The Job Search Process and Standards for Interviewing Communication

Introduction

Providing you with the skills you need to secure a job that will be the best starting point for your career is very important to The French Pastry School. The school has many resources for you to use, and yet we cannot do the work for you. You are ultimately responsible for reviewing, retaining and applying the principles explained in this packet which have been culminated through years of experience by school faculty and administration.

In this information age, it is more critical than ever that business communication is clean, crisp, and persuasive. This includes your résumé, cover letter and thank-you notes. In order to be recognized, your documents must attract attention immediately upon review. Interviewing skills are very important, no matter the skill level or career level of the individual. In hospitality and service we do not work alone. We work as part of a team. Communication and chemistry are very rarely overlooked because someone’s skill level is high.

Getting a great job requires strategic planning and staying on task. You have to be disciplined to work your plan every day by making a great impression during stages and internships, budgeting time for job research, following-up after sending résumés, calls and whatever it takes to persistently attain your goal. You can do it!

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June 2012
Job Search Process

The overused cliché “failure to plan is planning to fail” is 100% applicable here. You must make time to think-through, research, plan, and work your job search. **There are three basic stages in the job hunt process:**

1. Research
2. Application
3. Follow-through

**Research**

The first step in the research stage is to take the time to discern the types of jobs you are targeting and you research that market. **You must decide which segment you will target** (e.g.: restaurant, bakery, hotel, manufacturer, cake design, chocolatier, confection, research, sales, etc.). If you are not exactly sure, then target two segments. Targeting more than two segments can be overwhelming, except in less populous areas.

Knowing exactly the segment in which you desire to work will make you a better candidate. Interviewers will see that you have planned your career in that segment and career focus is attractive to companies. Once you have decided on your target segments, you are ready to do some targeted research.

The goal of your research is to identify the most ideal employers, and to make connections within those companies. **Listed below are many proven effective research methods:**

1. Stages and Recurring Stages
   a. Gain professional contacts
   b. Recurring stages often lead to internships and jobs
   c. Tactical application:
      i. Get the names and numbers of owners, chefs, managers, cooks
      ii. Make it your goal to get at least three connections from each stage
      iii. Do at least five stages > 15 contacts
      iv. Connect with your new friends within a couple days via social media

2. Volunteer - French Pastry School
   a. CE Classes (meet employers)
   b. Special Events (meet vendors, employers, etc.)
   c. Tactical application:
      i. Send an email to introduce yourself within two business days of meeting
      ii. Let them know when you will be graduating and what type of job you are seeking
      iii. Ask them to connect you with people in their organization who are responsible for hiring

3. Trade Associations and Clubs
   a. Attend events and meetings
      i. Work it: “I’m going to get 10 cards today!”
      ii. Follow-up by sending resume and cover letter or introductory email as in 2(c) above
   b. Enter contests (regardless of value of prize)
      i. Put your heart into it
      ii. As long as your entry is professional, you will never lose because you win contacts and hone your skills
      iii. Ask the judges, bakers, chefs, F&B directors, etc. for their cards.
      iv. Follow-up with everyone within two days
c. Volunteer or serve on a committee
   i. Increase network
   ii. Meet employers
   iii. Recognition for participation
   iv. Shows commitment to your profession
   v. Learn and cultivate skills

d. Earn scholarship $$$$$$$$

e. Some relevant trade associations:
   i. Pastry Chicago [www.pastrychicago.org](http://www.pastrychicago.org)
   ii. American Culinary Federation
      1. local: [www.acfwindycitychefs.org](http://www.acfwindycitychefs.org)
      2. national: [www.acfchefs.org](http://www.acfchefs.org)
   iii. Retail Bakers of America [www.rbanet.com](http://www.rbanet.com)
   iv. American Bakers Association [www.americanbakers.org](http://www.americanbakers.org)
   v. International Cake Exploration Société [www.ices.org](http://www.ices.org)
   vi. American Institute of Baking [www.aibonline.org](http://www.aibonline.org)
   vii. Research Chefs Association [www.culinology.org](http://www.culinology.org)
   viii. The James Beard Foundation [www.jamesbeard.org](http://www.jamesbeard.org)
   ix. Les Dames d’Escoffier International [www.idei.org](http://www.idei.org)
   x. Institute of Food Technologists [www.ift.org](http://www.ift.org)
   xi. National Association of Catering Executives [www.nace.net](http://www.nace.net)
   xii. Retail Confectioners International [www.retailconfectioners.org](http://www.retailconfectioners.org)
   xiii. National Confectioners Association [www.candyusa.com](http://www.candyusa.com)

4. Trade Shows, Competitions and Large Events
   a. For The Love of Chocolate (Chicago)
   b. NRA Show (Chicago)
   c. Sweets & Snacks Expo
   d. ICES Convention and Show
   e. ACF Regional and National Conferences
   f. ACF Team USA
   g. World Pastry Championship
   h. StarChefs Pastry Competitions
   i. International Bakery, Pastry, Ice Cream, Chocolate and Confectionary Expo
   j. Manufacturer Competitions (see Food Arts Magazine and search online)
   k. The Festival of Chocolate (Orlando)
   l. Find local chapter meetings and competitions in your area

5. Professional Social Networking – LinkedIn [www.linkedin.com](http://www.linkedin.com)
   a. Set up a PROFESSIONAL profile
      i. Professional picture
      ii. Proper grammar, spelling, structure
      iii. Complete profile (education, work history, associations, etc.)
   b. Join Groups (limited to 50)
      i. Chocolate - 290 groups
      ii. Bakery – 140 groups
      iii. Cake – 120 groups
      iv. Baking – 80 groups
      v. Pastry – 68 groups
   c. Deciding Which to Join?
      i. Relevance
      ii. Number of Members
      iii. Geographically Specific
   d. Watch Activity and Monitor Several Times a Week
e. Link Potential Employers
f. Join Discussions
g. Start Discussions
h. Think through every word you post and how you will be perceived

6. Job Board Searches
   a. Boards:
      i. FPS Alumni Site – **check DAILY**
         1. Log in
         2. Go to Alumni Center
         3. Search jobs
         4. **All my job leads go to the alumni center**
      ii. craigslist.org
      iii. chicagoreader.com (Chicago)
      iv. starchefsjobfinder.com
      v. culintro.com (heavy NYC/East Coast)
      vi. hrc-international.com (international)
      vii. studentchefsabroad.com (UK)
      viii. careers.alonline.org/search/browse/ (American Institute of Baking)
      ix. hcareers.com (hospitality)
      x. casinocareers.com (casino)
      xi. nrnjobplate.com (restaurant)
      xii. myfoodrecruiter.com (manufacturing/R&D)
      xiii. careerjet.com
      xiv. monster.com
      xv. careerbuilder.com/Indeed.com (job post aggregator)
      xvi. simplyhired.com (job post aggregator)
   b. Search:
      i. Geography
      ii. Keywords
      iii. Job Title
   c. Look For:
      i. Posting Frequency (indicates job growth in that market)
      ii. Pay Ranges (not all will post wage, but some will and you will get an idea of the average)
   d. Cross-reference Postings
      i. Check Yelp [www.yelp.com](http://www.yelp.com) for long-term reputation of business
      ii. Check your LinkedIn network for warm or hot connections

7. Internships
   a. Gain professional contacts
   b. Gain valuable references
   c. Internships often lead to jobs

**Application**

1. Finalize and Save Your **Master Templates**
   a. Résumé (name: ArnoldApplicantResume)
   b. Cover Letter (name: CL-ArnoldApplicant)
   c. Thank You Note (name: TY-ArnoldApplicant)

2. Apply
   a. Create Custom Cover Letter
      i. Open master
ii. Save as CL-ArnoldApplicant-NameOfBusiness
iii. Customize
iv. Save

b. Email Cover Letter and Résumé
i. Attach the documents
ii. Email body should be a copy of your cover letter or shortened version of your cover letter
iii. Subject: Pastry Cook Application – Arnold Applicant
iv. Send
v. *(You put your name on the documents and in the subject line so the recipient can easily find you because they will receive many résumés.)*

   c. Snail Mail Cover Letter and Résumé

d. Apply Through Corporate Website (if applicable)
   i. Proper punctuation, capitalization, spelling, grammar
   ii. Take no shortcuts! Do not write “see resume.”
   iii. Complete the process thoroughly

e. Hotels – Send Four Résumés
   i. Pastry Chef or Executive Pastry Chef
   ii. Executive Chef
   iii. Food & Beverage Director
   iv. Human Resources Director

f. Add Data and Dates on Job Search Worksheet
   i. Company
   ii. Contact
   iii. Phone
   iv. Fax
   v. Email

g. Set Follow-up Task Dates

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**Follow-through**

Most applicants stop after application. That is a big mistake because there are going to be many applicants for the position, and **the candidates who show they really want the job will be the ones who get the interviews.**

1. **Be Timely and Cast a Wide Net**
   a. Have research complete at least 60 days prior to graduation
   b. Target at least 50 companies
   c. Apply to 50 companies between 45-60 days prior to graduation

2. **Be Disciplined**
   a. Add data into Job Search Worksheet
   b. Make All Follow-Up Calls
      i. Call One: 5 business days after sending résumé
      ii. Call Two: 7 business days after sending résumé
      iii. Call Three: 9 business days after sending résumé
      iv. Call Four or Site Visit: 11 business days after sending résumé
      v. Email note and résumé again 13 business days after sending résumé
      vi. Call Five or Site Visit: 15 business days after sending résumé
      vii. Call Six: 20 business days after sending résumé
   c. Record Dates in Job Search Worksheet
   d. Learn to say “Next!”
   e. Dust off and keep going!
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Cover Letter Tips

The cover letter serves as your formal introduction to a prospective employer. In many ways it is a “recap” of your résumé, but should not be redundant. You need to strike a balance between over-confidence and meekness, stuffiness and casualness, and create a value perception of yourself.

If you think this all sounds like sales-speak, you are correct. You are selling. You are selling you, your most important brand. Advertisers know they only have a few seconds to draw you into their ad, and you have only a few seconds to captivate a potential employer. Therefore, you must commit time and effort in your creation of a successful cover letter.

Cover Letter Basics:
1. Keep it formal and professional.
2. Make a connection that will grab the reader’s attention such as a great experience at their establishment, a love for one of their products, or a shared passion or hobby.
3. Space sells. Less is more. Stay on point and do not try to over-impress or sell too hard.
4. Use white or a very light-colored stock and only black ink.
5. Three Paragraphs. No more, no less, or you’re trying to over-impress.
   a. Your Contact Information
      i. Formal Name
      ii. Address (spell out Boulevard instead of Blvd.)
      iii. City, State (spelled out or correct two-number abbreviation) and Zip Code
      iv. Phone Number
      v. Email account
      vi. See Tip #15 and Tip #16 in Résumé Section
   b. Date
   c. Employer Contact Information
      i. Name
      ii. Title
      iii. Company
      iv. Address
      v. City, State and Zip Code
   d. Salutation
      i. Dear Mr./Ms. __________,
      ii. Anonymously call the place of business to discern for certain if gender is in question (Chris, Pat, etc.)
   e. Paragraph 1 – Answer the following:
      i. Why are you writing to them?
      ii. For what position are you applying?
      iii. How did you learn about the position?
   f. Paragraph 2 – Answer the following:
      i. What do you have to offer the employer?
      ii. How do your qualifications and/or experience match the job?
   g. Paragraph 3 – State your interest and your follow-up plan.
      i. Thank them for their interest.
      ii. State the manner in which you will follow up. (And do it!)
   h. Complimentary Close
      i. Be formal and humble: “Respectfully yours,”
      ii. Wet Ink Signature or script signature if sending electronically
   j. Your Name Typed
Important Aspects:
1. NEVER, NEVER, NEVER use “To whom it may concern”
2. Target your cover letter. Do not create a generic letter. There is no sweeter sound to a person than their own name (Dale Carnegie)...correctly spelled.
3. Make a connection to the employer in the first paragraph – reference their products or property or business, that you share a common passion, that you have a mutual acquaintance – something that will get their attention.
4. Ensure correct spelling of names, other proper nouns and foreign words. Find the accent or foreign letter in “symbols” and they’ll love you for it.
5. Do not rely on spell-check. Proof read each letter, and whenever possible, ask a colleague to proof read your work for you. Often a different set of eyes will pick out errors you cannot see.
6. You may text-message casually. You may e-mail casually. You may speak casually. Keep your business communication formal.
7. Do not give in to your desire to gush. Big no-no. You are applying for a job, not joining a fan club.
8. If mailing or presenting in person: ensure that the paper is clean, the print is crisp, the fold is crisp, and that your return address is printed on the envelope in the same manner as on your letter.
9. If sending electronically, do your best to ensure that the document they open will look exactly like the one you sent. Perhaps write-protect a word doc or convert to .pdf, but do not send as a .jpeg or obscure file type.
February 21, 2011

Carl Croquembouche, CEPC
Executive Pastry Chef
The Posh-Expensive Hotel
999 Fifth Avenue South
New York, New York 10020

Dear Chef Croquembouche,

I am writing to apply for the position of Assistant Pastry Chef at the Posh-Expensive Hotel. I have read many articles on your pâte à choux variations, and have enjoyed the éclairs at your hotel's pastry shop.

As a graduate of The French Pastry School with four years of professional culinary management experience, I am prepared to consistently deliver the superior quality your guests require. Having worked under top chefs I have experienced the demands, challenges and pressures typical of a fast-paced, high volume operation.

In anticipation of arranging a meeting to discuss the position, I will contact you on October 15. Thank you for your professional consideration.

Respectfully yours,

Arnold Applicant /s/

Arnold Applicant
Résumé Writing Tips

1. TELL THE TRUTH…AND NOTHING BUT THE TRUTH
   The best companies will not tolerate falsehood…so do not embellish…ever…about anything. Besides, you have value wherever you are in your career and there is a great job out there for the YOU that YOU ARE!

2. USE MICROSOFT WORD…OR ENSURE MICROSOFT COMPATABILITY
   Microsoft has the market cornered on business enterprise software. If you want your résumé read, send it in Word or a widely available file type such as Adobe (PDF).

3. THE RÉSUMÉ GETS THE INTERVIEW…NOT THE JOB
   This is advertising…your personal billboard. Space sells. Temper your résumé with the highlights of your career, the impact you make, with the intention of leaving the reader thinking, “I have got to meet this candidate.”

4. LAY IT OUT TO CAPTURE THEIR ATTENTION
   Busy Human Resources pros and Operations Executives will give your résumé 5 to 10 seconds at first glance. Most often their eyes will go first to your CONTACT INFORMATION (for your residence location), then right to EXPERIENCE (to judge if your career history is a fit), then to EDUCATION, and then to their HOT BUTTON SPOT (personal choice…depends on the reader – could be certifications, objective, awards, qualifications summary, etc.). If they like what they saw, they’ll go back to the experience area to read the details, and so on.

5. KEEP IT TO ONE PAGE IF POSSIBLE – NEVER MORE THAN TWO
   Yes, you, career changers. Content impresses…not multiple pages. Remember…you have 5 to 10 seconds. If the CEOs of Fortune 100 companies can keep it to one page, you can too.

6. FOCUS ON IMPACT
   If you are a Pastry Chef we already know that you are “responsible for all aspects of the pastry department.” **Tell them something they don’t know!**
   
   - Win the business critical acclaim?
   - Innovate on the dessert menu?
   - Introduce new ingredients, driving revenue?
   - Decrease turnover?
   - Drive sales?
   - Lower costs?
   - Lead a team or champion a cause?
   - Redesign the kitchen for increased efficiency?
   - Improve overall quality?

   **Use numbers, %’s and $’s…they stand out and catch the eye. Wouldn’t you want to meet the chef that…**
   
   - Increased dessert sales 26% by overhauling the menu to reflect contemporary trends such as seasonality and farm-to-table components
   - Lowered food cost by 14% through streamlined purchasing, consistent training and implementing an incentive program for the staff
   - Decreased turnover by 50% in the first year through one-on-one and group mentorship, skills training, and changing morale for the positive
   - Personally consulted with group sales clients resulting in an $18K annual sales increase of specialty cakes, pastry tables and plated desserts

   Tell them “what,” but leave them needing to know “how.”
7. USE FPS STANDARD EDUCATION DESCRIPTION

For L’Art de la Boulangerie:

Certificate, L’Art de la Boulangerie, 2012
The French Pastry School, Chicago IL
Studied under chefs Jacquy Pfeiffer, Sébastien Canonne M.O.F., Pierre Zimmerman, Jonathan Dendauw, and other acclaimed artisan bakers and pastry chefs

- Techniques and Applications of Levains and Starters
- Specialty Breads of France and Around The World
- Basic and Advanced Breakfast Pastries and Viennoiseries
- Specialty Whole Grains and Organic Breads
- Fundamentals of French Breads
- Pre-ferments: Poolish and Sponges
- Food Service Sanitation, Safety and Technology

For L’Art de la Pâtisserie:

Certificate, L’Art de la Pâtisserie, 2012
The French Pastry School, Chicago IL
Studied under chefs Jacquy Pfeiffer, Sébastien Canonne M.O.F., Della Gossett, En-Ming Hsu, Jonathan Dendauw, Dimitri Fayard, and other acclaimed pastry artists and chocolate artisans

- Breakfast Breads and Pastries
- Chocolate Candies
- Sugar Candies
- Jams and Jellies
- Chocolate and Sugar Showpieces
- Cakes and Tarts
- Ice Cream and Sorbets
- Petits Fours
- Plated Desserts
- Wedding Cakes

For L’Art du Gâteau:

Certificate, L’Art du Gâteau, 2012
The French Pastry School, Chicago IL
Studied under chefs Jacquy Pfeiffer, Sébastien Canonne M.O.F., Kristen Ryan, Nicolas Lodge, Mark Seaman, Scott Green, Joshua Johnson, and other acclaimed pastry and chocolate artisans

- Cake Production, Architecture and Assembly
- Chocolate Skills for Cake Decorating
- Taste and Texture Profile Methods
- Petits Fours, Dough and Fillings Production
- Mold-making Methods, 3-D Sculpting and Airbrush skills
- Elaborate Gumpaste Work and Figurine Modeling
- Pastillage and Pressed Sugar
- Pulled and Blown Sugar
- French Butter Cream Frosting, Piping and Fondant Covering
- Business Planning, Costing, Portioning, Customer Consultation and Delivery Logistics

8. USE BULLETPOINTS
Nothing says “please don’t read me” more than a huge paragraph. Bulletpoints steer the eye, and look crisp and neat. And use a solid circle or simple shape.
9. **USE A READABLE FONT SIZE – AND USE SIZES 4 and 6 TO SAVE SPACE**

Do all of the copy in 10 or 11…it’s easily readable (this section is in 10.5). Avoid underlining and bold print as it can draw the eye too much and make the page look busy.

Use font sizes 4 and 6 for spacing between jobs or categories. (Just like between these two paragraphs!) Also…Do not shrink the left and right margins smaller than 1”, or the top and bottom margins smaller than .5”.

10. **USE A READABLE FONT STYLE**

You’ll get to discuss your creativity in the interview process. Keep your résumé comfortably readable.

11. **CENTER YOUR CONTACT INFORMATION**

This makes a bold statement and ensures it is easy to find if stapled to another document. Don’t list every way possible to contact you. Just use your home or cell number.

Here’s a good example:

Blake T. Baker  
1 East Elm Street • Chicago, IL 60611  
312-555-9999 • btbaker@gmail.com

12. **BE RELEVANT, NOT REDUNDANT**

Just because you have seen résumés with sections like Objective, Summary of Qualifications, Technical Expertise, etc. does not mean that it fits for you! There are occasions when those are appropriate and you need to discern when and why. Very often they’re redundant.

An “Objective” is only necessary when you are in a transition because if you’re not going to say something in the objective then it is just fluff – and can work against you.

When changing careers or “lanes” within a career, an objective is recommended because the reader will see years of experience in another field and you want them to know your new intentions.

13. **TIPS ON REFERENCES**

Keep them on a separate sheet and provide them upon request – preferably after the first interview. Do not expose your valuable professional references to unnecessary phone calls, and make sure those references are aware they will be contacted regarding your candidacy. A surprised reference is not a good sign.

14. **SPELLCHECK AND YOU CHECK**

Read your résumé because spell-check only ensures words are in the dictionary!

15. **VOICE MAIL & E-MAIL**

Your number is now connected to your career lifeline. Therefore, change your voicemail to something like “Thank you for calling Arnold Applicant. I am sorry I missed your call but please leave a message with your phone number and I will return the call promptly. Thank you.” Potential employers may not like your taste in “on hold” music. Likewise, your email address is now connected to your career lifeline. Avoid email addresses that contain peeks into your personal life.

16. **SOCIAL MEDIA – NETWORKING (i.e.: Facebook) and BLOGS**

Like it or not, your online social network is an extension of your résumé. Be aware that employers are increasingly using social networks to screen applicants. Be selective of your online connections, and monitor your picture tags very often.
Employers are looking for immature behavior, poor communication skills, bad habits, inappropriate photos, bad-mouthing employers, information about criminal behavior, use of an employer’s confidential information, etc.

A recent study of 300 corporate hiring professionals conducted by social media monitoring service Reppler, the following was discovered:

- **91% used social networking sites to screen candidates**
- 76% used Facebook, 53% used Twitter and 48% used LinkedIn
- **47% looked at candidates’ social network as a decision factor before contacting the candidate for the first interview**
- 69% have rejected a candidate based on what they saw
- 68% have hired candidates based on what they saw

With almost 70% of hiring professionals rejecting or hiring based on your social media image, this demands your attention, especially since nearly half will seek your online profiles when they are deciding whether or not to invite you in for the first interview. Examples reported for not interviewing or hiring include:

- 53% - Candidate posted provocative or inappropriate photographs or information
- 44% - Candidate posted content about them drinking or using drugs
- 35% - Candidate bad-mouthed their previous employer, co-workers or clients
- 29% - Candidate showed poor communication skills
- 26% - Candidate made discriminatory comments
- 24% - Candidate lied about qualifications
- 20% - Candidate shared confidential information from previous employer
- 16% - Dismissed a candidate for using text language such as GR8 (great) in an e-mail or job application
- 14% - Disregarded a candidate because the candidate used an emoticon such as a smiley face in a professional communication

**17. SOCIAL MEDIA – POSITIVE**

If you keep it clean, **social media can work for you**, not against you. Here are some tips on how to ensure your messaging is an asset:

- **Keep it squeaky clean** and family-appropriate (content, language, pictures, etc.).
- **Monitor it carefully.** Be vigilant about monitoring responses and posts by followers. Even though they do not reflect your opinions, they can cast a shadow on you.
- Keep your messages **positive and optimistic**.
- **Post and blog about relevant subject matter** in your profession, and create online networks of other enlightened professionals.
- **Support worthy causes**.
- Ensure that your social media presence is an extension of your professional presence – not a separate life or personality.

**18. DIGITAL RÉSUMÉ or PORTFOLIO**

A digital, online, or .PDF of a PowerPoint résumé can make a big impact. I prefer one picture per page, and the pictures have to be flawless. For a pastry chef’s presentation, I would use the following guidelines:

First Page or Two – Your contact info and résumé
Next 2-3 Pages – Pictures of Plated Desserts
Next 2-3 Pages – Pictures of Cakes
Next 2-3 Pages – Pictures of Pastry and/or Buffet Work
Next 2-3 Pages – Pictures of Showpieces
Next 2-3 Pages – Letters of Reference or Recommendation
Last Page – Contact Information with Email (that hopefully they instantly click)
Résumé Before-and-After Examples

The following pages contain four examples of résumés that have been reformatted.
Résumé Before-and-After Example A1-A2

EDUCATION
- 3.4 GPA
- Top 15% of class
- SAT: 1040

University of Georgia - Athens, Georgia
- Worked towards undergraduate degree
- Central Studies in Liberal Arts
- HOPE scholarship recipient

Language Skills - Intermediate knowledge of Italian and Spanish.

French Pastry School – Chicago, Illinois
L’Art de la Pâtisserie Program
Studied under chefs John Kraus, En-Ming Hsu, Jacquy Pfeiffer, Sébastien Cannone
M.O.F., Jonathan Dendauw, Dimitri Fayard, and Laura Ragano
- Breakfast pastries
- Ice creams and sorbets
- Cakes and Tarts
- Chocolate and sugar sculpting
- French pastries
- Petits fours
- Sugar Cannoli
- Plate desserts
- Jams and jellies
- Wedding Cakes

STAGE EXPERIENCE
Sarah’s Candies Chicago, Illinois
July 2009-December 2009
- Break down candies
- Tackle orders

Rarebird Preserves Chicago, Illinois
Take the Cake Chicago, Illinois

WORK
Accent Décor, Inc.—Roswell, Georgia
Display and Merchandising Assistant
- Assisted in designing showrooms.
- Traveled with designer to set up showrooms.
- Data filing responsibilities.
- Provided refreshment services to customers during shows.

Outback Steakhouse—Roswell, Georgia
Hostess—May 2006-August 2007
- Base salary
- Event planning
- Preparation for new-day services

ADDITIONAL EXPERIENCE
America International Gift and Home Market—Atlanta, Georgia
- Hired to provide baked goods for customers.

Delta Zeta Sorority, Zeta Pi Chapter—Athens, Georgia—August 2007-May 2009
- Multiple Sclerosis Society—Roswell, Georgia
- Served as team leader.
- Organized team and raised funds.
Résumé Before-and-After Example A1-A2

EDUCATION
The French Pastry School, Chicago, Illinois
L’Art de la Pâtisserie Program
Studied under chefs John Kraus, En-Ming Hsu, Jacquy Pfeiffer, Sébastien Canonne M.O.F., Jonathan Dondauw, Dimitri Fayard, and Laura Ragano
- Breakfast breads and pastries
- Ice creams and sorbets
- Cakes, Tarts & Petits Fours
- Chocolate and sugar sculptures
- Chocolate & Sugar Candies
- Plated desserts
- Jams and jellies
- Wedding Cakes

University of Georgia - Athens, Georgia
August 2007-May 2009

STAGE EXPERIENCE
Sarah’s Candies, Chicago, Illinois, August 2009
- Worked in the kitchen of this successful pastry and candy business renowned for wedding cakes, petit fours, chocolates, cupcakes, and pastries
- Practiced the coloring, molding, and cutting of fondant; scaled and produced large batches of cupcakes and biscotti

Rarebird Preserves, Chicago, Illinois, August 2009
- Learned production methods and the correct proportions of sugar, pectin, and fruit at this artisanal manufacturer of organic jams and preserves

Take the Cake, Chicago, Illinois, August 2009
- Worked with the owner of this bakeshop specializing in custom wedding cakes, truffles and cookies
- Completed step-by-step assembly of a wedding cake and square cakes

WORK EXPERIENCE
Display and Merchandising Assistant
Accent Décor, Inc., Roswell, Georgia
June 2003-June 2009
- Assisted in designing three showrooms in Atlanta, Dallas, and Las Vegas
- Merchandise for this importer and distributor of high-end glassware and floral containers
- Responsible for myriad administrative tasks including database management
- Provided catering services to over 500 guests during Atlanta market sessions

Hostess
Outback Steakhouse, Roswell, Georgia
May 2006-August 2007
- Greeted guests and managed the seating chart in this high volume restaurant
- Assisted in all front-of-house services including opening and closing

ADDITIONAL SKILLS & ACHIEVEMENTS
Caterer, America International Gift and Home Market, Atlanta, Georgia, July 2008
Hired to create and serve food and refreshments to exclusive clients and prospects

Multiple Sclerosis Society, Roswell, Georgia, May 2007
Served as team leader, organizing and raising funds


Intermediate skills: Spanish and Italian languages

ServSafe Sanitation Certification

Proficient in Microsoft Office

REFERENCES AVAILABLE UPON REQUEST
Résumé Before-and-After Example B1-B2

Objective
Working toward a career in the pastry arts

Service Profile
- Wide knowledge of food, wine, beer, alcohol, coffee, and tea: A LITTLE
- Experience with various POS systems including Aloha: VERY LITTLE
- Ability to serve up to 12 tables at once; reputation for multi-tasking: GREAT FOR A SERVER
- Great memory when it comes to learning new systems, menus, and drinks: A LITTLE
- Known for providing friendly, personal service to all guests: MORE TO OTHER ABAO

Work Experience
Began as a bus/boy, then gained experience as a food runner, server, and then was promoted to bartender. Duties include cash handling, closing the bar, running food, taking orders, and maintaining great customer service standards. Was also responsible for learning about the new micro-brews that changed every few weeks and closing the restaurant and end of day paperwork.

Coffee Bean and Tea Leaf Shift Supervisor Oxnard, CA (2007-2009)
Duties included cash handling, preparing coffee and tea drinks, learning about new product and various methods of coffee making, supervising a large staff of young employees, training new employees up to company standards and providing over the top customer service.

Ojai Valley Inn and Spa Banquets/Server Ojai, CA (2006-2007)
Gained valuable experience working in a fine dining atmosphere. Learned extensively about food and food preparations. Served in a high volume restaurant-providing top of the line service with gourmet food and exquisite wines. Worked at the Inn before and after they received their AAA Five Diamond status.

Red Lobster Server/Trainer Oxnard, CA (2005-2007)
Exposed to various seafood product and preparations. Duties included selling various seafood, cash handling, providing a special guest dining experience and training new servers.

Education
French Pastry School Current Student (01/11-)
Pacifica HS HS Diploma (2005)
National Bartenders School Certificate (3/09)

Professional References
Danny Previous Manager 2337
Krista Previous Manager 1749
Abra Previous Manager 6400 ext. 3231
Résumé Before-and-After Example B1-B2

Objective
Seeking a stage or internship position in a world-class fine dining restaurant in which I may contribute to the team’s success and working toward a career in professional pastry arts.

Education
L’Art de la Pâtisserie • The French Pastry School • Chicago, Illinois • Graduation June 2011
Studied under chefs Sébastien Canonne M.O.F., Jacqui Pfeiffer, Della Gossett, En-Ming Hsu, Jonathan Dendauw, Dimitri Fayard and other acclaimed pastry artists and chocolate artisans

- Plated Desserts
- Breakfast Breads and Pastries
- Cakes and Tarts
- Petit Fours
- Chocolate Candies
- Sugar Candies
- Jams and Jellies
- Ice Creams and Sorbets
- Wedding Cakes
- Chocolate and Sugar Sculptures

Diploma, Pacifica High School • Oxnard, CA • 2005
Certificate, National Bartenders School • Sherman Oaks, CA • 2009

Work Experience
Bartender/Server • Anacapa Brewing Company • Ventura, CA • 2004-2010
- Provided outstanding service in Ventura’s only upscale restaurant/brewpub
- Responsible for cash handling, closing the bar and restaurant, running food, taking orders, and end-of-day paperwork
- Trained on new micro-brews that changed every few weeks

Shift Supervisor • Coffee Bean and Tea Leaf • Oxnard, CA • 2007-2009
- Supervised a large staff of young employees, training them up to company standards and providing "over the top" customer service
- Duties included preparing coffee and tea drinks, cash handling, and staying up-to-date on new products and various methods of coffee making

Banquets/Server • Ojai Valley Inn and Spa • Ojai, CA • 2006-2007
- Gained valuable experience working in a fine dining atmosphere learning extensively about food and food preparations
- Served in a high-volume fine dining restaurant, providing excellent service
- Worked at the Inn before and after they received their AAA Five Diamond status

Server/Trainer • Red Lobster • Oxnard, CA • 2005-2007
- Provided special guest dining experiences
- Trained new servers on seafood identification and flavor profiles, company guidelines, the menu, and beverages

Additional Skills & Qualifications
- Wide knowledge of food, wine, beer, alcohol, coffee, and tea
- Experience with various POS systems including Aloha
- TIPS certified
- Ability to serve up to 12 tables at once; reputation for successful multi-tasking
- Learn new systems, menus and recipes very quickly
- High standard of service excellence

References Available Upon Request
Résumé Before-and-After Example C1-C2

Professional Experience

**Chap Perez & Sons, Inc.**
Chicago, IL
*Staff Recruiter* 9/2008 to 12/2008
- Executive Search Consultant sourcing Attorneys at the Associate and Partner level for placement at top Chicago and National firms.
- Creating and developing client relationships with local law firms and Fortune 500 corporations.

**Kinetico**
San Diego, CA
- Full life-cycle recruiting which included the identification, sourcing, and recruiting of Wireless Telecom professionals nationwide for contract, contract-to-hire, and direct hire positions. Top producer maintain weekly gross profit at $25-30k.
- Determined time line and responsibilities for my own progression into a Team Lead role, and assessed and re-adjusted the role throughout and after the transition. Responsible for providing guidance to new Recruiters.
- Assisted in initial review, negotiations, and roll-out of Kinetico’s green card process. Worked to determine conditions for eligibility in cooperation with HR and played a part in the approval meetings. Managed Visa process for current and future employees.
- Received "Top Cat" Award December 2006 for sustained high performance in recruiting, candidate & contractor care.

**Spherion, Inc.**
San Diego, CA
*Client Service Supervisor* 9/2003 to 5/2005
- Served as on-site representative with a Fortune 100 company to fill all temporary and contract-to-hire requirements and supervised current temporary employees (anywhere from 70-110 employees).
- Facilitated entire recruitment and hiring process from beginning to end.
- Performed weekly payroll for all employees; managed invoice process for payment, and assured payment for all affiliate vendors in PeopleSoft. Audited weekly electronic consolidated invoice, and completed weekly tracking reports for Spherion and client.

**Applebee’s Bar & Grille**
Grand Rapids, MI
*Certified Trainer/Server/Bartender* 7/2000 to 8/2003
- Successfully managed bar area by filling servers’ orders and tending to customers’ needs.
- Trained new employees to effectively work with a diverse group of people and become proficient servers.

**Arnie’s Restaurant and Bakery**
Grand Rapids, MI
- Server in busy restaurant, including opening, closing and training responsibilities.

**Education**

Grand Valley State University
*Grand Rapids, MI*
Bachelor of Business Administration 2003

> Run ‘12 Marathons (→)
Résumé Before-and-After Example C1-C2

Objective
To obtain a position as a pastry cook in a busy and exciting kitchen where I can use my education and training to contribute as part of an efficient and hard-working team.

Education
L’Art de la Patisserie Program, The French Pastry School, Chicago, IL Candidate for Graduation December 2009

Skills
- Breads and Breakfast Pastries
- Cakes and Tarts
- Chocolate and Sugar Candies
- Jams and Jellies
- Ice Cream and Sorbet
- Petits Fours and Plated Desserts
- Wedding Cakes
- Chocolate and Sugar Sculptures

BA, Business Administration, Grand Valley State University, Grand Rapids, MI, 2003

Stage Experience
The Chicago Diner, Chicago, IL, August 2009
- Worked in this vegetarian/vegan restaurant and bakery making batch recipes (muffins, scones, cookies) and packaging orders to be delivered to local grocery stores

Hospitality Work Experience
Server
Chicago Pizza & Oven Grinder Co., Chicago, IL 12/2008-Present
- Serve customers in this fast-paced and busy full service restaurant known for its unique pizza preparations and quality service

Certified Trainer, Server & Bartender
Applebee’s Bar & Grille, Grand Rapids, MI 7/2000-8/2003
- Successfully managed bar, tending to customers’ needs while working the service bar
- Trained new employees to effectively work with a diverse group of people and become proficient servers

Server/Trainer
Arnie’s Restaurant and Bakery, Grand Rapids, MI 11/2002-8/2003
- Opened, closed, trained and provided excellent service in this high volume restaurant

Employment Services Work Experience
Team Lead/Technical Recruiter
- Top producer responsible for identification, sourcing, and full life-cycle recruiting nationwide for professionals in varied fields of expertise
- Selected by management to mentor new recruiters

Client Service Supervisor
- Served as on-site representative with a Fortune 100 company to fill all temporary and contract-to-hire requirements and supervise 70 to 100 temporary employees

Additional Skills & Experience
- Sanitation Certification (2009)
- MS Office Suite: Word, Works, Excel, PowerPoint
- PeopleSoft and other proprietary recruiting/personnel management databases
- Participated in two half-marathons and a 100-mile “century” bike ride for Best Buddies charity

References Available Upon Request
Résumé Before-and-After Example D1-D2

HOME ADDRESS
Circle, Illinois 60614

SCHOOL ADDRESS
DePaul Mail Center, Mailbox #667
2250 N. Belle Ave., Suite 100
Chicago, Illinois 60614

EDUCATION
DePaul University, Chicago, IL
B.A. Business Management, minor in French
Anticipated Graduation 5/2012
High School, IL
Graduated with High Honors
GPA 5.34/5.0

SKILLS AND SELECTED EXPERIENCE
- Detail oriented with strong organizational skills
- Teacher assistant for Industrial Technology teacher: designed worksheets and tests, organized supplies and materials in storage room and office, supported after school events, assisted with bridge and model house projects, graded papers, and miscellaneous tasks 2 years
- Tutor: 5+ years of experience with children grades 4 - 10 in core subjects
- Crew manager: designed projects, delegated jobs based on individual’s interests and talents, coordinated with directors and cast for smooth productions 3 years
- Crew member, 4 years at Plainfield South High School and Joliet Drama Guild summer of 2007
- French club vice president/secretary: recorded meeting events, planned future meetings and trips, sent out announcements 1 year
- French club active member 4 years
- Humane Society volunteer: walked dogs, and reported any problems with the animals
- Salvation Army volunteer: organized the storage room, handed out food bags to the needy

HONORS/AWARDS
- Illinois State Scholar
- President’s Award for Educational Excellence
- Rotary International Top 10% Scholarship Honors
- DePaul University Honors College
- DePaul University Strobel Honors Program

ACADEMIC MEMBERSHIPS
- French Honor Society
- National Honor Society
- International Thespian Society

ADLSKILLS+CERT

V O I E K

2
Résumé Before-and-After Example D1-D2

Objective
Fast-learning and hard working pastry cook seeking a position in which I can contribute to your success utilizing experience and education while learning to apply new techniques

Education
The French Pastry School • Chicago, Illinois
Graduation December 2009
Studied under chefs Sébastien Canonne M.O.F., Jacquy Pfeiffer, Jonathan Dendauw, Dimitri Fayard and other acclaimed pastry artists and chocolate artisans

- Breakfast Breads and Pastries
- Cakes and Tarts
- Petits Fours
- Plated Desserts
- Chocolate Candies

- Jams and Jellies
- Ice Creams and Sorbets
- Wedding Cakes
- Sugar Candies
- Chocolate and Sugar Sculptures

DePaul University • Chicago, Illinois
Graduation 2012
Studies in Hospitality Leadership and French Language

Stage Experience
Bennison’s Bakery • Evanston, Illinois
- Worked in the production unit of this European bakery on Chicago’s North Shore
- Produced batched recipes and assisted bakers in making almond cream, viennoiserie, tarts, and the feeding of the stiff levain used in various artisan breads

B Tru Bakery • Oak Park, Illinois
- Worked in the production unit of this all organic, whole grain bakery
- Assisted the chef in proofing, scoring, and baking German rye bread and whole grain walnut bread; prepared batch recipes of cookies and muffins for wholesale

Additional Skills and Certification
- ServSafe Sanitation Certificate
- Computer Skills: Proficiency in Microsoft Word, Microsoft Excel, PowerPoint, FrontPage, and Inspiration
- Intermediate bilingual in conversational French

Academic Honors, Awards, and Memberships
- National Honor Society
- French Honor Society
- Illinois State Scholar
- President’s Award for Educational Excellence
- DePaul University Honors College and Strobel Honors Program

References Available Upon Request
Thank You Notes

The Thank You Note is an often-overlooked formality that leaves a lasting impression when done correctly. By its very nature, this is a simple expression of thanks for the time given you by the hiring authority. You’re no longer selling yourself. In my opinion, to continue to sell yourself or discuss why you should be asked back for a second interview would be the equivalent of asking a favor in a holiday or birthday card.

If sending via snail mail, post out the Thank You Note no later than the morning following the interview. If sending electronically, wait until the end of the business day if it was a morning interview or mid-morning the next morning if the interview took place in the afternoon or evening.

Different Styles:
1. Handwritten
   a. Maintain formality by using one of two types of card:
      i. A heavy-stock store-bought card that says “Thank You” on the front and is blank inside.
      ii. Your personal formal stationary.
         No kittens or butterflies…this is business, no matter how friendly the HR Director got with you.
   b. Write in legible cursive script. Have good penmanship, and ensure your rows are even.
   c. Write the date in the upper-right hand corner of the printable area.
   d. Salutation is still formal, but no contact information necessary.
   e. Body
   f. Complimentary Close
      i. A little less formal as you have met: “Sincerely,”
   g. Wet Ink Signature

2. Business Format
   a. Your Contact Information
      i. Formal Name
      ii. Address (spell out Boulevard instead of Blvd.)
      iii. City, State (spelled out or correct two-number abbreviation) and Zip Code
      iv. Phone Number
      v. Email account
      vi. See Tip #15 and Tip #16 in Résumé Section
   b. Date
   c. Employer Contact Information
      i. Name
      ii. Title
      iii. Company
      iv. Address
      v. City, State and Zip Code
   d. Salutation - Dear Mr./Ms. ___________,
   e. Body
   f. Complimentary Close - a little less formal as you have met: “Sincerely,”
   g. Wet Ink Signature or script signature if sending electronically
   h. Your Name Typed

Body - One Paragraph Only:
Thank you for your valuable time and professional consideration today. It was a pleasure to meet with you and to discuss the Assistant Pastry Chef position. I look forward to doing a stage, and further exploring opportunities in your kitchen.

Keep it short and sweet. Your opportunity to make the impression was during the interview. Having done that, this simple note demonstrates that you are a class act!
Interview Tips

1. GROOMING AND WARDROBE

BASICS
- Cell phone preferably not in your possession, but if you must it should be (a) unseen and (b) set to silent or turned off
- Empty pockets – no bulges or jingling coins
- No cologne or perfume, just smell “clean”
- Listerine Pocket Strips
- No gum, candy or cigarettes
- Clean, trimmed fingernails
- Carry an easily-accessible handkerchief!
- Carry a portfolio or a very light briefcase with résumé, references (separate sheet), picture portfolio, paper and pen
- Well-groomed hair style (hair longer than shoulder length should be pulled back)
- Carry an easily-accessible handkerchief
- Carry a little “pocket pack” of breath strips – they dissolve instantly in case of emergency
- Ladies - Clear or conservative nail polish, if any
- Ladies - Minimal cosmetics
- Ladies - No more than one ring on each hand and only one set of earrings
- Men - Clean-shaven face and neck
- Men - If you must have a beard or moustache, then be sure it is neat and very closely trimmed (#1 or #2)
- Men – Your socks should either make a “transition” to your trousers or match your shoe color, not stand out
- Men – Statistics show that the only jewelry interviewers prefer is a wedding or class ring and/or a watch

CORPORATE SETTING
- Always wear a solid color, conservative suit (navy and gray are best)
- Conservative, long-sleeved shirt/blouse, preferably white
- Polished, dark, conservative, low-heel shoes
- Ladies – Conservative-length skirt
- Ladies - Hosiery at or near skin color
- Men - Conservative neck tie

MORE CASUAL SETTING (if the “interview suit” is too much)

Ladies
- Dark wool-blend trousers or conservative-length skirt
- Long-sleeved shirt/blouse
- Ladies - Hosiery at or near skin color
- Polished, dark, conservative, low-heel shoes
- An understated piece of jewelry or scarf (optional)

Men
- Dark wool-blend trousers (not 100% cotton and never jeans)
- Long-sleeved shirt (add a sweater-optional)
- Do not wear a necktie unless you also wear a suit coat or sport coat
- Polished, dark, conservative, low-heel shoes
2. **RESEARCH THE COMPANY**
   Know the company’s operations (number of units, regions, menu, beverages, history, etc.) and the general responsibilities of the job for which you are interviewing. Their first question may be “What do you know about us?”

3. **RESEARCH THE JOB SPECIFICS**
   Know the job description and requirements and make a list of all the reasons, with examples, of why you would succeed at this job. Then study/memorize this list for the interview.

4. **PREPARE GOOD QUESTIONS**
   Prepare questions to ask related to the position, responsibilities, and the future of the company. This should serve two purposes:
   - It shows the hiring authority you are using critical thinking skills to understand company culture and what is required for you to be successful in the position.
   - It helps you discern whether the fit is right for you.

5. **ARRIVE EARLY**
   Arrive about 10 minutes early. There are very few excuses that can erase the memory of a candidate’s arriving late or having to cancel an interview. If it is one of those rare occurrences, call your recruiter with enough time so that he/she can phone the hiring authority. This means you should have your recruiter’s cell and office phone numbers with you at all times.

6. **BE CONFIDENT**
   Project a positive “can do/will do” attitude.

7. **KNOW YOUR CAREER PATH**
   Be ready to clearly state your 2-year, 5-year, and long-term career goals, and why they are your goals. Know why this position is a solid step toward accomplishing those goals.

8. **KNOW YOURSELF**
   Be prepared to clearly, honestly and confidently discuss your professional strengths and opportunities (weaknesses).

9. **FOCUS**
   During the interview, stay focused by answering the questions that you are asked. Do not to veer off into unrelated subjects, personal information or long explanations. Interviewers do not appreciate this as it can derail their plan for the interview.

10. **CLAIM IT**
    “Look them square in the eye” and express interest in the job at the end of the interview. (“Mr. Jones, I really enjoyed this meeting and I am very interested in going to the next level with XYZ Corporation.”)

11. **THANK YOU NOTE**
    After the interview, send a BRIEF thank you note to show your appreciation. The note should be no more than a few sentences to reflect your appreciation and interest.

12. **FOLLOW UP**
    Show your motivation by following up with phone call(s) and/or site visit(s).