

Resumes vs. LinkedIn Profiles

Robert Hellmann
Hellmann Career Consulting
www.hellmannconsulting.com

atd NEW YORK CITY
CHAPTER
Association for
Talent Development

May 25th 2016

Which Statement is True?

Your Resume should fit on one page.

Your Resume should be no more than two pages.

Which Statement is True?

Your Resume should fit on one page.

Your Resume should be no more than two pages.

Answer: Neither- they are both false!

The key: have your "pitch" jump off the page in < 15 seconds

First: Position Yourself

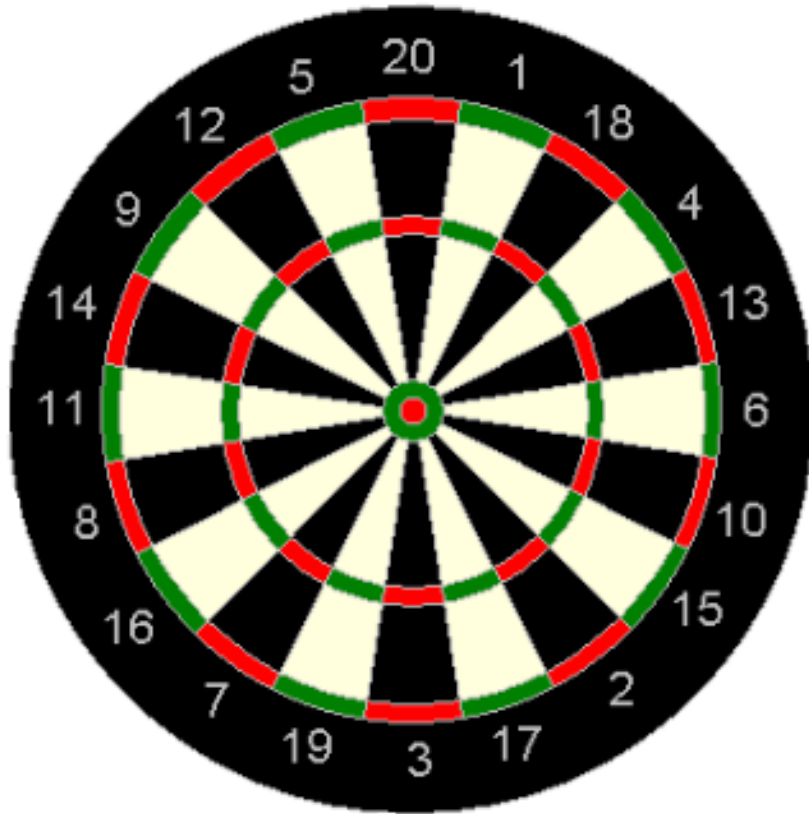
for **your specific job target**, **NOT** your last job.

- ✓ Resumes

- ✓ Cover Letters

- ✓ LinkedIn Profile

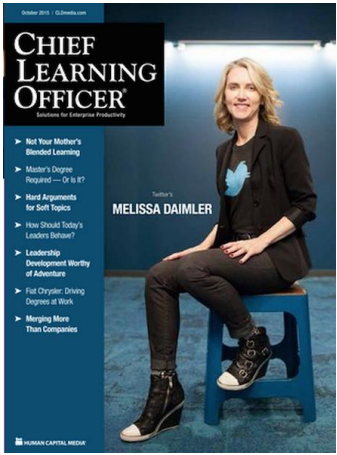
- ✓ Meetings / Interviews (Your pitch)



- ❖ **Job title or description**
- ❖ **Industry or Organization Type/Size**
- ❖ **Geography (sometimes)**

***Change one of these,
change your positioning!***

Research to Identify Positioning



HELLMANN CAREER CONSULTING

Career Coaching • Executive Coaching • Presentations • Interviewing • LinkedIn

- HOME
- SERVICES
- PUBLICATIONS
- EVENTS
- BLOG
- TESTIMONIALS
- RESOURCES
- ABOUT
- CONTACT



PROFESSIONAL WORK HISTORY

EdScience Services Associate *Princeton University*

September 2011 - Present

As a member of the services team, function as a source of information and assist to share tools with the educational community and beyond. Continuously engage in an on-going discussion about the future of education services. Consult members and information seekers to gain relevant solutions regarding research, material, and technology needs. Implement best practices and trends in information literacy, reference, and collaboration solutions.

- ♦ **Train & mentor services team members** in customer service, materials, research, space, and technology support services
- ♦ **Collaborate** with educators and community stakeholders to test new educational applications and plan for Smith Learning Theatre opening in summer, including technology, seminar presentations, business development, theatre logistics & marketing
- ♦ **Provide guidance & support** for students, alumni, staff, faculty, & vendors to foster an efficient learning environment

Consumer Behavior Field Researcher

Energize, Inc.

September 2009 – Present

Collaborate with team members to identify research goals, research methods, variables, and other test parameters. Involved in choosing means to collect data and offer recommendations on evaluating the process. Responsible for monitoring activities and documenting processes & procedures. Engage in consolidating and improving research methodology to ensure that findings are based on economic fundamentals

- ♦ **Surpassed quota** while performing surveys, interviews, consumer tracking, and in-home and on-site video data collection methodology in research teams or on solo-projects in retail spaces and homes across the USA
- ♦ **Render fact-based** recommendations regarding changes to store design, product placement, signage, marketing, technology usage, employee training, and store operations
- ♦ **Identify problems** and propose solutions based on research, interviews, observations, and documentation analysis

Assistant for New & Emerging Talent Initiative (NETI) Team *CARE - USA Headquarters*

January 2013 – April 2013

- ♦ Leveraged liaison and support skills to assist NETI team with database management and workshop logistics
- ♦ Jointly collaborated with the performance management unit to implement and update research-based changes to the training curriculum for multi-rater feedback
- ♦ Implemented best practices in coaching, leadership development and feedback research to create white paper

Talent Management & Strategic Planning Assistant

Chicago Transit

April 2012 – August 2012

- ♦ Worked in close coordination with senior management on cross-functional teams to assess technology, processes, job-band competencies, performance metrics, and development plans for executives
- ♦ Pioneered development of web-based talent management assessment tool for over 800 managers by utilizing e-learning design skills to create a slide-deck for further development by IT department

John's "Before" resume:

John wanted to get back into L&D. How does his resume position him?

LEARNING & DEVELOPMENT PROFESSIONAL

Bring close to ten years of experience and success developing and leading programs that have consistently improved organizational effectiveness.

- Cross-cultural L&D
 - Talent Assessment
 - User Experience
 - ADDIE / SAM / Kirkpatrick
- Developed training and onboarding strategy that **improved learning effectiveness by 50%+**.
 - Improved **performance management** at global organization; recognized for **reduced rater bias** and improved rating accuracy.
 - Developed performance management **training tailored to all staff levels and functions**, with major role across all phases of **ADDIE**; demonstrably improved training effectiveness (**Kirkpatrick Level 3**).
 - Initiated web-based **talent management assessment tool**, in partnership with executive team and IT. Received promotion based on initiative's success.
 - Key role in **UX design for L&D app**; conducted interviews, created questions, eliminated bias, recommended design changes. Result: New design **drove a quadrupling of app usage**.
 - Created "best practices" whitepaper that supported division-wide **internal coaching and leadership programs**.
 - **MA in Organizational Psychology**, UC Berkeley, Magna Cum Laude (2013)

From reviews and [LinkedIn recommendations](#): "thought leader," "strategic business partner," "key member of the team," "proactive," "communicates challenging concepts clearly"

EXPERIENCE

Association for Talent Development, ATD Chicago, IL Chapter

2014 - Present

SIG Co-Chair & Committee

- *Professional Development SIG, Co-Chair* - collaborate with fellow Co-Chair across all aspects of Event Planning. Exceeded **Kirkpatrick Level 2** goals for program effectiveness.
- *Membership Committee* - **drove 4.3% increase in membership**.

Princeton University

2011 - Present

Associate – Organizational Training, Tech Institute

Responsible for sharing Tech Institute education tools with Professors and other educators across the University. Help educators leverage Tech Institute tools to boost effectiveness of both classroom and virtual learning.

- **Trained & mentored learning and development team members** in both classroom and one-on-one settings. Received consistently **high survey scores (average 4.5/5)** and positive feedback.
- **Built relationships** with Princeton community stakeholders that enabled the successful incorporation in the classroom of over a dozen new **cutting-edge learning tools**.

John's "After"
resume:
How is he
positioned
now?

Use a Summary Section

LEARNING & DEVELOPMENT PROFESSIONAL

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Categorizes

Differentiates

Greatest Hits

How viewed

Resume Do's / Don'ts

Do...

- ✓ Have a summary section
- ✓ Make sure your summary matches your pitch
- ✓ Make sure your resume positions you for the particular job.
- ✓ Make every point have a “so what”
- ✓ Use the jargon of your target, not your last job
- ✓ Use boldface and underlines for emphasis
- ✓ Use bullets, single sentences, or very short paragraphs
- ✓ Use action verbs- “Created”, “Led”
- ✓ Use white space for easier reading

Don't...

- ✗ Use dense paragraphs
- ✗ Have an “objective”
- ✗ Use a non-chronological format
- ✗ Throw in ‘no kidding’ phrases, e.g. “results oriented problem solver” or “References Available...”
- ✗ Be overly concerned about resume length (copy sells!)

SENIOR SALES PROFESSIONAL

Over 12 years of experience setting sales records and developing lucrative long-term client relationships.

◆ Relationship Management ◆ Marketing ◆ Publicity ◆ Staff Leadership

- Developed strong, profitable relationships with high-powered clients and major corporations, including IBM, Xerox, and Verizon.
- Built a successful wholesale/retail business using innovative promotional and sales techniques; featured in Entrepreneur Magazine as a “dynamic” entrepreneur.
- Increased new sales to the highest level in the Montclair Diet & Health Center’s 15-year history by using relationship building and presentation skills.
- Increased client retention rates to highest numbers in the 20-year history of the Midtown Diet & Health Center through relationship building and program enhancement.
- Received written testimonials from numerous clients attesting to outstanding active listening, rapport-building, and issue resolution skills.
- Cross-cultural perspective in relationship building, via research abroad and for the U.N.

Use positive, energetic style to build relationships across cultures, inspire and lead. Creative and assertive in troubleshooting client issues

PROFESSIONAL EXPERIENCE

KARR CENTER FOR WELLBEING LLC, New York, NY

2008 - Present

President, Founder

Built substantial clientele by leveraging sales, marketing and relationship-building skills.

- Designed seminars and presentations for clients and prospects, which were responsible for 40% of new sales in 2009 and 2010.
- Leveraged branding talent and expertise to create trademark and market brands such as

Common Resume Issues

Jumped Around



Consider:

- ❖ combining experience under one heading
- ❖ leaving something out

Gaps



Just put a one or two line placeholder in there.

Age Issues

HEADLINES

The World's Oldest Person, 116-Year-Old Emma Morano, Loves Raw Eggs And Being Single

by Deborah Hastings 5:24 PM EDT, May 16, 2016



“Usually” not an issue, or consider no dates for education.

Dated Experience

- Word Processor Operator (1985 - 1986)
- MS-DOS Programmer (1986 – 1988)

Include if helps, leave out if not: no “rule.”

Your LinkedIn Profile

Leverage Your Resume's Verbiage

“whenever possible...”

Consider these Differences...

Resume - different versions

JULIE KARR

212-555-5555
julie@juliekarr.com

www.linkedin.com/in/julie...

SENIOR SALES PROFESSIONAL
Over 12 years of experience setting sales records and developing lucrative long-term client relationships.

• **Relationship Management** • **Marketing** • **Publicity** • **Staff Leadership**

- Developed **strong, profitable relationships** with high-powered clients and major corporations, including **HBM, Xerox, and Verizon**.
- Built a successful wholesale/retail business using **innovative promotional and sales techniques**; featured in *Entrepreneur Magazine* as a "dynamic" entrepreneur.
- Increased new sales to the highest level** in the Montclair Diet & Health Center's 15-year history by using relationship building and presentation skills.
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Built substantial clientele by leveraging sales, marketing and relationship-building skills.

- Designed **seminars and presentations** for clients and prospects, which were **responsible for 40% of new sales** in 2004.
- Leveraged branding talent and expertise to **create, trademark and market brands** such as "... Living," "The Liberation Strategy," "... Health" and "Thin ..."
- Clients include senior corporate executives, cover models, #1 pop-chart artist.

THE DIET AND HEALTH CENTERS, New York, NY and Montclair, NJ 2000 - 2003
Director, Sales & Public Speaking; Montclair, NJ location

- Brought the Behavioral Change Department to its **highest grossing sales level** in the center's 15-year history.
- Conveyed value of program through **innovative seminars** that targeted and attracted likely prospects, resulting in a **60% conversion to new sales**.
- Managed related accounting and department records.

Profile - Just One

Robert Hellmann
Career & Executive Coach | Speaker | Workshops + Presentations, Pitches, LinkedIn, Career Strategy, Job Search
Greater New York City Area | Professional Training & Coaching

Posts

Published by Robert Hellmann
See more

Background

Summary

Hi Hellmann Career Consulting (www.hellmannconsulting.com) help individuals to achieve career success and develop as leaders, and organizations to improve effectiveness: I'm a career coach, executive coach, organizational consultant and speaker.

- Certified Five O'Clock Club Senior Career & Executive Coach - run weekly group for the most senior (C-level) executives. Thoughtleader for Coaches Guild on LinkedIn and other social media.
- Nationwide career and executive coaching practice helped thousands of clients to define and reach their career goals.
- Career & Executive Coaching Insights have appeared in the New York Times, Forbes, The Washington Post, the Chicago Tribune, Money Magazine, CNBC.com, USA News, NBC News, and more.
- In-demand speaker & trainer for educational institutions (Harvard, NYU, Columbia), associations (DCE Society, INHRG, Hispanic Women's Bar Assoc.), corporations (Unilever, Connerbank) and government/non-profit. Certified "DOOR" Presentation Skills trainer.
- Consistently receive top survey ratings on presentations and requests for repeat engagements.
- Invited to "train the career counselors" via seminars for NYU, the NCCO, MCCC, ICF, IMNYCCPO, and the Five O'Clock Club.
- Authored "Peak Presentations: 11 advanced LinkedIn for your business and career" (March 2015), "Your Social Media Job Search" and chapters in the Five O'Clock Club book "Work Smarter."
- Recognized for organizational development at Chase, American Express, and the Five O'Clock Club, including receiving the President's Award at Chase.

FOR INDIVIDUALS
- Find the right career

People Also Viewed

- Donna Swaidan
Career Coach & LinkedIn Coach - speaker + NYU job hunt expert
- Roy Cohen
Career Coach & Author, The Wall Street Professionals Survival Guide
- Kathy Corbin
and Career Success Coach, Speaker, Leadership Trainer & Writing Helping women build successful professional careers
- Sarah Scamboski
Principals and Executive Coach at WestStar Partners
- Donna Lee Rosenberg
Career Counselor, Transition Reinvestment Coach, Mayo Clinic Speaker, Humor/Grace Reduction
- Celia Curbin
Executive & Career Coach | Empowering Executive Performance | Career Transitions
- Cheryl Simpson, Career Coach/Resume Writer
Executive Career/Job Search Coach - award-winning Executive Resume Writer - LinkedIn Profile Writer - Author - Speaker
- Arina Arndt
Executive & Career Coaching | Helping Leaders Advance, Gain Their Goals & Achieve Their Career Transition Ambitions
- Nina Fiddan-Grean
Executive Coach, Career Coach

And...

**Just a Handful of
People See Your
Resume**



**Way more view
your Profile!**



Also...

LinkedIn Profile \neq Jobseeker

POLL

Also...

LinkedIn Profile \neq Jobseeker

Don't worry, they'll reach out to you anyway

Old-fashioned Media

JULIE KARR
212-555-5555
juli@julickarr.com

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Social Media

Robert Hellmann
Career & Executive Coach | Speaker | Workshops • Presentations, Pitches, LinkedIn, Career Strategy, Job Search
Greater New York City Area | Professional Training & Coaching

Skills: Relationship Management • Marketing • Publicity • Staff Leadership

Current: Hellmann Career Consulting - Career & Executive Coaching - Workshops on Presentations & LinkedIn, New York University, The Five O'Clock Club - Professional Training and Coaching

Previous: The Five O'Clock Club - Professional Training and Coaching, American Express, Robert Hellmann, Inc.

Education: Forham Gabelli School of Business

1,238 followers

Posts:

- Published by Robert Hellmann
- Surprise! Start Your Presentation Off with a Bang
- Are You Keeping In Touch With Your Network?
- Your Strategy for Getting Seen Was In 2012

Background:

Summary
@Hellmann Career Consulting (www.hellmannconsulting.com), I help individuals to achieve career success and develop as leaders, and organizations to improve effectiveness. I'm a career coach, executive coach, organizational consultant and speaker.

- Certified Five O'Clock Club Senior Career & Executive Coach - run weekly group for the most senior (C-level) executives. Thoughtleader for Coaches Guild on LinkedIn and other Social Media.
- National career and executive coaching private practice helped thousands of clients to define and reach their career goals.
- Career & Executive Coaching Insights have appeared in the New York Times, Forbes, The Washington Post, the Chicago Tribune, Money Magazine, CNBC.com, NBC News, NBC News, and more.
- In-demand speaker/trainer for educational institutions (Harvard, NYU, Columbia), associations (ICI Society, IODV, Hispanic Women's Business, corporations (Unilever, ConocoPhillips) and government/non-profit. Certified "DOOR" Presentation Skills trainer.
- Consistently receive top survey ratings on presentations and requests for repeat engagements.
- Privileged to train the career counselors (via seminars for NYU, the NCCO, MACQU, ICR, NYUCCO), and the Five O'Clock Club.
- Authored "Peak Presentations," "Job-anced LinkedIn for your business and career" (March 2012), "Your Social Media Job Search" and chapters in the Five O'Clock Club book "Work Smarts."
- Recognized for organizational development at Chase, American Express, and the Five O'Clock Club, including reaching the Presidents' Board at Chase.

FOR INDIVIDUALS
Find the right career

People Also Viewed:

- Donna Swaidan: Career, Executive & LinkedIn Coach, educator, #1 TV job hunt tipster. Inspiring a bold approach in the new economy.
- Roy Cohen: Career Coach & Author, The Wall Street Professional's Survival Guide.
- Kathy Cozzino: Top Career Success Coach, Speaker, Leadership Trainer & Writer helping women build rewarding, impactful careers.
- Sarah Scantoulis: Principal and Executive Coach at NextGen Partners.
- Rosalee Lee Rosenburg: Career Counselor, Transition/Fitment Coach, Motivator, Speaker, Humor/Class Reduction.
- Celia Curran: Executive & Career Coach | Enhancing Executive Performance | Career Transitions.
- Cheryl Simpson: Career Coach/Resume Writer, Executive & Career Job Search Coach - Job-anced LinkedIn, Executive & Resume Writer - LinkedIn Profile Writer - Author - Speaker.
- Wanda Amridge: Executive & Career Coaching | Helping Leaders Advance, Join Their Goals & Achieve Their Career Transition Ambitions.
- Wina Tiddian-Green: Executive Coach, Career Coach

Can use “Created...” or “I created...”
Don’t use “He created...”

YES to Recommendations (get at least 3)

▼ 12 recommendations, including:



Paul Emata, CFA, FRM, CMT, CFP

Managing Director, First Republic
Investment Management

As a member of the Board of Directors of the
cFA Society of Philadelphia, I've booked Rob to
lead a number of seminars for... [View ↓](#)



Julie Murphy

Senior Change Execution Consultant,
Certified SIY Teacher, Mindfulness
Leadership Coach

Leadership Coach

Rob was the perfect fit for me as a coach. Any
time I felt a lull in my search, Rob pushed me
with the right amount of... [View ↓](#)

[10 more recommendations ↓](#)

Don't Prioritize Endorsements



Meh!
(how do they know?)

Keywords Matter Most in...

Headline

Human Resources Business Partner | Strategy • Performance Mgmt • Talent Acquisition & Development • Total Rewards • Employee Engagement

Skills Section

A screenshot of a LinkedIn profile's Skills section. It features three skill cards with blue progress bars and plus signs to the right. The first card is 'Career Counseling' with '99+' in a blue box. The second is 'Executive Coaching' with '99+' in a blue box. The third is 'Leadership Development' with '92' in a blue box. To the right of these cards is a grid of small profile pictures of various people.

Job Title

Adjunct Professor - Career Development • Career Coach • Presentations, Pitches, LinkedIn

Company Name

Hellmann Career Consulting • Career & Executive Coaching • Workshops on Presentations & LinkedIn

Headline

Human Resources Business Partner | Strategy ● Performance Mgmt ● Talent Acquisition & Development ● Total Rewards ● Employee Engagement

Keyword-rich beginning of Two Minute Pitch (“how categorize” | “differentiators”)

- Craft in Microsoft Word (can count the characters)
- Can include nice-looking separators, e.g. bullet symbols like • . Copy these right into LinkedIn

Skills Section

Use all 50 slots for skills to increase odds of being found

The image shows a screenshot of a LinkedIn profile's Skills section. On the left, there is a list of skills with their respective counts and plus signs: 'Career Counseling' (99+), 'Executive Coaching' (99+), and 'Leadership Development' (92). Below these is an empty skill slot with a minus sign. A red arrow points to this empty slot. On the right, there is a grid of small profile pictures of various people, representing the network of users who have used the same skill.

Title & Company

Choose company name that LinkedIn recognizes.

Add keywords to job titles

VP, Associate Director: Guild of Career & Executive Coaches

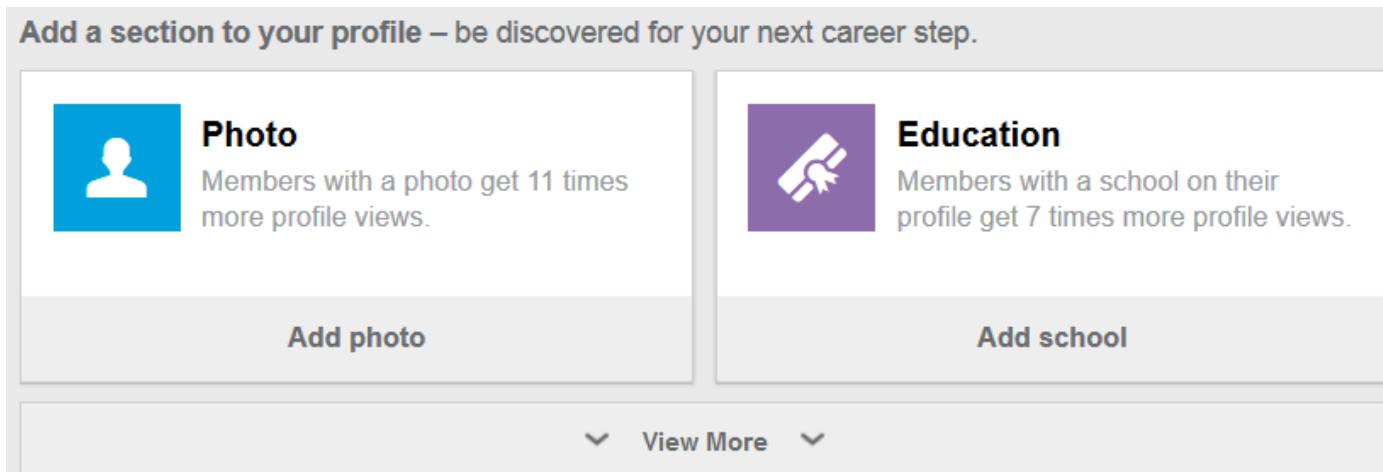
The Five O'Clock Club • Professional Training and Coaching



You can change the “Display Name.”

Profile Completeness

Try and take LinkedIn's suggestions.

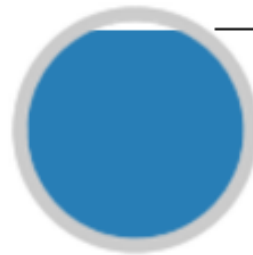


Yes you need a picture!

Profile Completeness

The goal: to be an “All Star,” but shouldn’t stop there.

Profile Strength

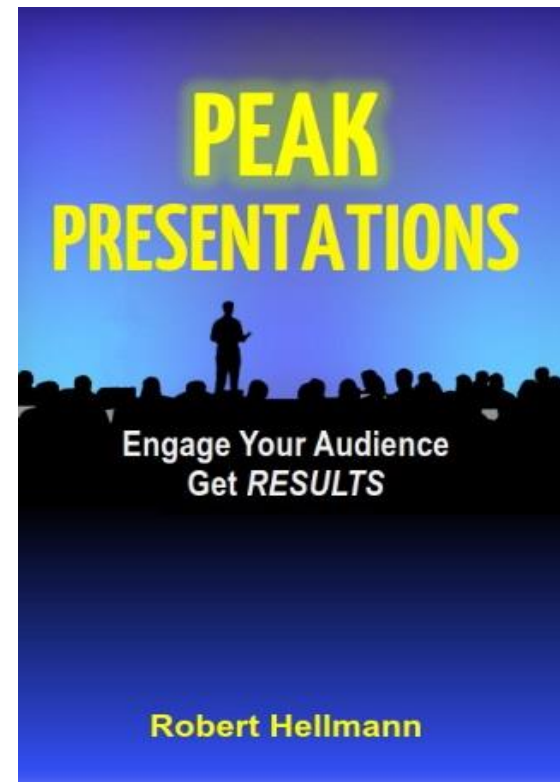


All-Star

Additional Resources: www.hellmannconsulting.com

Get the Slides: <http://bit.ly/ATDResLI>

www.hellmannconsulting.com/book



MY EMAIL: rob@hellmannconsulting.com