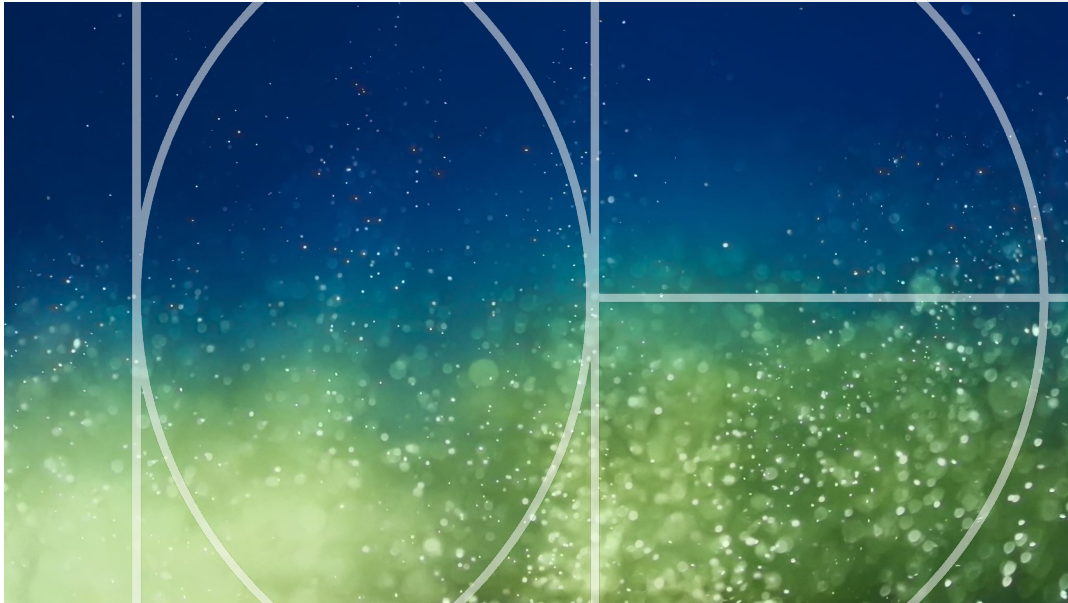


Pivoting Inside & Outside of Academia



Katy E. Leonard, PhD, '03

Assistant Dean

Professional Development & Career Planning

Laney Graduate School, Emory University

KatyELeonard@gmail.com

Agenda

1. Overview
2. Types of Positions
3. Translating CVs to Resumes
4. Where to Look, What to Look For



Who am I?

- B.M. in Music Performance, BSC '03
- Music Industry Trade Association – professionalization training, festival production and management
- Director of E-Term & Contract Learning, Fellowship Advisor, Adjunct Music Faculty, BSC 2009-2016
- Honors Village Director & Honors Instructor, North Carolina State University
- Resident Dean & Faculty, Harvard University
- Educational Adviser, Jack Kent Cooke Foundation
- Currently lead PhD professional development & career planning/advising at Emory

Types of Positions

Some Ideas

Faculty Positions Beyond TT

- Visiting Assistant Professor or Lecturer
- Honors Programs
- Community College (*Honors programs)
- Orientation/First-Year Student/Transfer Instructor
- Living/Learning Communities

Administrative Positions

- Writing Center
- Fellowship Advising
- Career Advising
- Academic Resource Centers/Academic Coaching
- Undergraduate Research or Grants Office
- Office of Undergraduate, Graduate, or Professional Education
- Strategic Plan Implementation, Assessment
- Foundations & Alumni Engagement

Academia-Adjacent

- Academic Press
- Educational & Scholarship Foundations
- Instructional Design/Learning Design
- K-12 teacher or administrator
- Life/career coach, college prep advising
- Test prep (Kaplan, Princeton Review)
- Educational Travel
- Executive Search Firm (Higher Ed)

Outside of Academia

- Federal Agencies
- Communications
- Think tanks
- Nonprofits & Foundations
- Community engagement
- Consultant

CV to Resume

Resume vs CV

Resume	CV
Concise	Comprehensive
1-2 Pages	No limit on length
Non-academic jobs, industry, some research	Academic/faculty jobs, some research
the application	Part of an application package

Research and Academic Administration

- Hybrid CV/Resume
- Highlight research experience for research positions
- Highlight leadership + service for administrative positions
- Selected publications and presentations
- Selected grants and awards

The Resume



Use keywords



Tailor to each job



Use clear, tidy, and simple formatting



Use strong, active verbs



Be concise



Highlight relevant achievements



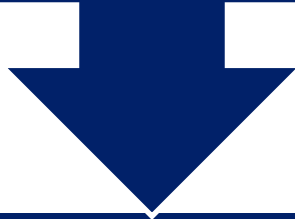
Don't Include Overly Personal Details

- ~~Your age~~
- ~~Marital status~~
- ~~Salaries~~
- ~~Social security number~~

- ~~*Religious or political affiliations*~~
 - unless relevant to the work you've done or want to do
- ~~*Photographs*~~
 - unless relevant to the work you want to do

Keywords

The majority of employers (about 75%) and almost all of Fortune 500 companies (98%) use either an applicant tracking system (ATS) and/or recruiting management system (RMS).



What does that mean for you?

Assume your resume will be screened by an automated tool before it reaches a person.

Know what that tool is looking for so that your resume is sent on to a person for consideration.

Use simple formatting and keywords.

HR Review

- Reviewers are reviewing *many* applications
 - 6 second glance

MARGEUX STUDENT	
Emory PO Box 4321, Atlanta, GA 30322 • 1894 Drew Lane, Washington, DC 22321 mstudent@emory.edu • 404-721-0000 • Margeaux Student LinkedIn	
EDUCATION	
Emory University , Atlanta, GA	May 2020
Bachelor of Arts in Art History, Arts Management Concentration; Minor in Italian Studies GPA: 3.85/4.00; Cumulative GPA: 3.63/4.00; Dean's List (3 semesters) <i>Related Courses:</i> Arts Administration, Non-Profit Marketing, Principles of Organization & Management <i>Honors:</i> Varner Scholarship, Dean's List (4 semesters)	
John Cabot University , Study Abroad Program in Art History, Rome, Italy	Aug 2019 – Dec 2019
ARTS RELATED EXPERIENCE	
Solomon R. Guggenheim Museum , New York, NY	May 2020 – Aug 2020
<i>Intern, Education & Library/Archives Department (Remote/Virtual)</i> <ul style="list-style-type: none">• Conduct research and write fact sheets on select works of Kandinsky Collections virtual exhibit• Help prepare wall texts, write lot notes, and presentation of Frank Lloyd Wright's Usonian House & Pavilion• Contribute to planning of 37th Museum Mile Festival, create outdoor, socially distant activities for families• Participate in weekly Museum Cultures Seminar Programs that include staff lectures and virtual field trips to auction houses, galleries, corporate collections, and artists' studios	
Susan Inglett Gallery , New York, NY	May 2019 – Sep 2019
<i>Gallery Intern</i> <ul style="list-style-type: none">• Assisted gallery owner with daily business operations, including inventory, loans, and contact list• Led gallery tours and interfaced directly with public at front desk and during exhibits• Increased views on social media platforms by 50% on Instagram and Facebook and updated website content	
C. Carlos Museum , Atlanta, GA	Jan 2018 – May 2018
<i>Volunteer, Education Department</i> <ul style="list-style-type: none">• Led tours for groups of 15-25 elementary school-aged children and teachers• Presented interesting facts about special exhibits and answered patrons' questions• Helped host "Mummies and Milkshakes" and "Artful Stories" programs for families	
ADDITIONAL EXPERIENCE	
Walden School , Atlanta, GA	May 2016 – Aug 2018
<i>Volunteer</i> <ul style="list-style-type: none">• Interacted with Autistic children, providing social and academic developmental support• Designed classroom exhibits and kept materials neat and properly stored	
Island Republic Restaurant , Washington, DC	Summers 2016, 2017
<i>Head Waitress</i> <ul style="list-style-type: none">• Trained 3 new staff members and coordinated work schedules	
LEADERSHIP & ACTIVITIES	
Student Alumni Association, Senior Gift Chair	Aug 2019 – May 2020
Emory Arts Underground, Marketing Coordinator	Jan 2018 – May 2020
Kappa Alpha Theta Sorority, New Member Educator	Sep 2019 – May 2020
SKILLS	
Computer skills: Proficient in MS Word, Excel, PowerPoint; Adobe Photoshop; Zoom & Microsoft Teams platforms	
Language skills: Intermediate written and conversational Italian; basic conversational French	
Interests: Foreign travel (Italy, France, Spain, Australia), painting and photography, tennis	

KSAs

- US Government jobs look for “KSAs”
 - Knowledge
 - Skills
 - Abilities
- USAjobs.gov will tell you how to apply to these jobs and what a strong application includes. Read the syllabus! (syllabus = their advice/instructions)

Examples

Translating faculty skills and experience

Job Example: Teaching

- What are some teaching-related responsibilities of a faculty member?

Teaching Skills Beyond the Classroom

Teaching

- Lectured
- Made a syllabus
- Created a new course

Beyond the Classroom

- communicated accurately, effectively, and in ways appropriate to different audiences, demonstrated strong public speaking skills
- Developed metrics & targets to ensure & evaluate intended outcomes
- Analyzed & synthesized information across a variety of sources, researched and maintained awareness of key issues in the field

Strategy Officer for Participation

[Education Focused Philanthropic Foundation]

- Support the director in conceptualizing a portfolio of work aimed at increasing bachelor's degree participation.
- Clearly articulate and champion the bachelor's degree participation strategy to internal and external stakeholders.
- Analyze and synthesize information across a variety of sources.
- Leverage existing relationships with trusted colleagues and cultivate new partnerships related to bachelor's degree participation.
- Create and support projects that lead to increased numbers of enrollments. Develop metrics and targets to ensure grants and contracts are designed to produce intended outcomes/outputs.
- Constantly research and stay aware of key issues and players in the field to assess how the portfolio can be enhanced.
- Proactively address questions and concerns and communicate with director on ways to support, enhance, or pivot in strategy execution.
- Further the foundation's specific practices that promote racial and ethnic diversity in hiring, contracting, grantmaking, inclusive decision making, and achieving fair and just outcomes arising from the BA Attainment department's exercise of its duties and responsibilities.

Strategy Officer for Participation

[Education Focused Philanthropic Foundation]

Skills & Experience

- Bachelor's degree or equivalent mix of experience and expertise
- 3+ years of experience in higher ed, democracy, community building, climate/sustainability, nonprofit, public, or philanthropic sectors
- Knowledge of the current higher education landscape and efforts to promote credential attainment
- Demonstrated success in influencing and implementing change
- Ability to make decisions in concert with others without complete information and thrive in an outcomes-oriented, continuously evolving work environment
- Project management skills with demonstrated ability to execute, follow through on commitments, set priorities, and manage time and resources well
- Strong verbal communication skills, with the ability to communicate accurately, effectively, and in ways appropriate to different audiences
- Strong writing skills, with the ability to synthesize different sources of information and connect the Foundation's work to broader societal issues
- Analytical, problem-solving, and research abilities and an ability to coordinate with researchers and program evaluators
- Capable of applying adaptive problem-solving skills in response to unforeseen challenges and new assignments
- Ability to work collegially and diplomatically across organization and audience groups, with an ability to listen and resolve conflicts

Senior Training Leader [Corporation]

- Strategic and systemic thinker, able to draw new insights from complex information and issues
- Able to create an engaging and supportive learning environment
- Ability to approach training initiatives with creativity and flexibility; ability to implement innovative solutions.
- Ideal candidate will demonstrate strategic and analytical thinking skills.
- Knowledge and application of English grammar with composition, editing, and proofreading skills.
- Excellent public speaking and presentation skills required.
- Skilled in preparing visually interesting and creative training materials.
- Skilled in group facilitation, meeting facilitation and group presentation.
- Applies assessment tools to measure training effectiveness and outcomes.
- Ability to approach training initiatives with the proper level of learning analysis to discern gaps, tasks, skills and assessment with the appropriate modality.
- Administers and updates internal training department systems which may include course cataloging and record-keeping, scheduling, marketing, and other administrative tasks associated with the role.

Research Science Analyst

- Master's degree in economics, finance or a related field
- Experience in developing financial models and/or market models
- Excellent problem-solving skills, including intellectual curiosity and the ability to structure problems in qualitative and quantitative terms, ability to scrutinize data sources
- Highly analytical dedication to data accuracy, outstanding attention to details, comfort with ambiguity and insufficient information
- Strong communication skills, including the ability to synthesize information from diverse sources, explain complex analytical relationships in simple terms, and present findings in a clear and concise top-down manner
- Proficiency in MS Excel and MS PowerPoint; knowledge of other analytical and visualization tools and/or programming languages applied to analytics (e.g., Alteryx, data.world, Domo, Tableau, Python) is a plus
- Ability to work collaboratively in a global team setting

Additional Advice

Quantify Your Achievements

- Option One:
 - Helped plan the Big Event on Emory's Campus that included a variety of activities for prospective students and families
- Option Two:
 - Co-Organized Emory University's Big Event serving approximately 200 prospective students and parents from high schools across the US southeast. Responsibilities included recruiting, training, and supervising 25 volunteers, planning and implementing four hands-on workshops for students, and collecting and assessing attendee and staff feedback

Example of Quantified Achievements

HARVARD University

Boston, MA

Ph.D. Candidate

2008-2015

Doctoral Research: Initiated, designed, and led execution of drug screen with the goal to identify drug candidates for cervical cancer. Screened 60,000 compounds and identified ~50 initial candidates.

- Initiated and led collaborations involving 4 Harvard professors, 4 members of a Harvard drug screen institute, and 2 laboratory colleagues.
- Presented research extensively, at conferences attended by 200+ scientists (3 times); to Harvard department of 125 scientists (3 times).
- Developed complex protocol involving “robots” and Excel to screen 22,000 compounds daily.
- Initiated and led 3-person collaboration at M.I.T. to conduct a different drug screen, using “compounds on a slide” approach (detect protein binding to 40,000 compounds on a slide).
- Prepared, presented, and defended novel research proposals on 4 different topics (immunology, drug discovery, HIV, and rotavirus) to 2-4 experts in each respective field.

<https://hwpi.harvard.edu/files/ocs/files/gsas-just-for-scientists-cvs-resumes.pdf>

Quantifiable Achievements

- Maintained an average of 9.75 out of 10 evaluation scores for courses taught
- Presented at recruitment events with audiences of approximately 250 attendees
- Developed and taught seven courses per year with enrollments ranging from 10-50 students

Be Concise

- Wordy: helped to gather information and review guidelines in the event of a crisis that impacted the student body
- Concise: created and maintained student crisis policies and procedures

Look for extra words/phrases

- There are, it is, have, had, may
- Would one word say what you want to say?

Look for redundancy

Make it Easy-to-Read: Be Concise

Academic Advisor

- Assists students throughout the year with academic and college life skill-building by providing academic advising and academic support.
- Makes referrals to campus resources as appropriate in both routine and emergency situations involving students
- Meets with first-year students during Orientation to review their schedule and answer any and all questions regarding registration.
- Serves as a role model for residents by encouraging and modeling a successful balance of academic and college life.

Academic Advisor

- Supported 200 undergraduate students as a mentor and academic advisor
- Facilitated first-year students' course planning and registration processes
- Connected students with emergency and non-emergency campus resources

Make it Easy-to-Read: Paragraphs vs. Bullet Points

Academic Advisor

- In this role, I supported 200 undergraduate students as a mentor and academic advisor. Additionally, I facilitated first-year students' course planning and registration processes and connected students with emergency and non-emergency campus resources.

Academic Advisor

- Supported 200 undergraduate students as a mentor and academic advisor
- Facilitated first-year students' course planning and registration processes
- Connected students with emergency and non-emergency campus resources

Where to Look & What to Look For

Where to Look: Academic Jobs

- Chronicle of Higher Education
- Inside Higher Ed
- Higher Ed Jobs
- Willing to move and looking for a school like BSC? The [Carnegie Classification of Institutions of Higher Education](#) is a useful tool.
- Field specific examples:
 - National Association of Fellowships Advisors (NAFA)
 - National Association of Colleges and Employers (NACE)

Where Else to Look

- Alumni resources from your degree-granting institutions
 - What are alumni in your field doing?
 - Handshake
 - [School]Connects
- LinkedIn
- Idealist
- Facebook groups + LinkedIn groups

Additional Resources

- [Advice on the Emotional Challenges of the Academic Job Search](#)
- [How and Why PhDs Can Succeed in the Business World](#)
- [UCSF's Career Advice for Academic & Industry Jobs in the Natural Sciences](#)
- [Versatile PhD](#)
- Yale's "[Pathways in Academic Administration](#)" resources
- [CV advice for Higher Ed Administrative Leadership Jobs](#)
- [Resume Keywords](#)
- [Applying for Government Jobs](#)