engaged practices connecting individuals, communities, and organizations. Develop and publicize UC-wide website and resources for participants. Plan, promote, and launch bi-annual workshop series systemwide.

Instructor & Curriculum Consultant, UCLA (9/10-present; ends 6/15)

Lead teaching consultant in Comparative Literature Department, providing training and support to instructors with emphasis on academic writing as process, research methods, and digital technology. and manage content on departmental Facebook page.

Designed, taught, and supported lower-division and upper-division seminars across Comparative Literature and Gender Studies Departments (2010-2015) for up to 400 students, with focus world literature and Americas and Africa. Concurrently produced feature pieces for UCLA Center for the Study of Women's quarterly e-newsletter and published academic scholarship.

Programs Coordinator & Writing Consultant, UC Santa Cruz (12/03-6/07)

Enhanced the College Eight mission to deepen students' understanding of environmental issues in political, scientific, and humanistic context through co-curricular programs for a diverse academic and residential community.

Liaised with residential and academic advisors, and programming staff to engage undergraduate students with campus-wide resources, organizations, and services. Concurrently delivered individual and group consultations for up to 100 student clients through UCSC Writing Programs (2003-2007), focusing on clarity, style; structuring argumentation for diverse audiences; and grammar and syntax across academic fields.

NATIONAL COUNCIL on CRIME & DELINQUENCY, Oakland, CA

Editorial & Research Associate (9/07-9/09)

		yes	yes
	Social Media Metrics/ROI	no	yes
	Search Engine Optimization (SEO)	no	maybe
	Data/Statistical Analysis	no	yes
	Google Analytics	yes	yes
	Visual Thinking	yes	yes
	Pattern Recognition	yes	yes
	Strategic planning	yes	yes
Media	Community Management/Engagement	yes	yes
	Content Curation	some	yes
	Content Management Systems (CMS)	some	not sure
	Photoshop and Adobe	yes	yes
	Public Relations/Strategic Communication	yes	yes
	Startups & Entrepreneurship	yes	yes
	Trend Spotting	yes	yes
	Blogging	yes	yes
	Tagging	yes	yes
	Audience Development	yes	yes
& Content Editing	Stylistic Editing	yes	yes
	Substantive or Structural Editing	yes	yes
	Fact Checking / Reference Checking	yes	yes
	Rewriting	yes	yes
	Proof Reading	some	maybe
	Ghost Writing	no	maybe
	Extensible Markup Language (XML)	some	maybe
	Copyright Permissions	yes	yes
	Bilingual Proficiency	yes	yes
	Academic Editing	yes	yes
Student & Academic Affairs	Journalism (or nonfiction) Editing	no	not sure
	Fiction Editing	no	maybe
	Business/Commercial Editing	yes	yes
	Managing Multiple Tasks, Priorities & Deadlines	yes	yes
	Event Planning	yes	yes
	Civic Engagement/Service Learning	yes	yes
	Curriculum Design and Initiatives	yes	yes
	Diversity Training and Programming	yes	yes
	Crisis Prevention and Response	yes	yes
	Academic Advising	some	hope to
	Financial and Budget Administration	yes	yes
	Alumni Services	yes	yes
	Student Activities	yes	yes
	Career Development	some	maybe
	Student Counseling	yes	yes
	Disability Support Services	yes	yes
	Volunteer Screening, Training & Management	yes	yes
		yes	yes

CAREER TARGET: UCLA VC FUND Marketing Associate

Media & Technology | Brand Writing & Editing

er and editor with 10+ years of consultation, proofreading, and publishing experience across universit settings. Committed to excellence in print and web at institutions with revenues ranging \$4.3M to \$10M. Published in academic, news, and pop culture communication outlets and methods. Specialize in global-fact-checking and gender-related content. Languages: Spanish (fluent), German (proficient), Portuguese (proficient).

UCLA & Chicago Style Guidelines

Research & Fact-Checking

Blog & Social Media Content

British & American English Standards

Press Releases & Newsletters

Wordpress, Keynote, Prezi

Changes in Word & Google Docs

Planning & Prioritization

Evernote, Scrivener & Trello

Line & Developmental Editing

Accurate & Detail-Oriented

Basic HTML

PROFESSIONAL CHRONOLOGY

Proactive and quick to get to the heart of a story, product, or service through fresh ideas and creative problem-solving concepts in clear, organized, and engaging ways. Positions include:

UNIVERSITY of CALIFORNIA, Los Angeles and Santa Cruz, CA

Content Writer & Advisory Committee, UC-Humanities Research Institute (4/14-present)

Part of 8-member steering committee and event planning team, partnering with UC-HRI and funders to generate content for webinars, social media, and blog postings related to career planning and professional development.

Topics range from publicly-engaged practices connecting individuals, communities, and organizations to research methods from literature, history, and cultural studies. Develop and publicize UC-wide website and resources for participants. Plan, promote, and launch bi-annual workshop series systemwide.

Instructor & Curriculum Consultant, UCLA (9/10-present; ends 6/15)

Lead teaching consultant in Comparative Literature Department, providing training and support for instructors with emphasis on academic writing as process, research methods, and digital technology. and manage content on departmental Facebook page.

Designed, taught, and supported lower-division and upper-division seminars across Comparative Literature and Gender Studies Departments (2010-2015) for up to 400 students, with focus world literature from Latin America and Africa. Concurrently produced feature pieces for UCLA Center for the Study of Women's quarterly e-newsletter and published academic scholarship.

Programs Coordinator & Writing Consultant, UC Santa Cruz (12/03-6/07)

Enhanced the College Eight mission to deepen students' understanding of environmental issues in political, scientific, and humanistic context through co-curricular programs for a diverse academic and residential community.

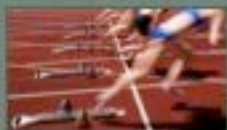
Liaised with residential and academic advisors, and programming staff to engage undergraduate students with campus-wide resources, organizations, and services. Concurrently delivered individual and group writing for up to 100 student clients through UCSC Writing Programs (2003-2007), focusing on clarity, style; structuring argumentation for diverse audiences; and grammar and syntax across academic disciplines.

EDITORIAL COUNCIL on CRIME & DELINQUENCY, Oakland, CA

Editorial & Research Associate (9/07-9/09)



Here's Where it Gets Fun



Buckets are a beautiful thing

- Ready to build your own buckets?
- How to quantify?
- Why quantify?
- Let's get some ideas flowing with actual examples

On another note, I wanted to mention that one of the most difficult aspects of creating this document (aside from establishing a chronology) was figuring out how to quantify entries. I understand why this is so important, but most of the work that a humanities graduate student performs isn't easily quantifiable (or more correctly, isn't thought of as such). That being said, your example resume on the Humanists@Work website helped me think about how I might find more "humanistic" ways of quantifying, such as listing the different groups, departments, and publics that I work with. I don't know if other graduate students you have worked with have mentioned this, but one of the biggest take-aways from working with you was finding a humanistic way of quantifying my work.



Budgets & Expense Management

- **Budget & Expense Management:** Managed budgets using 2 university budget software systems for 4 Residential Research Groups and all ongoing humanities programs including managing travel expenses and reimbursements for 80 workshop attendees.
- **Program Development:** Oversaw teams of up to 20 people (e.g., working groups, service groups) across 3 North and Latin American projects. Included arranging international travel for participants and managing \$10K budget.
- **Budget Management:** Managed \$12K budget as secretary on 10-member Leadership Advisory Council serving 20 UCLA academic departments.



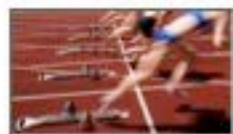
Program Development, Management, Administration

- **Humanities Programming:** Delivered programmatic leadership and support across three, state-wide humanities projects and 20 fields of study, including two 3-year, grant-funded initiatives.
Part of 4-member team designing, launching, and managing two statewide graduate career workshops—each hosting 100 participants. Includes branding and web design / maintenance.
- **Humanists@Work Program Development:** Grew program by generating revised long-term goals, objectives, and best practices; formulated a 3-year alumni tracking project, and planned a yearly conference of 50-60 graduate students.
- **Program Development & Management:** Helped grow summer program with 12 original students into a \$400K, 8-discipline organization with 11 staff and twenty interns serving 100-150 public school students per year.



Teaching

- **Classroom Instruction & Management:** Taught 280+ college level students; helped 95% fulfill lower division writing requirement.
- **Instructor Training:** Taught 50 new instructors across 4 academic cycles, with topics including curriculum scheduling, design, and techniques.
- **Presenting:** Taught 5 courses and 200+ undergraduates across 2 departments over 3 years, including Colonial & Modern Latin American History and Introduction to Gender Studies.
- **Instructional Design & Training:** Designed 3 co-curricular programs annually for audiences of 9-72 individually and in teams of 3-6 over four years. Led creation and maintenance of online content and calendaring for 10+ websites.



Research Administration

- **Research Administration:** Managed community relationships and on-site activities, research acquisition and digitization, and guest speakers for 4 Residential Research Groups. Included 40 participants from UC's 10 campuses.
- **Archiving & Releases:** Oversaw 3-member team recording, digitizing, and storing up to 5 terabytes of musical / digital content per week. Included library management and borrowing permissions in collaboration with 18 partners (e.g., vendors, peer departments, et al).
- **Research:** Conducted 80+ hours of research monthly, and oversaw the projects for 12 graduate students—with focus spanning early to modern composers, instruments, and orchestration methods.



Grant Writing

- **Grant Writing & Development:** Won \$350K in team and individual national, international, and institutional grants across humanities and social sciences (see addendum).
- **Funding Management:** Revised 15 existing calls for funding and wrote new graduate student support grant for 11 UC campuses totaling \$30K.



Publications & Editorial

- **Communication Design:** Coordinated publishing duties and scheduling for a 5-10 member journal staff and shepherded creation of a web presence. Oversaw digitization of 4 print volumes and online publicity.
- **Publication Preparation:** Managed production pipeline between MIT University Press and 38 authors for *Between Humanities and the Digital* (2015), edited by Name and Name.
Indexed *Are We All Post-Racial Yet?* (2015) and *Sites of Race* (2014) by Name.
Activities included image rights management, copy-editing, and archival research for publications.
- **Research & Publishing:** Produced 250-page manuscript on Victorian and modernist poetry, as well as two academic articles. Included week-long research at Dublin, Ireland National Library, using archival sources related to Irish prosody and the 1916 Easter Rising.



Community / Volunteering

- **Community Outreach & Partnerships:** Key contributor to expanding in-jail writing workshops from 2 to 7 Santa Cruz county facilities.
Raised public recognition, planned 5 co-curricular and community-based outreach events across UCSC's 10 residential colleges, and conducted 80 writing workshops for up to 800 participants.
- **Partnership Management / Constituent Relations:** Liaised with 50+ residential advisors, education coordinators, and programming staff to develop undergraduate resources, organizations, and services campus-wide. Delivered 20+ trainings in policy education, crisis response, and public outreach to ~1,200 undergraduate students.
- **Community Partnerships:** Instituted mission-centered, mutually beneficial relationships with 23 community collaborators including city agencies, colleges, arts institutions, community-based nonprofits, and arts and non-arts organizations.
- **Classroom Instruction & Administration:** Taught 140+ students (ages 13-17) across 14 subjects ranging from calculus, elementary statistics, and computer applications to music, marketing, literature, and philosophy. Helped 90% of students earn GPA equivalents of 3.5 and above.



Event / Service Bucket

- **Event Programming:** Managed all aspects of venues and catering, including setting up all presentation technology and lecture recording.
- **Event Development & Logistics:** Helped execute workshops and conference programming with audiences of 5 to 1,000. Coordinated pre- and post-event support.
- **Event Programming:** Managed all aspects of venues and catering, including setting up all presentation technology and lecture recording.
- **Event Development & Management:** Produced 7-12 events annually (performances / exhibitions) for audiences of 100-3,000. Represented Organization Name at community- and community-wide collaboratives including Institution Name, Institution Name, and Institution Name.

Checklist: what to consider including and/or quantifying

Things you did before UC:

- Community involvement
- Nonprofit / NGO work
- Volunteering
- Education abroad
- Peace Corp
- Others?

Quantify your work:

- **What you did** (should align with JDA)
- **Annual budget of the NPO/NGO**
- **Team sizes you've served on** (especially in a leadership capacity)
- **Team sizes you led** (including peers, subordinates, volunteers)
- **Number of courses you taught** (with a few example subjects)
- **Size of classes you taught**
- **Partnerships and collaborations** (types, how many, where they were geographically, whether by continent or country or state)
- **Types and number of contracts managed** (negotiated? co-negotiated? managed?)

Q&A

Jared Redick
Executive Résumé Writer
TheResumeStudio.com
jredick@theresumestudio.com
linkedin.com/in/jaredredick

As
seen
in...



THE
**RÉSUMÉ
STUDIO**
RÉSUMÉS RE-IMAGINED