

# CAPIIP News

*A newsletter for and about Carl Albert Public Internship Program Executive Fellows,  
Senior Undergraduate and Undergraduate Interns*

## Rock Your Resume *by Joe Turner*

**A**s a recruiter, I've seen thousands of resumes over the past 15 years. The majority of them didn't make the cut and needed major revisions.

The stakes are higher today because the job market has intensified, and employers are getting more selective. Having a poorly written resume can put you in the rejection pile. Don't let your resume hold you back. Here are six easy steps to really rock your resume and motivate hiring managers to call you:

### 1. Apply the Top-Third Rule

Place your key selling statements up in the top one-third of your first page. Your resume gets no more than 20 seconds of eyeball time before your reader has made the decision to either continue reading or to pass. Grab attention early and place your most dramatic sales pitch as close to the top of page one as possible.

### 2. Focus

It's unbelievable how many resumes today lack a simple "Objective" at the very top of the page. A title of the target job will suffice. If your resume lacks this focus, your reader will wonder just what job you are applying for and will require further digging. Erase all doubts and focus your resume with verbiage that tells the employer what you seek.

### 3. Add Keywords

Everyone talks about keywords, but few job-seekers actually include them. Adding a separate keyword section will increase your odds of keyword-searching software flagging your resume on a search. Just as important, a separate keyword paragraph will provide a convenient scan area for the human reader who needs to pre-qualify your hard skills. A separate keyword summary will satisfy both requirements and help your resume pass that 20-second test.

### 4. Brand Yourself

Branding is an area that's been getting a lot

of play lately, but it's an old concept.

"Personal Branding Statement," "Unique Selling Proposition," and "Value-Added Statement," are terms for the same element on a resume. Once again, with regard to that 20-second rule about making a first impression, an employer needs quick and memorable verbiage to distinguish you from 100 or more other candidates. A personal branding statement is ideal because this one sentence tells who you are, your greatest strength, and your biggest benefit to the employer.

Here's an example:

Seasoned CFO, strong in streamlining and automating financial and accounting procedures that have saved my employer over \$400,000 to date in consulting and personnel costs.

Place your branding statement at the top of your resume just below your objective. The impact of a hard-hitting statement like this will quickly distinguish you from your competitors with similar skills.

### 5. Answer the Question, "So What?"

In today's competitive job market, skills alone will not sell you. Too many job-seekers focus on their own needs when they should be tuned to the radio station "WIIFM". Realize that today's employer's first question is, "What's in it for me?" A good test for your resume is its ability to answer the question, "So what does this mean for the employer?" after each item in your work history.

*Before Example:*

Provide and direct financial, cash flow, and tax impact analyses as they relate to the existing portfolio and new acquisitions.

Ask the "So what" question, and then see the After Example:

*After Example:*

Saved \$75,000 in annual outside consulting fees by providing and directing financial,

cash flow, and tax impact analyses as they relate to the existing portfolio and new acquisitions.

Imagine how differently an employer will react to the second statement that provide a clear benefit that's important to the hiring organization. Modifying your resume to include some of your achievements can make it come alive to sell you rather than reading like a dull laundry list of job duties.

### 6. Lose the 'Razzle-Dazzle'

Unless you're in advertising or marketing and this is an integral part of your job, stay away from graphics, photos of yourself and out-of-the-ordinary symbols. Also watch out for heavy use of color and bolding of text, which can distract your reader. These elements don't always convert well to an employer's computer database. A good rule of thumb: if a resume element doesn't convert to ASCII text, avoid it.

### Final Thoughts

Stop telling and start *selling*. You have less time than ever to generate interest from an employer flooded with too many resumes. Make these six changes, and your resume will not only *rock*, but you'll get calls from hiring managers wanting to know more.

*As a recruiter, Joe Turner has spent the past 15 years finding and placing top candidates in some of the best jobs of their careers. Author of Job Search Secrets Unlocked and Paycheck 911, Joe has interviewed on radio talk shows and offers [free insider job-search secrets](#).*

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the State of  
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# CAPIP Stats and Changes

## Appointed

### Executive Fellows

June Simmons  
*Oklahoma Office of Juvenile Affairs*

Melissa Stangeland  
Eboney Crawford  
*Oklahoma Health Care Authority*

Jeri Cooper  
Patricia Mitchell  
Donald Stringer  
Elaine Samuels  
Jeremy Nelson  
*Department of Rehabilitation Services*

### Undergraduates

Justin Gunn  
*Department of Central Services*

### **Executive Fellows Converted**

Nineveh Haysbert  
*Department of Rehabilitation Services*

Lia Tepker  
*Department of Human Services*

### **Executive Fellows Hired**

J. Parker Kempf  
*Department of Rehabilitation Services*



**Coming Soon!!!**



## **CAPIP ONLINE Application System**

**Students will soon be able to apply, upload updated documents and check for internship openings online. Keep watching the program website for updates to the Carl Albert Public Internship Program and information about the transition to the online system.**

[www.capip.ok.gov](http://www.capip.ok.gov)

**2** Undergraduate interns are currently employed by two state agencies.

**31** Executive Fellow interns are currently employed by nine state agencies.

There are **26** eligible Undergraduate interns, **2** eligible Senior Undergraduate interns and **24** eligible Executive Fellow interns within the current applicant pool from the following universities:

- Southern Nazarene University
- University of Arkansas
- Oklahoma City University
- University of Oklahoma
- University of Central Oklahoma
- Oklahoma State University
- Langston University
- Patrick Henry College
- Missouri Southern State University
- Oklahoma Christian University
- Southwestern Oklahoma State University
- Oklahoma City Community College
- University of West Georgia
- Walden University
- East Central University
- University of Phoenix
- Cameron University
- American Military University



## Don't forget to update your CAPIP file with

- Current semester enrollment
- Grades from previous semester
  - Training verification
- Any changes to personal information

You may fax or mail your information to the CAPIP office:

**Office of Personnel Management**  
**2101 N. Lincoln Blvd**  
**Oklahoma City, OK 73105**  
**(405) 522-1737 phone**  
**(405) 521-6308 fax**

## Common Intern Mistakes

While you may arrive on the first day of your internship with a positive attitude and enthusiasm for the job, you can just as easily fall into some common intern mistakes. After all, this could be your first foray into the workforce, and you may not be aware of office etiquette or common practices. There are a few of these mistakes that just about any intern could make:

### **Forgetting the dress code.**

Even before you start work, you should ask about dress code. Since most people judge a new employee by how they look, it is very important to keep your dress professional. For more about dress code, please see the Dress Code and Etiquette section of the website.

It is possible that your office is lax about dress code, and that some of your superiors show up wearing ripped jeans and ratty t-shirts to work. This is especially possible in media and web development jobs. However, unless someone tells you that the dress code they set for you can be bent or broken, stay as close to the middle ground as you can.

For women, dress is a bit more complicated, and many young interns fall into the trap of dressing too provocatively. This could be because all of your "nice" clothes are the ones that you wear to the bar or club on the week-ends. A good rule of thumb is, if you look bar-ready, you probably are not office ready. Be careful not to show too much skin, even if you're wearing Dolce & Gabbana.

### **"Informalizing" everyone.**

For the late teen to early twenties intern, having to address people formally, whether in person or in an email, is likely something new. However, you're sure to come into contact with people from every generation. Take your cues from them about formality. If they say you can use their first name, make sure that you always use it; don't shorten or give nicknames. This goes for all communication. Shorthand and smileys are fine for texts to your friends, but they have no place in a professional email.

### **Shying away.**

Interns are in a precarious situation, where they need to be seen but not too seen, industrious but not annoying. However, a huge mistake that many interns make is being too shy, and not participating fully in the experience. Your office will want to get to know you, so take the time to chat with someone who seems interested in who you are and what you're doing. If there is a party in the conference room for Judy the office manager's new baby, be sure to make an appearance and congratulate her. While you want to give the impression that you are there to work, you don't want to give anyone the impression that you are above a little socializing.

### **Overconfidence.**

You may have been picked for a prestigious internship because of your excellent grades and extra-curricular activities, but you'll keep it because you learn how to be a team player and accept criticism. Getting an A in accounting doesn't always qualify you to jump into an accounting office and know everything about its workings. Interns must have humility and accept criticism: no one is expecting you to be an expert at everything on your first day. Find the middle ground, and stay confident about tasks that you are experienced in, while being willing to ask questions and learn from your superiors on others. If you give your supervisor the impression that you can't accept suggestions or criticism, she may not call on you to perform more complicated tasks. Keeping these common mistakes in mind will help you avoid them as you move forward through the summer, and may even help you land a job at the end of your internship. (<http://www.internshipfinder.com>)

**Carl Albert Public  
Internship Program**

Office of Personnel Management  
2101 N Lincoln Blvd  
Suite B-22  
Oklahoma City, OK 73105

Phone (405) 522-1737  
Fax (405) 521-6308  
[www.capip.ok.gov](http://www.capip.ok.gov)



**Keep watching the CAPIP Website for updates to the program as  
well as the upcoming Online Application System!!!**

[www.capip.ok.gov](http://www.capip.ok.gov)

**Oscar B Jackson, Jr., IPMA-CP**

*Administrator and Cabinet Secretary for Human Resources & Administration  
Oklahoma Office of Personnel Management*

**Denae Edwards, Editor**

*Carl Albert Public Internship Program Coordinator  
Oklahoma Office of Personnel Management*

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