


Marketing Your International Skills

Presented by Charmaine Rodrick and Coralyne Crasto

Agenda

- What is a résumé?
- Types of résumés
- Creating your résumé
- Skills
- Cover Letters
- Interview demo



TIP
Your résumé will get you
the interview,
not the job.

What is a Résumé?

- Your personal marketing tool – telling the employer why they should hire you for that particular job
- Written description of your skills, abilities, experiences, knowledge, and accomplishments

-- tailor the résumé to the job

Résumé Format and Organization

- One or two pages
- Readable font size and common font style (i.e. =Times New Roman, size 11)
- White space and margins (2+ cm)
- Highlight the most important points with bold, CAPS, underlining

What to leave off...

- X Out of date information
- X Personal information (date of birth, gender, religion, nationality, Social Insurance Number)
- X Your picture
- X References

Résumé Tip Sheet (and more)

trentu.ca/careerspace

WELCOME

GET CAREER READY

GET EXPERIENCE

FOR EMPLOYERS

Get Career Ready

Don't Wait Until You Graduate!

Not sure when to begin exploring your career options? The Career Roadmap is a suggested time line for your three or four years at Trent.

Everyone's needs and past experience will factor into how they apply these guidelines. The important thing is to have a plan, and to approach the task of career exploration one manageable step at a time.

The following links contain suggestions for how to prepare for a career throughout your four years of study at Trent:

Services to Get You Career Ready



FIRST & SECOND YEAR STUDENTS

During your first two years of study, try to explore curriculum and career options, develop academic skills through course work, and become involved in campus activities. Depending on your circumstances you may also be seeking some type of employment during this time.

[First & Second Year Students](#)

GET CAREER READY

Planning Your Career

[Self Assessment](#)

[Explore Options](#)

[Look for Work](#)

[Prepare for Further Education](#)

[Make Choices](#)

Services

[Student Jobs](#)

[Counselling and Appointments](#)

[Workshops](#)

[Mock Interview Program](#)

[TrentUConnect: Mentoring Program](#)

Resources

[Video Library](#)

[What Can I Do With My Degree?](#)

[Career Planning & Work Search Links](#)

[Tip Sheets](#)

[FAQs](#)

Tip Sheets

- Your Career Guide
- Action Verbs
- Applying to Graduate Studies
- Exploring Your Career Options
- Further Education
- Get Experience Tip Sheet
- Your Graduate Degree and Beyond
- Work Search for International Students
- Networking
- CV or Résumé?
- Effective Cover Letters
- Interviews
- LinkedIn
- Job Search Strategies
- The Résumé
- Summer Work Search

Résumé and Cover Letter Samples

- Simple Experience-based Résumés (only volunteer experience)
- Simple Skills-based Résumé (limited work experience)
- Experience-based Résumé
- Skills-based Résumé
- Scientific Résumé (Research-based Experience)
- Scientific Résumé (Degree-based Relevant Experience)
- Nursing Résumé
- Pre-Medical Résumé
- Simple Cover Letter
- Examples of Cover Letters

Résumés: The Basic Content

- Contact Information
- Objective
- Summary
- Education
- Skills
- Experience
- Optional Headings
 - Awards, Volunteering,
 - Interests & Activities

The Basic Content

1) Contact Info

Name, address(es), telephone, email, LinkedIn address on top of first page

- Is your email address professional?

2) Objective

Optional. If included, it should be brief, clearly stated and match the job/program.

- Avoid "fluff" – this statement focuses on your objective for applying to this specific job
- The focus should be on what you have to offer to the employer, not on **your** needs

3) Summary

A summary/profile highlights your strengths **that are relevant to the job**

- 5 or 6 key points that will encourage the reader to look at the rest of your résumé
- Mention skills, experiences, knowledge, a personal quality that's relevant
- Prove it – add details about the skills and mention how they were developed
- Other names for this section - Profile, Highlights, Summary of Qualifications

4) Education

Degree / Diploma / Certificate; Specialization/ Major; Institution Name; Date completed (or "to present")

Some additional information to include, if relevant to the reader:

- Relevant Courses, Projects and Research
- Academic Highlights / Achievements / Awards
- Professional Development Activities
- Experiential learning, internships, placements, community-based research could go in this section or under Experience

5) Relevant Skills

This section focuses on the transferable skills you can bring to the job.

- Use subheadings to organize and group similar skill sets
- Include academic, volunteer, extracurricular and work experiences to describe how you developed / applied these skills
- Can be an optional section

6) Experience

Description of employment and volunteer experiences. Could also include experiential learning / internships / placements, community-based research.

- Go as far back as relevant - reverse chronological order
- Try dividing into subheadings to highlight best, not just most recent, jobs. (i.e. "Relevant Experience" and "Other Experience")
- Focus on accomplishments during the experience; include transferable skills

7) Optional Headings

Awards – Includes bursaries, scholarships, and other recognition

- Include a BRIEF statement describing the award (e.g. "Awarded for exceptional leadership in the community")

Volunteer Activities, Extra-curricular Activities, Special Achievements

- Professional affiliations, certifications, initiatives

Interests - Indicates your personality and uniqueness

- Only include if space permits and has a purpose (i.e. somewhat related, unique, demonstrates a personal characteristic)

References

Indicate "References available."

- Typically, you will be asked to provide a list of references at the interview

For more information, visit trentu.ca/careerspace or drop by the Student Centre, Room 3.10.

A Closer Look at the First Sections

JOSS DOE

Peterborough, Ontario
(613) 235-1234
jossdoe@trentu.ca

EMPLOYMENT OBJECTIVE

- A position as a Champlain College Office Assistant

HIGHLIGHTS OF QUALIFICATIONS

- Familiar with Champlain College events and activities
- Office reception experience from volunteering
- Knowledgeable and respectful of people from differing cultures
- Experience using social media to promote events and activities
- Ability to talk to others and be helpful – from involvement in clubs and groups
- Teamwork skills from playing in many sports teams
- Advanced skills with Microsoft Word, Excel, Power Point, and social media



Education

- Important enough to go near the top!
- Provide detail and expand on relevant courses, projects, papers, thesis, etc.

EDUCATION

- Bachelor of Business Administration, Trent University, Peterborough 2019 - Present

Relevant Courses & Projects

- Marketing
- The Digital World
- Project: Marketing Plan for an Online Business

EDUCATION

Bachelor of Arts (Honours), Psychology
Trent University, Peterborough ON

Sept. 2019 - present

English Academy School, Uganda
• High school, majoring in Arts

April 2016 – June 2019

Experience

- Paid work
 - Placement
 - Community-based Research
 - Field Course / Internship Course
 - Volunteering
 - Extra-curricular activities
-
- Indicate if not paid, e.g. (volunteer)

Describing Experience, Knowledge, and Skills

- EXAMPLES

- Compiled and maintained a database of over 200 volunteers for a community organization
- Planned and coordinated an annual student event -- 150 people attended
- Recruited 50 participants for a research study, including making connections with community organizations
- Performed statistical analysis of research data using R

Skills Developed Through International Experiences

Relationship Skills

- Positive attitude towards change and new environments
- Knowledge of world affairs and cultures

Cross-Cultural Skills

- Ability to thrive in a culturally diverse workplace
- Ability to understand and respect different points of view


Skills Developed Through International Experiences

Communication/Self-management Skills

- Proficiency in language skills
 - Desire for challenge, able to step beyond comfort zone
 - Independent and self-disciplined
 - Ability to learn new things quickly and adapt to new environments
-
- Others: resourceful, adaptable, responsible
 - Coralyne's findings from researching this topic

Example of a Experience-based Résumé

Relevant experiences
with skills and
accomplishments
listed below each
entry



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jossdoe@trentu.ca

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EDUCATION

Bachelor of Arts (Honours), Psychology Sept. 2019 - present
Trent University, Peterborough ON

English Academy School, Uganda April 2016 – June 2019

- High school, majoring in Arts

RELEVANT EXPERIENCE

Social Media Assistant (volunteer) Jan. 2020 - present
Trent International Student Association

- Created interesting social media posts about events
- Managed the group's Facebook, Twitter and Instagram pages
- Increased the number of followers by 50% in two months
- Demonstrated intercultural communication skills

Outreach Assistant (volunteer) Sept. 2019 - present
Trent World Action Council, Trent University

- Met with students to talk about the organization and its goals
- Worked at the reception desk welcoming students and showing them resources
- Reached out to various community organization to ask for donations

EXTRA-CURRICULARS

Member of the Psychology Undergraduate Society Sept. 2019 - present

References available

Example of a Skills-Based Résumé

Relevant skills, from all experiences, placed in a skills section

A listing of work and volunteer experiences

JAMUNEK DOE

123 Street
Anytown ON A1B 2C3
(555) 123-4567
jamunekdoe@trentu.ca

OBJECTIVE

- A position as a Marketing Assistant with Trent International

SUMMARY OF QUALIFICATIONS

- Ability to create posters using MS Publisher and Canva
- Knowledgeable of social media and marketing strategies
- Motivated and enthusiastic about promoting Trent International programs
- Multilingual communication skills from cross-cultural experiences and networking
- Teamwork skills gained through playing in sports teams
- Creative and detail oriented

EDUCATION

- Bachelor of Business Administration, Trent University, Peterborough 2019 - Present
 - Relevant Courses & Projects
 - Marketing
 - The Digital World

RELEVANT SKILLS

- Created posters, brochures, and stickers using MS Publisher and Canva
- Used twitter, Facebook, and Instagram to promote the Trent Business Students Association
- Excellent understanding of marketing strategies gained from university courses
- Advanced user of MS Project to plan and keep track of many projects and deadlines
- Ability to thrive in a culturally diverse workplace
- Can speak three languages: Urdu, Spanish, Mandarin
- Experienced in many art forms which have developed creativity skills

EMPLOYMENT HISTORY

Sales Assistant Jana Imports, Toronto Summer 2019

EXTRA-CURRICULAR ACTIVITIES

Member of the Trent Business Students Association Sept. 2019 - present
Trent Marketing Association, First Year Rep Jan. 2020 - present

References Available

References

“References available” – (optional line)

- Typically will be asked to provide separate references at the interview

Who and How

- Employers, placement supervisor, volunteering supervisor, organization/club leaders, professors
- Contact them and get their permission!
- Provide info about the position and remind them of your duties, skills, achievements

Cover Letters

Why write a cover letter?

- Highlight specific experiences
- Show the match between your abilities and the job requirement
- Give the employer a sense of your personality
- Chance to be interesting!

Cover Letter Tip Sheet on the Careerspace website: give details of what should be in each paragraph

Layout

- First paragraph – make it an interesting opening, mention something about the organization that shows that you know who they are and what they do
- Body – one or two paragraphs: demonstrate good fit with the position; tell a story
- Last paragraph – next steps, e.g., interested in an interview

Showcasing your International Skills in a Cover Letter

- Middle paragraphs – stating why you are a good fit for the job
 - Highlight your international experience
 - Story demonstrating skill or attitude gained from your international experience that would be important for the job

As an international student, I am able to interact effectively and positively across different cultures. Despite cultural and language differences, I get along well with all the people I work with. My report writing skills were honed by producing a final report that was an analytic assessment of the placement. These skills, as well as those outlined in my resume, will enable me to successfully complete the duties required in the position.

PROOFREAD ALL DOCUMENTS



Showcasing your Skills in an Interview

Interviews

- Answer questions about your skills with examples from experiences – evidence, proof, stories
- Prepare ahead of time for anticipated questions – look at job ad

Common Questions:

- Tell me about yourself.
 - What are your strengths?
 - Why should we hire you?
 - **All answered with examples of your skills**
 - **Talk about the benefits of your international experience**
-
- Demonstration and feedback

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JOIN THE CONVERSATION



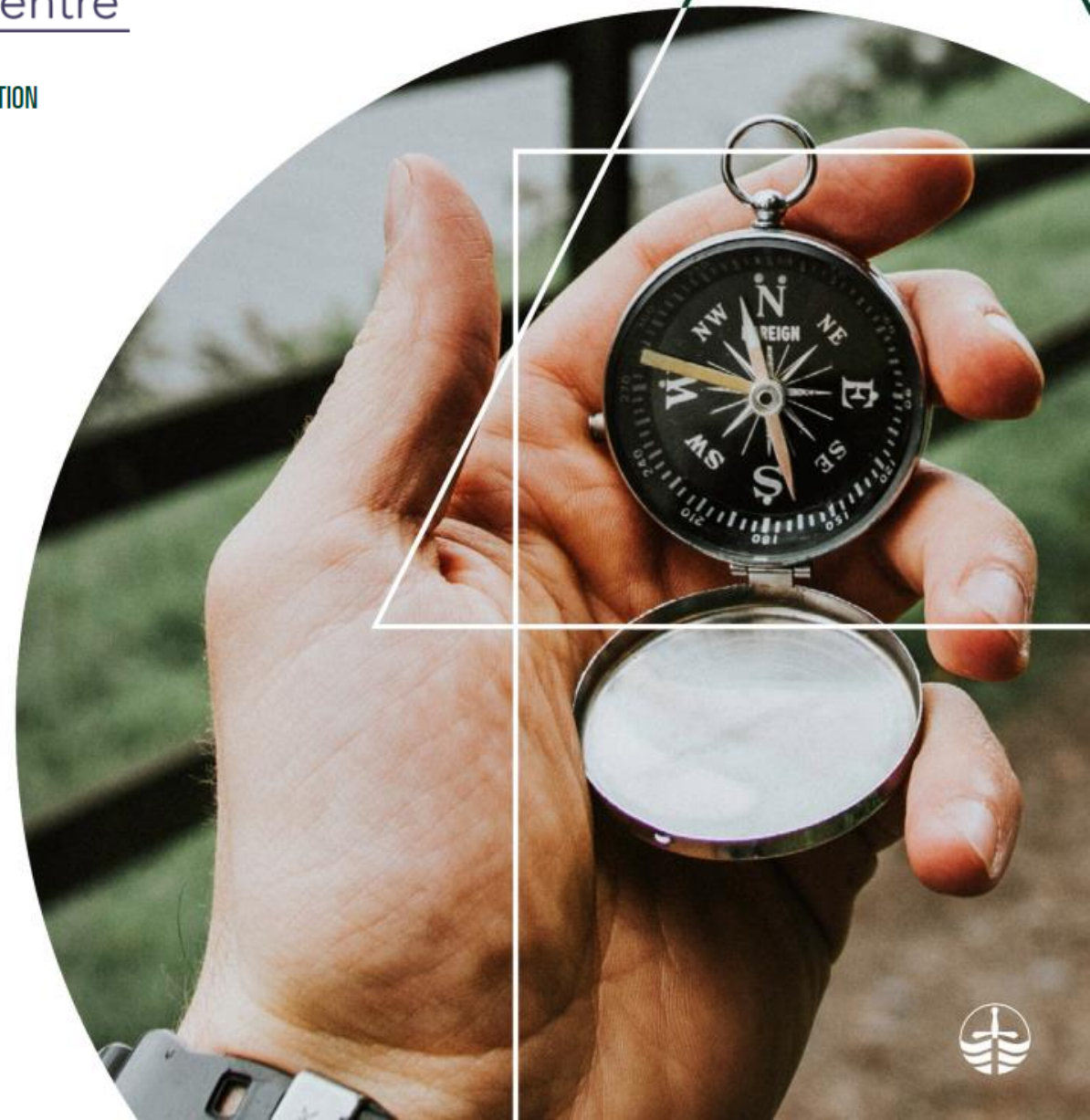
Trent University Careerspace



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@tucareerspace



Questions?

Go to: trentu.ca/sep to book a Video Chat or telephone appointment

(because of COVID-19, our services are continuing remotely through Video Chats, or by phone)

careers@trentu.ca

trentu.ca/careerspace

(705) 748-1011 x6012



