



Defining Career Objectives and Building Your Career Profile




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Discover your career path by exploring your interests, values, and skills. Then, learn how to craft compelling skills-based resumes and cover letters highlighting your skills and experiences.

What are StaRs?



- STaRs are individuals Skilled Through Alternative Routes, not through a bachelor's degree.
 - They represent 50% of the U.S. workforce, totaling over 70 million people.
 - Skills gained via military service, community college, training programs, partial college completion, or on-the-job
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STaRs
SKILLED THROUGH
ALTERNATIVE ROUTES™

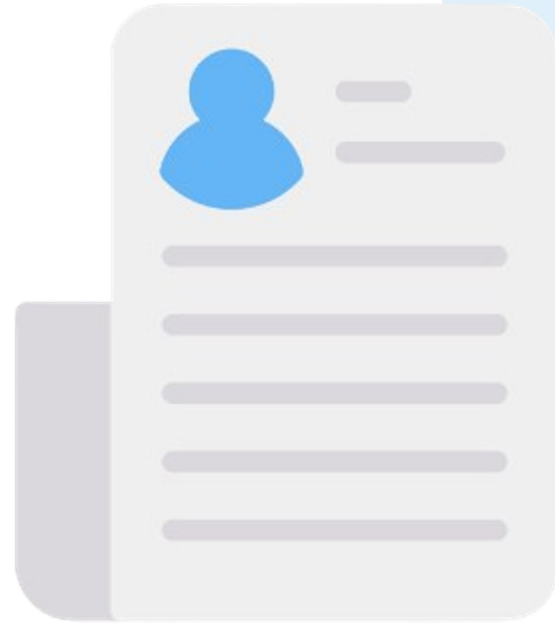




Crafting a Robust Skills-Based Cover Letter + Resume

What is a Career Profile?

A **Career Profile** is like a resume supercharged. It's a document that shows everything you're good at and what you've done. It helps you stand out from the other job applicants and demonstrates why you would be the perfect candidate for the job.



Why is a Career Profile Important?



A **Career Profile** is an essential tool for job seekers who want to stand out from the competition and achieve their career aspirations. By investing time and effort into creating a compelling profile, you can significantly improve your chances of landing your targeted career!

Skills-Based Resume Guide

Outline

Name & Contact Information

Summary

A brief paragraph explaining why you're the right choice for the job

Summary of Qualifications

In this optional section, give a brief overview of your skills and experience in action. include apprenticeships or volunteer work—it's about showcasing your skills, not where they were gained.

Professional Skills

List them by categories, such as computer or communication skills. These are often broken down into two types:

Hard or Technical Skills

- * Abilities you learn on the job or specifically related to the job function

Soft or Power Skills

- * Intangibles or interpersonal skills that provide a glimpse into how you approach your work or your environment your past experience and training to their role and company.

Certifications

- * Certification #1
- * Certification #2
- * Certification #3

Work History

Job Title, Company Name and Dates for roles that relate to the role

Skills-Based Resume Guide

Example: Skills

First Name Last Name

Email | Phone # | LinkedIn Profile URL | Portfolio URL

TECH SUPPORT SPECIALIST Target Position

Certified Information Systems & Security professional with [#] years of experience in related fields and roles. My [technical] skills allow me to [insert achievements related to role], while my ability to [soft skills] make me excel in [describe team environment you expect from this role or company].

SUMMARY OF QUALIFICATIONS

Operating Systems, Technical Support, Communication Skills

PROFESSIONAL SKILLS

Computer Programming & Software

- Explain proficiency level with platforms and programs, such as:
 - Windows 7, 8 and 10 | Linux | Mac
- Include examples of creative problem solving or troubleshooting
- List successes or accomplishments from work or volunteer experience:
 - Launched new IT infrastructure for local non-profit

Customer Support Experience

- Show experience with service ticket systems, such as:
 - Handling # tickets from X users across # teams
 - Set up workflow for escalations, which reduced solution time by %
- List successes or accomplishments from work or volunteer experience

Communication

- List examples of active or empathetic listening
- List times when writing or verbal skills led to a successful outcome
- List examples of conflict resolution

Team-building & Leadership

- List examples of building consensus as part of a collaborative group
- List examples of managing a project or team

CERTIFICATIONS & TRAINING

Course(s) | Training Source
Apprenticeship | Company
Military Service

RELEVANT EXPERIENCE

Job Title - Company, Location Dates
Job Title - Company, Location Dates



If needed and if space allows, add a section for additional or volunteer experience at the bottom.



Prioritize job & industry-specific skills first, then other essential and soft skills



Use numbers to prove your results: projects completed, revenue generated, metrics achieved or surpassed, etc.



If your credentials directly relate to the role and its requirements, move this section higher.

Example: Experience

First Name Last Name

Email | Phone # | LinkedIn Profile URL | Portfolio URL

TECH SUPPORT SPECIALIST Target Position

Certified Information Systems & Security professional with [#] years of experience in related fields and roles. My [technical] skills allow me to [insert achievements related to role], while my ability to [soft skills] make me excel in [describe team environment you expect from this role or company].

WORK EXPERIENCE

Job Title(s)- Company Name, Location, Dates

Computer Programming & Software

- Explain my proficiency level with platforms and programs, such as:
 - Windows 7, 8 and 10 | Linux | Mac
- Include examples of creative problem solving or troubleshooting
- List successes and data-driven results from work or volunteer experience

Customer Support

- Show my experience with service ticket systems
- List successes or accomplishments from work or volunteer experience, such as:
 - Handling # tickets from X users across # teams
 - Set up workflow for escalations, which reduced solution time by %
- List examples of active or empathetic listening and conflict resolution
- Include results and positive outcomes

Team-building & Leadership

- List examples of building consensus as part of a collaborative group
- List examples of managing a project or team

Job Title(s)- Company Name, Location, Dates

Computer Programming & Software

- Explain my proficiency level with platforms and programs
- Include examples of creative problem solving or troubleshooting
- List successes and data-driven results from work or volunteer experience

Communication

- List examples of active or empathetic listening
- List times when my writing or verbal skills led to a successful outcome
- List examples of conflict resolution

CERTIFICATIONS & TRAINING

Course(s) | Training Source
Associate's Degree - Community College



Connect your experience to technical and power skills.



Use numbers to prove your results: projects completed, revenue generated, metrics achieved or surpassed, etc.



If needed and if space allows, add a section for additional or volunteer experience at the bottom.

General Tips and Guidelines

Top action words to use when showcasing your skills:

- * Analyzed, Quantified, or Optimized
- * Planned or Programmed
- * Designed or Wrote
- * Created or Built
- * Taught or Trained



Skills-Based Resume Resources

Resume Tools

- * [Indeed](#)
- * [MyPerfect Resume](#)

Free Resume Builders & Templates

- * [NovoResume](#)
- * [ResumeGenius](#)
- * [MyPerfect Resume](#)
- * [Resume.com](#)
- * [ResumeNerd](#)
- * [Resume Builder](#)

Skills-Based Cover Letter Guide

Outline

Name & Contact Information
Company Name & Address Salutation
Introductory Paragraph Why are you interested in applying to this job?
Body Paragraph 1 * First grouping of skills/experience Paragraph 2 * Second grouping of skills/experience Paragraph 3 * Connect your past experience and training to their role and company.
Call to Action Invite them to review your resume and/or request and interview.
Sign Off Your Name



Skills-Based Cover Letter Guide

Example: Credentials

Company Name
Company Address

Your Name
Your Contact Information

Dear Ms. Jones: Add hiring manager's name if available

[Connection Name] referred me via LinkedIn to the Help Desk position at [IT Company]. I'm excited to submit my resume for your consideration because [reasons you like the company or role]. Be specific

I've had an interest in IT since I got my first computer when I was eight years old and quickly became the go-to person for tech help. I regularly troubleshoot hardware and software issues for friends, family, and even community members through my volunteer experience at [Non-Profit Organization]. Customize to your experience

After realizing my knack for troubleshooting, I earned my [Training Provider] certification to supplement my passion for all things technology with real world applications. Highlight certifications, bootcamps, apprenticeships, or other skill routes.

I look forward to sharing my passion for technology and troubleshooting skills and experience as a Help Desk Associate at [IT Company]. Let's speak further about how I can be an asset to your team.

Sincerely,
Your Name

Example: Experience

Company Name
Company Address

Your Name
Your Contact Information

Dear Ms. Jones: Add hiring manager's name if available

[Company Name] is a brand I've followed since I was a teenager. In fact, the first [product] I ever purchased was from the [Product X] Line. I'm still a fan of it today. Specific connection with company or role

That's why I was particularly excited to come across the [Company] job listing for a Customer Success Associate on Stellarworx. It would be a welcome opportunity to share my enthusiasm for the brand with fellow advocates while providing them top-notch customer support.

Recently, I saw an Instagram post shared on [Company]'s official profile teasing the summer launch of an eco-friendly line of products. My recent Community Support role at a green cleaning product company allowed me to: Tie relevant experience to job post

- Educate customers about the benefits of using natural products
- Increase conversions of monthly cleaning kit subscriptions by 37%
- Build social media relationships by engaging with 100+ followers daily

I enjoy working directly with consumers to answer questions, address concerns, and build brand awareness.

Let's schedule a call to discuss [Company]'s upcoming product lines (and classic fan favorites) and how I use customer service to drive brand loyalty. I'm available [days of week] after [time]. Strong call to action

Sincerely,
Your Name

Skills-Based Cover Letter Resources

Cover Letter Tools

- * [Indeed](#)
- * [The Muse](#)
- * [HubSpot](#)

Free Cover Letter Templates

- * [MyResumeStar](#)
- * [MyPerfectCoverLetter](#)
- * [Indeed](#)
- * [LiveCareer](#)
- * [Canva](#)



Researching Career Opportunities

Make informed decisions and find a fulfilling path utilizing job search engines!

indeed

Comprehensive search engine that collects (aggregator) job listings from various sources

LinkedIn

Professional networking platform that also features a robust job board. Users may also acquire certificates via LinkedIn learning to continue to build their career profile.

ottn

Otta focuses on tech startups and companies. Users have an ability to set up profile with notifications for jobs meeting their salary band requirements and much more!

Jobcase

Designed to support applicants in their job search while offering a variety of features to improve their career prospects. In addition to being a job board, they also offer community spaces!

glassdoor

Provides company reviews, salary information, and job listings.



Skills-Based Cover Letter Guide

Example: Career Transition

Company Name
Company Address

Your Name
Your Contact Information

Dear Ms. Jones: Add hiring manager's name if available Be specific

In my research, I've found that [company]'s mission and values align with my own, and I'm excited about the growth and opportunity available in the Assistant Manager position posted on your website. The position fits in line with my career path, and I believe that my previous experience makes me an ideal candidate for the role.

While working for [X] years within the food and beverage industry, I've gained valuable experience in day-to-day operations management, including vendor and staff coordination. This has allowed me to build customer service, interpersonal communication, and overall business management skills. Customize to your experience & tie into job description

During my time in this industry, I've grown to appreciate what it takes to build a business and keep it running smoothly. In fact, in my most recent role as Senior Barista, I was responsible for maintaining staff schedules and product inventory in addition to tallying and submitting reports at regular intervals. Last fall, when our store experienced issues with our inventory systems, I provided [example of solutions]. As a result, I was recognized as the "Regional Employee of the Month" by our District Manager.

Additional information about my experience can be found on the attached resume, and I look forward to discussing the role further.

General Tips and Guidelines

Skills-Based Cover Letter Guide

- * Cover letters are ideal for showcasing how your skills align with specific job requirements, making them perfect for STAR-based job searches
- * If a resume is a listing of the skills you've earned, a cover letter is how you tell the story of your skills and talent in action and show their value.
- * Use your cover letter to highlight how your transferable skills make you a strong candidate, demonstrating your understanding of the company and role.
- * Include any positive feedback or quotes from evaluations to show how others value your work.
- * How you present your skills and experience, and how you relate past experiences, can also help your personality shine through.

General Tips and Guidelines

Skills-Based Resume Guide

- * Also known as a "functional resume," this approach puts your skills front and center instead of focusing on a more traditional, chronological resume.
- * Skills-based resumes are ideal for candidates changing industries, those with limited experience, and workers Skilled Through Alternative Routes (STARs).
- * While you can choose from a variety of templates for your skills-based resume, keep in mind the following topics to include:
 - Resume summary
 - Summary of qualifications
 - Professional skills, including:
 - Hard or technical skills
 - Soft or power skills
 - Certifications and other validators
 - Work history

STARs' skills have value!

Include all skills relevant to the role, including those gained outside of work or education. Some examples include: customer service or event management through volunteering, IT or project management certifications, or team-building and organization skills through military service.



Thank You!



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STARs 
SKILLED THROUGH
ALTERNATIVE ROUTES