WEBINAR 3. This is Not Your Parents' Resume: New Ways to Tell Your Story – Webinar Outline

- **Resume Goal: Get the Interview!** (Dawn Lehman)
- **Resumes for U.S. Government Jobs (+ Tips for Navigating Online Systems)** (Jo Aiken)
- **Getting Started on Your Resume** (Molly Rempe)
- **Moving from a CV to a Resume** (Adam Gamwell)
- **Optimize Your Resume and Get Past Applicant Tracking Systems (ATS)** (Ingrid Ramón Parra)
- **Bios and Narratives** (Elizabeth K. Briody)
- **Key Takeaways** (Dawn Lehman)
- **Chat Q&A and Summary**

We will get started at 1 pm EDT!

Jeff Martin Visual Description

I’m Jeff Martin, the director of communications & public affairs for the American Anthropological Association. I am a white male with greying brown hair; I’m wearing black framed glasses, and I’m reporting to you from the cramped confines of my apartment kitchen.

Game-Changing Job Search Strategies as an Applied Anthropologist

Welcome to the AAA Career Webinar Series!

AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

AAA Career Webinar Series, July 2020

- **July 9:** Get Hired! Showcase Your Unique Value
- **July 16:** 5 Secrets for Building Networks that Lead to Jobs
- **July 23:** This Is Not Your Parents' Resume: New Ways to Tell Your Story
- **July 30:** Facing the Interview Squad: Strategies that Impress

Webinar Logistics

- “Accessibility features” appear in slide deck along with presenters’ self-introductions and comments
- Please turn off your video and microphone unless speaking
- Open and use the Chat function; write **QUESTION** to pose a question and feel free to respond to any chat
- Respond to the poll so we can customize our remarks
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As

Elizabeth Briody Visual Description

I am Elizabeth Briody, a white woman with eyeglasses and short hair. Today I am wearing a blue top. I am in my alcove, a little space in my house with a window.

WEBINAR 3. This Is Not Your Parents' Resume: New Ways to Tell Your Story

July 23, 2020

AMERICAN ANTHROPOLOGICAL ASSOCIATION
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Dawn Lehman Visual Description

I am Dawn Lehman, a white woman with brown eyeglasses and medium-length blond hair. Today I am wearing a white top. I am sitting at my desk near a window in my home office.

WEBINAR 3. This is Not Your Parents' Resume: New Ways to Tell Your Story – Outline Review

- **Resume Goal: Get the Interview!** (Dawn Lehman)
- **Resumes for U.S. Government Jobs (+ Tips for Navigating Online Systems)** (Jo Aiken)
- **Getting Started on Your Resume** (Molly Rempe)
- **Moving from a CV to a Resume** (Adam Gamwell)
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Resume Goal: Get the Interview!

Dawn Lehman, PhD, Founder and Principal, Pathways21

and Co-founder, Kids Korps USA

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Create the Appropriate Cover Letter and Resume for Your Intended Audience

One Size Doesn't Fit All!

- Structured online resumes (e.g., through government website)
- Unstructured online resumes (e.g., through job boards)
- Resumes with required cover letter
- Resumes with portfolios (e.g., showing GIS maps, UX work)
- Condensed CV
- One-page consultant summaries or one-paragraph bios

Decode the Job Ad

Don’t miss the important details

- Read posting carefully (especially parts with astericks).
- Check type of submission (electronic, email, file type, word limit).
- Determine key words.
  - What words continuously show up in these type of job ads?
  - Create a wordle to show important words to use (wordle.net).

Decode the Job Ad (continued)

What are the key words?

Decode the Job Ad (continued 2)

Don’t miss the important details

- Study company website (mission, vision, values)
    - Is this the type of company you want to work for?
    - Do your skills meet their needs and requirements?
    - Can you demonstrate your relevance?
- Check the employment section. Does position still exist?
- Can you send your resume/cover letter directly to company?

Connect the Dots: Business is Outcomes-based

Replace abstract responsibilities with outcomes

- Pay attention to dollars ($)
  - How did you save dollars, grow dollars, optimize dollars?
- Pay attention to percentages (%)
  - How did you increase, decrease, maintain?
- Pay attention to absolute numbers (#)
  - How many did you create, add, serve?

Connect the Dots (continued)

Replace abstract responsibilities with outcomes

- What did your research lead to? New research? Programs?
- How was your project scaled up?
- What was the result of your paper or LinkedIn blog?
- How did your internship help the company?
- How did your volunteer work impact the organization?

Catch Recruiters' Attention with a "T" Cover Letter

- **Opening paragraph:** It is a brief introduction of who you are and position you are interested in (2-3 sentences). Then write: *"Below is a comparison of your job requirements and my qualifications."*
- **Middle section**: "T" chart. Create a vertical line under the first paragraph to divide the page into two equal spaces: Column on left is labeled "Job Requirements"; column on right is labeled, "My Qualifications."
  (See full instructions by Michael Spiro in Webinar References.)
- **Closing paragraph**: Why you are a good fit for the position. Call to action.

Catch Recruiters' Attention with a "T" Cover Letter (continued)

Job Requirements	My Qualifications
Master's Degree in Behavioral Economics, Cultural or Social Anthropology, Human Factors, Consumer Psychology, or related field; PhD preferred	PhD in Cultural Anthropology BA in Marketing Communications
5-8+ years of practical experience in consumer insights, behavioral science, or related field	10+ years' experience in consumer insight research in public, private, and nonprofit sectors
4+ years of experience in Advanced Analytics or Data Mining	10+ years' experience in data analytics/data mining; extensive experience triangulating qualitative and quantitative data and generating insights leading to organizational improvements, quality customer experiences, and consumer marketing campaigns

Jo Aiken Visual Description

I am Jo Aiken, a woman with shoulder-length, dark hair. I am sitting in my home office / art studio. There is a window behind me and art pieces hanging on the white wall above.

Resumes for US Government Jobs
(+ Tips for navigating online systems)

Jo Aiken, PhD, University College London

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A Federal Resume vs. A Private Sector Resume

- A **federal resume** is typically multiple pages and includes a detailed description of your work experience.
- A **private sector resume** is typically two pages and provides a brief synopsis of your work history.

Toby Smith
101 Street Name
Houston, TX 77058
(000) 000-0000
tobysmith@email.com

Human Resources Development Representative
ABC Federal Agency
Series: 201 Pay Plan: GS Grade: 13
Title: HR SPECIALIST (This is a Federal job)
January 2018 – present
Hours per week: 40

Duties, Accomplishments, and Related Skills:

Serve as Lead Human Resources Development Representative (HRDR) on Human Resources (HR) team with two other HRDR's and three Human Resources Representative's (HRR) supporting the ABC Operations Directorate (AOD). Collectively, the team supports AOD regarding strategic needs of organization and provides workforce and change management strategies and solutions to achieve strategic goals and objectives. I partner with the HRR lead to determine strategy for HR team's priorities to ensure support is aligned and optimized to meet needs of organization.

AOD is currently undergoing a merger with the ABC Facilities Directorate, both legacy organizations with very strong and distinct cultures and both largely resistant to change. The HRR lead and I consulted with Director on various change management principles and strategies to employ with both the leadership team and overall workforce and planned four offsite retreats with new leadership team. I organized and facilitated a one-day offsite retreat just three days after Director was named to share his background and leadership style, high level vision for organization, discuss challenges and opportunities, get input on organizational decisions, and determine near term strategy and next steps. Three weeks later, I led a three-day retreat focused on identifying vision, mission, values, and priorities of new organization. Four months later, three-day retreat to hear recommendations from task team chartered to find efficiencies and budget reductions as well as identify top strategic goals for year. All three retreats achieved objectives but up to this point, attention had been focused on the technical and tactical issues necessary to continue safe operations but there were still cultural challenges and growing tension between legacy orgs. Three-day offsite training four months later focused solely on team building – building trust, removing barriers, and the ability to handle conflict. I led the AOD leadership in identifying barriers and sources of conflict utilizing the Kolb Learning Cycle, a theory of experiential learning, the Waterline Model, a team diagnostic tool, Thomas-Kilmann Conflict Mode Instrument, and several interactive team building activities.

As team lead, I work closely with two HRDR's on the AOD team to collaborate, identify themes across agency divisions, and ensure we are addressing all needs of organization. This includes: coaching and mentoring leaders on how to address various organizational issues; utilizing assessments, planning retreats, giving feedback, consulting with managers, onboarding new leaders, training, team building activities, etc.; providing long-term advice and counsel so they are engaged in the leadership role and

The USAJOBS Process

- USAJOBS is the U.S. Government's official system for Federal jobs and employment opportunities.

➡ See the "USAJOBS Resume Tips" resource under Webinar #4 on AAA's website for step-by-step instructions and tips.

Surviving USAJOBS (& Similar Online Systems)

- Many organizations transfer information from one online platform to another resume system.

TOP TIPS:

✓ Use bullets with caution, or not at all.

✓ Use keywords from the job description!

✓ Use the entire word or character count given!

Getting Started on Your Resume

Molly Rempe, MS, AnswerLab

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Molly Visual Description

I am Molly Rempe, a white woman with long reddish-brown hair. Today I am wearing a grey top. I am sitting in a room with blue wall paint.

Your Hiring Manager is Your “User”

A Hiring Manager wants to be quickly persuaded to learn more.

- < 8 years of industry experience = a one-page resume

Tips for Resume Writing

- Use color to add interest.
- Include white space to increase readability.
- Use columns and text boxes to draw attention.
- 12-point font is small enough.

Education

Skills

Selected Projects

EDUCATION

M.S. Applied Anthropology
University of North Texas

B.A. Anthropology and Spanish
Pacific Lutheran University

SKILLS

Research Design | Generative Research | Usability Testing | Concept Testing | Recruitment | Qual/Quant Analysis | Competitive Research | Persona Development | Heuristic Evaluation | Moderated and Unmoderated Research | Journey Mapping | Basic Statistical Analysis | Budget Administration | Timeline Supervision | Effective Written and Oral Reports | Leadership | Workshop/Training Facilitation | Mentorship | Program Management | Agile Product Development | SCRUM

SELECTED PROJECTS

American Whitewater (Cullowhee, NC)
Usability Study, 2019

Children's Medical Center (Dallas, TX)
Rapid Needs Assessment, 2015

IBM Labs (Armonk, NY)
Organizational Assessment, 2015

Ad Hoc Labs, Inc (Los Angeles, CA)
Customer Needs Assessment, 2014

Nissan Labs (Silicon Valley, CA)
Exploratory Ethnographic Study, 2014

MOLLY REMPE

User Experience Researcher

CITY, STATE | PHONE NUMBER | EMAIL

I am an applied anthropologist with 5 years of experience in agile software, firmware, and hardware development. I am seeking roles in UX Research, UX Management, Product Ownership, and Product Management.

EXPERIENCE

Cognizant Accelerator (Boulder, CO)

Advanced Technology Senior Researcher (Sep. 2019 – present)

- I have joined the Advanced Technology group at Accelerator to research areas for innovation across 13 verticals. Leveraging my research expertise, I work closely with innovation engineers and product strategists to identify viable product concepts to pursue.

UX Research Manager (Jan. 2019 – Sep. 2019)

- I led a team of 6 UX Researchers within the Accelerator including deliverable oversite, improvement coaching, co-creation of career goals, and elevating the visibility of our team's work.

Sr. UX Researcher, LaunchPad Research Manager (Jun. 2018 – Jan. 2019)

- Built research curriculum, monitored and implemented research plans, evaluated product viability from the user perspective, and evangelized research at product launch.
- Led user research on a minimum of 6 projects (3 pre-funding and 3 post-funding) within our LaunchPad program. Worked closely with Lead Designers, Lead Developers, and Product Owners.

Hach (Loveland, CO)

User Experience Researcher (Jun. 2015 – Jun. 2018)

- Built UX Research program from scratch. Accomplishments include recruitment strategy definition, methodology templatization, usability metric standardization, needs-based persona modeling, and the creation of cross-project research database that held over 50 studies (over 200 user sessions).
- Successful completion of a global research project across 5 countries.
- Built UXR training program for R&D (75% participation achieved).

Name, Title, Contact

Current Career Goals

Experience

Your Hiring Manager is Your “User” – Part 2

A Hiring Manager wants to be quickly persuaded to learn more.

- < 8 years of industry experience = a one-page resume
- Supplement with a portfolio to tell your story

Tips for Building a Portfolio

- Wait to pay for a portfolio site. You can do a lot for free.
- Start with a few case studies first.
- Don’t design unless you enjoy it.
- Focus on telling concise stories.

How I Made my Portfolio

I made a Google slide deck using a pre-made template. My portfolio includes:

- 4 slides about me / my approach
- 1 slide about methods
- 4 case studies, one study per slide

Case study:

What is the meaning of driving?

Driving is becoming increasingly automated, but what consequences might that have on the experience of the driver? A large automobile company tasked my team to make driving *visible*.

9 participants

Research Strategy

Literature review
In-home, structured interviews
Ethnographic observation while driving
Qualitative pattern analysis (Dedoose)
Network analysis

My role

I worked as a contributor to this project, helping to create our protocol, collecting a portion of the data, and working as a collaborator to thematically analyze our data. I was also the software lead for our analytical tool, Dedoose (i.e., team training, monitoring, and being the SME).

Final deliverable

Our team produced a 90-page report for our client. This report included an in-depth review of current driving behaviors, implications of current behaviors on future automobile design, and low fidelity design suggestions.

Impact

This project laid a broad foundational understanding for our client. Additional studies with narrower research questions were planned for after the delivery of our report.

Moving from a CV to a Resume

Adam Gamwell, PhD, Missing Link Studios

AMERICAN ANTHROPOLOGICAL ASSOCIATION
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Adam Gamwell Visual Description

I’m a white male with a shaved head in my mid 30s. I am sitting in my home office with bookshelves behind me.

What is a CV?

- A CV is a Curriculum Vitae, an achievement document that grows with your career.
- A CV describes your education, achievements, honors, presentations and talks, publications, positions held and more.
- It is used primarily in academia. Sometimes it is used if you want to work in a foreign country.
- Unlike a resume, you do not modify a CV for each job type you apply for.

CV Sections

- Education
- Career Experience
- Key Leadership Roles (teaching)
- Publications
- Conference Presentations
- Workshops and Public Talks
- Blogs and Reports
- Grants and Awards
- Additional Teaching Experiences (Teaching Assistantships)
- Community and volunteer
- Languages
- Media Production Credits

Curriculum Vitae

Adam B. Gamwell

June 2020

Boston, MA | Phone number Email LinkedIn |Twitter | Website

Education

Springboard - User Experience Research and Design Bootcamp, Online 2019-2020

Brandeis University, Ph.D. - Anthropology, Waltham, MA (2018)
- Thesis: *Designing the Future of Food: Quinoa Agrobiodiversity in 21st Century Highland Peru*

Brandeis University, M.A. - Anthropology, Waltham, MA (2011)

Texas Christian University, Fort Worth, TX, B.A. Dual Degrees: Religion and Anthropology, Magna Cum Laude/Honors (2007)

Career Experience

Missing Link Studios, Somerville, MA (2018-Present) https://missinglink.studio
Co-Founder, Principal Researcher and Digital Producer of a storytelling and design research consultancy specializing in social impact media production, communication strategy, and innovation

This Anthro Life Podcast, Boston, MA (2013-Present) https://www.thisanthrolife.org
Co-Founder, Host, Executive Producer of an educational social impact podcast and community platform

Bioversity International, Lima, Cusco and Puno, Peru (2015-2018)
Research Fellow and Consultant conducting PhD research and facilitating participatory design on agro-biodiversity conservation programs in southern Peru

Brandeis University, Waltham, MA (2011-2014)
Academic Administrator for Latin American and Latino Studies

Key Leadership Roles

Adjunct Faculty, Products and Marketing, Olin College of Engineering (2019)

Faculty Fellow and Adjunct Professor, Media Design Master's Program, Emerson College, https://elab.emerson.edu/people/adam-gamwell Boston, MA (2018 -)

CV to Resume? Capture Your Transferable Skills

- **Research** – can be applied to most anything
- **Communication** – writing, public speaking, web/social media
- **Design** – web, visual, content design
- **Project Management** – organizing events
- **Entrepreneurship** – thought leadership, grant writing
- **Information management** – teaching, training, writing

What's in my Resume

- ✓ About - Summary section
- ✓ Core skills or competencies
- ✓ Short education/career history
- ✓ Volunteer experience
- ✓ Only include experiences that are relevant to the position

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ADAM GAMWELL

DESIGN ANTHROPOLOGIST

Portfolio: www.gamwelldesign.com
www.missinglink.studio

ABOUT

Design and Experience Researcher with a social science and media design background.

I use social science methods to help people and organizations uncover and diagnose non-obvious challenges, and to design and deliver human-centered solutions with lasting impact. My work is animated by a commitment to rigor, inclusion, collaboration, human-centered problem solving, and enhancing peoples' experiences and lives.

CORE SKILLS

Qualitative Research 6+ years PhD-level Researcher: project planning and organization, ethnography, consulting, embedded fieldwork, cultural analyses, critical thinking, observational research, interviews, stakeholder advocacy, translating stakeholder trends and needs concerns across multiple audiences

Design Educator and Adjunct Professor of Design: User Research, participatory and collaborative methods, design thinking, stakeholder and competitive analysis; mixed-method research: empathy mapping, web analytics, personas, wireframing, mockups, sketching, storytelling;

Project Management 6+ years; short term design sprints for web and digital; Long-term (18-month) international research for development, project manager and research fellow with Bioversity International, Peruvian Ministry of the Environment, and local communities in Peru; Co-PI and Participatory Design Researcher at Emerson College.; Presentation and public speaking proficiency.

Digital Production 6+ years Co-Founder + Digital Producer: Over 100 research-based, investigative podcasts produced that are used by businesses, classrooms, and cited in theses. Editorial development, Storyboarding, interviewing, sound engineering, editing for narrative; writing and speaking for multiple audiences; Manage institutional collaborations including the Smithsonian and Google Podcasts creator program

Technical Adobe Creative Suite, Sketch, InVision, Optimal Sort, Miro, Wordpress, Wix and Web CMS; Audition, Logic Pro X, Hindenburg, Slack

COMMUNITY + VOLUNTEER + LANGUAGE

Design Director and Co-Organizer
Sound Education Audio Fesival

Website Designer, Information Architect
Business Anthropology Community

Spanish – Fluent/Professional Proficiency
Portuguese – Intermediate Competency

Hobbies - Podcasting, Musician, Running

EDUCATION

Springboard
User Experience Design Career Track (2019-2020)

Brandeis University
Ph.D. - Anthropology, (2013-2018)
Thesis: Designing the Future of Food: Quinoa Agrobiodiversity in 21st Century Highland Peru
MA - Anthropology, (2011)

CAREER HISTORY

2017-Present **LESLEY UNIVERSITY**
EMERSON COLLEGE
OLIN COLLEGE OF ENGINEERING
Adjunct Professor of Design, Civic Media, Entrepreneurship

2013-Present **MISSING LINK STUDIOS**
Design Research and Creative Media for Social Impact,
Co-Founder, Producer, Consultant

2017-Present **WEB DESIGN, FREELANCE**
Front-End Web Design, Web Site Maintenance, Project Management + Digital Strategy

2012-2018 **BRANDEIS UNIVERSITY**
PhD Candidate + Researcher, Anthropology

2015-2018 **BIOVERSITY INTERNATIONAL**
Research Fellow and Consultant

THOUGHT LEADERSHIP

- "Consulting Podcasters: Prototyping a Democratic Tool for Multiple Voices, Storytelling and Solution Finding," Medium
- "Crowdsourcing the Conversation: On the Future of Podcasting, Public Engagement, and Exercising the Anthropological Tool Kit", co-authored with Ryan Collins, 2017
- "Cooking Up an International Market for Quinoa" SAPIENS 16 Aug 2017
- Conversations as Social Technology, This Anthro Life Podcast July 2017`

Ask yourself: what skills should I highlight?

But how do I know ***which*** skills are most important?

Get to know your target industry and how they describe pertinent skills, roles and qualities they look for

Be a social scientist and learn the "local language"

Examples of Industries and Companies where you would highlight different skills

- **Research** (government, consumer, innovation)
  - **Including Anthropology Grounded Research Firms** (yes, they exist!) Motivbase, Kresnicka Research and Insights, LTG Associates
- **Marketing and Advertising** – Team One
- **Business Consulting** – Boston Consulting Group, Simon and Associates, Cultural Keys, Forrester
- **Design Research** – Ideo, Frog
- **Communications and Media** – PRX, your local NPR station, Smithsonian Museums

ADAM GAMWELL

DESIGN ANTHROPOLOGIST

ABOUT

Design and Experience Researcher with a social science and media design background.

I use social science methods to help people and organizations uncover and diagnose non-obvious challenges, and to design and deliver human-centered solutions with lasting impact. My work is animated by a commitment to rigor, inclusion, collaboration, human-centered problem solving, and enhancing peoples' experiences and lives.

CORE SKILLS

Qualitative Research — 6+ years PhD-level Researcher: project planning and organization, ethnography, consulting, embedded fieldwork, cultural analyses, critical thinking, observational research, interviews, stakeholder advocacy, translating stakeholder trends and needs concerns across multiple audiences

Design — Educator and Adjunct Professor of Design: User Research, participatory and collaborative methods, design thinking, stakeholder and competitive analysis; mixed-method research: empathy mapping, web analytics, personas, wireframing, mockups, sketching, storytelling;

Project Management — 6+ years; short term design sprints for web and digital; Long-term (18-month) international research for development, project manager and research fellow with Bioversity International, Peruvian Ministry of the Environment, and local communities in Peru; Co-PI and Participatory Design Researcher at Emerson College.; Presentation and public speaking proficiency.

Digital Production — 6+ years Co-Founder + Digital Producer: Over 100 research-based, investigative podcasts produced that are used by businesses, classrooms, and cited in theses. Editorial development, Storyboarding, interviewing, sound engineering, editing for narrative; writing and speaking for multiple audiences; Manage institutional collaborations including the Smithsonian and Google Podcasts creator program

Technical — Adobe Creative Suite, Sketch, InVision, Optimal Sort, Miro, Wordpress, Wix and Web CMS; Audition, Logic Pro X, Hindenburg, Slack

COMMUNITY + VOLUNTEER + LANGUAGE

Design Director and Co-Organizer
Sound Education Audio Fesival

Website Designer, Information Architect
Business Anthropology Community

Spanish – Fluent/Professional Proficiency
Portuguese – Intermediate Competency

Hobbies - Podcasting, Musician, Running

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Portfolio: www.gamwelldesign.com
www.missinglink.studio

EDUCATION

Springboard
User Experience Design Career Track (2019-2020)

Brandeis University
Ph.D. - Anthropology, (2013-2018)
Thesis: Designing the Future of Food: Quinoa Agrobiodiversity in 21st Century Highland Peru
MA - Anthropology, (2011)

CAREER HISTORY

2017-Present **LESLEY UNIVERSITY**
EMERSON COLLEGE
OLIN COLLEGE OF ENGINEERING
Adjunct Professor of Design, Civic Media, Entrepreneurship

2013-Present **MISSING LINK STUDIOS**
Design Research and Creative Media for Social Impact,
Co-Founder, Producer, Consultant

2017-Present **WEB DESIGN, FREELANCE**
Front-End Web Design, Web Site Maintenance, Project Management + Digital Strategy

2012-2018 **BRANDEIS UNIVERSITY**
PhD Candidate + Researcher, Anthropology

2015-2018 **BIOVERSITY INTERNATIONAL**
Research Fellow and Consultant

THOUGHT LEADERSHIP

- "Consulting Podcasters: Prototyping a Democratic Tool for Multiple Voices, Storytelling and Solution Finding," Medium
- "Crowdsourcing the Conversation: On the Future of Podcasting, Public Engagement, and Exercising the Anthropological Tool Kit", co-authored with Ryan Collins, 2017
- "Cooking Up an International Market for Quinoa" SAPIENS 16 Aug 2017
- Conversations as Social Technology, This Anthro Life Podcast July 2017`

< summary >

< core skills

experience >

< thought leadership

grants and awards >

AG

ADAM GAMWELL, Ph.D.

Design Anthropologist + Digital Producer

SUMMARY

Design Anthropologist, project manager, digital producer, podcaster, and educator with expertise in narrative and audio storytelling for social impact, project planning and management, communications and media, and human-centered design.

EXPERIENCE

Co-Founder, Design Anthropologist + Digital Producer

Missing Link Studios, Boston, MA / October 2018 – Present

- Lead Storytelling, Design Research and Communication Strategy Studio
- Produce podcasts for studio and clients
- Story and Concept development
- Audio engineering, sound design
- Collaborate with organizations, clients, podcasters and artists

Selected Production Experience

- *Faxina*, a Google Podcasts creator program Runner Up, Senior Producer, August 2019 - Present
- *CultureMade: Heritage Enterprise in a World on the Move*, produced in partnership with the Smithsonian Folklife Festival and the American Anthropological Association, Creator, Executive Producer, Host, July 2018 – February 2019
- *This Anthro Life*, Co-Founder, Executive Producer, Host, October 2013 - Present

Selected Grants + Awards

- Google Podcasts creator program runner up, Faxina
  Boston, MA / August 2019
- Vlogbrothers Educational Programming Sponsorship, This Anthro Life / October 2017
- Diversity, Equity and Inclusion Grant, This Anthro Life
  Brandeis University / July 2017
- 'Deis Impact, awarded to the Brandeis Deisortium and This Anthro Life,
  Brandeis University Ethics Center / February 2017

Languages + Hobbies

Spanish – Professional Competency
Portuguese – Intermediate Competency

Hobbies: Musician, Running, Podcasting

CONTACT

Email:
Phone:
Address:

SOCIAL//MEDIA

Website: www.gamwell.design
Podcast Portfolio:
http://bit.ly/GamwellMediaPortfolio

Instagram.com/gmwll
/adamgamwell
Twitter.com/gamwell

SKILLS

Project Management
Design Thinking and Research
Education and Facilitation
Audio Engineering
Podcasting
Storytelling

EDUCATION

PhD, Anthropology
Brandeis University
Waltham, MA / 2018

Professional Education, User Experience Design + Research
Springboard, Boston, MA
/ 2019

Final Point

- Even if you never plan to go into academia, a CV is still useful.
- It provides a running list of everything you've accomplished.
- It offers ready-made input for different resumes.

Optimize Your Résumé and Get Past Applicant Tracking Systems (ATS)

Ingrid Ramón Parra, PhD Candidate, PowerOfAnthro.com

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Ingrid Ramón Parra Visual Description

I am Ingrid Ramón Parra, a Latina with short dark hair. Today I am wearing a white button-up shirt. I am in my room, A tapestry is hanging on the wall behind me.

Applicant Tracking Systems (ATS)

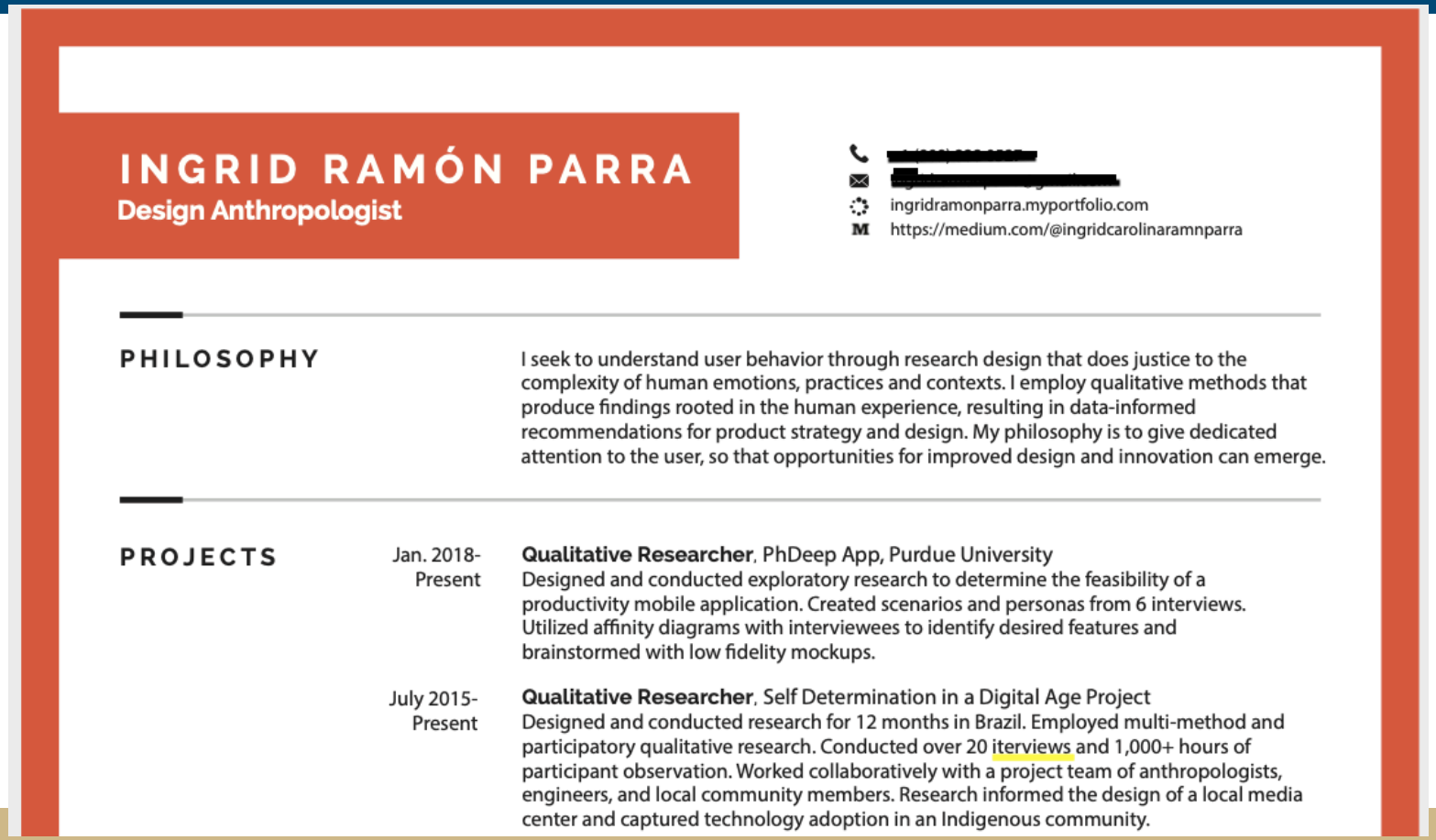
Software systems used in recruiting and hiring

- Identify competitive candidates
- Scan of your job materials against job posting
- Digital first step before human review
- Assume use of ATS by employers

62% of companies using ATS admit that "qualified candidates are likely being automatically filtered out of the vetting process by mistake".

-CareerArc Survey (2016)

My 2018 Resume: What not to do



INGRID RAMÓN PARRA
Design Anthropologist

[redacted]
[redacted]
ingridramonparra.myportfolio.com
https://medium.com/@ingridcarolinaramnparra

PHILOSOPHY

I seek to understand user behavior through research design that does justice to the complexity of human emotions, practices and contexts. I employ qualitative methods that produce findings rooted in the human experience, resulting in data-informed recommendations for product strategy and design. My philosophy is to give dedicated attention to the user, so that opportunities for improved design and innovation can emerge.

PROJECTS

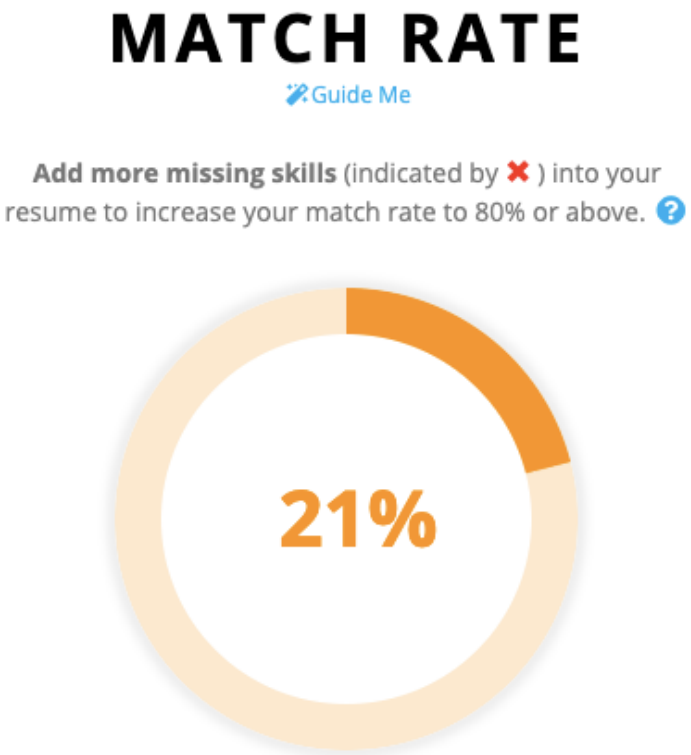
Jan. 2018-Present — **Qualitative Researcher**, PhDeep App, Purdue University
Designed and conducted exploratory research to determine the feasibility of a productivity mobile application. Created scenarios and personas from 6 interviews. Utilized affinity diagrams with interviewees to identify desired features and brainstormed with low fidelity mockups.

July 2015-Present — **Qualitative Researcher**, Self Determination in a Digital Age Project
Designed and conducted research for 12 months in Brazil. Employed multi-method and participatory qualitative research. Conducted over 20 iterviews and 1,000+ hours of participant observation. Worked collaboratively with a project team of anthropologists, engineers, and local community members. Research informed the design of a local media center and captured technology adoption in an Indigenous community.

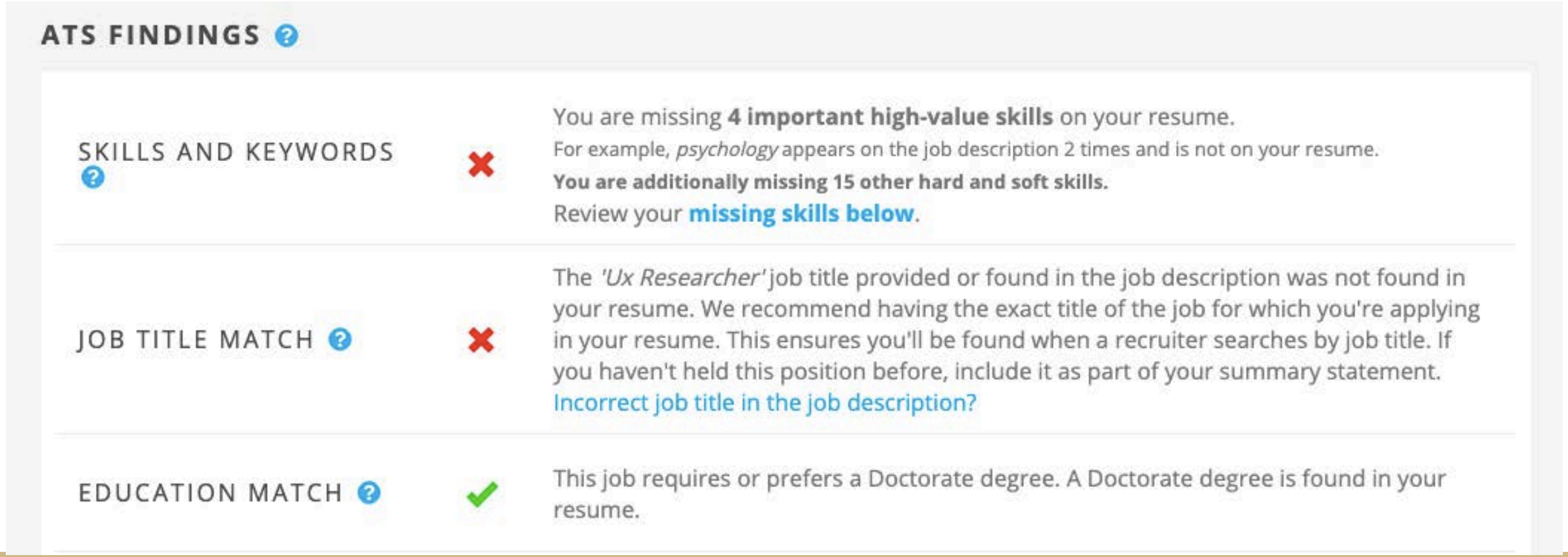
Demo: Use Online Tools for Optimization

- Utilize ATS Checkers
  - Jobscan.co
  - Zipjob.com
  - Many others

- My 2018 resume only matched 21% of a job description I was very qualified for



Demo: ATS Checker Results



Demo: ATS Checker Results (continued)

ATS TIP	✗	Adding this job's company name and web address can help us provide you ATS-specific tips. **Company:** Add Company Name | **URL:** Add web address for this job
SECTION HEADINGS	✗	Name your experience section "Work History" or "Professional Experience" for ATS to recognize work sections.
	✓	We found the education section in your resume.
FILE TYPE	✓	You are using a .pdf resume. Most ATS can process .pdf files but more accurately process .docx files. Consider using a .docx file instead.
	✓	Your file name doesn't contain special characters that could cause an error in ATS.
	✓	Your file name is concise and readable.

Bios and Narratives

Elizabeth K. Briody, PhD, Founder and Principal, Cultural Keys

and Secretary, American Anthropological Association

AMERICAN ANTHROPOLOGICAL ASSOCIATION
Advancing Knowledge, Solving Human Problems

A bio is a short statement about one's professional background and career

- Varies in length depending on
  - Career stage
  - Purpose (e.g., speaker introductions, author summary)
- Includes 1) current/past work roles, 2) transferrable skills
- Specifies one's discipline/specialty areas and highest degree
- May incorporate some personal characteristic (e.g., plays tennis, loves horseback riding)

A narrative is a customized story of one's work and contributions

- Appears on letterhead
- Limited to one page, with contact information clearly visible
- Describes work roles and skills *relevant* to prospective employer/client
- Offers evidence of accomplishments (e.g., awards, publications, elected office)

CulturalKeys LLC

Understand and Reach Customers
Improve Organizational Effectiveness
Anthropology for Actionable Results

Elizabeth Briody is Founder and Principal of Cultural Keys LLC (www.culturalkeys.us) that helps firms and nonprofits understand and solve cultural-change and consumer issues. Cultural Keys specializes in three work streams: improving organizational culture, increasing partnership effectiveness, and understanding and reaching customers.

Briody has helped clients in many industries around the world including petrochemicals, aerospace, manufacturing, medical, consumer-products, insurance, and long-term-care. On one project, Briody interviewed employees of a petrochemical company at multiple sites around the world. She identified a spiraling cultural pattern of decision-making delays due to the lack of subsidiary integration and recommended swift actions to address the issue. In another project, she gathered insights from customers, salesclerks, and employees of an intimate apparel firm to improve customer perceptions and increase sales by changing the mindset and structure of the firm. A current five-year project, funded by the U.S. National Science Foundation, has involved changing the organizational culture of the School of Mechanical Engineering at a large research university using specially trained problem-solving groups to tackle and resolve key issues.

She is the 2020 awardee of the Bronislaw Malinowski Award by the Society for Applied Anthropology. This lifetime achievement award is given "to an outstanding social scientist in recognition of efforts to understand and serve the needs of the world's societies, and who has actively pursued the goal of solving human problems using the concepts and tools of social science during one's entire career."

Briody is co-author of *The Cultural Dimension of Global Business* (8th ed., 2017), written to make culture understandable, visible, and useful to businesspeople. One endorsement reads: "The chapters on negotiations, cross-cultural partnering, and cultural transformation are especially valuable, as is the treatment of globally oriented workforces, leadership and organizations." In her newest book, *Cultural Change: A Business Anthropology Perspective* (2018), Briody served as co-editor.

Before establishing her consulting practice, Briody worked for many years at General Motors (GM) R&D, most recently as Technical Fellow. She trained and managed cross-functional teams and led research and change-management projects on high-impact issues. Major projects included GM's relationships with strategic partners described in her edited volume *Partnering for Organizational Performance* (2008), improving decision-making and governance on global vehicle programs, and identifying and implementing the "ideal culture" in GM's manufacturing plants. During her GM career, she worked in many countries with marketing, engineering, manufacturing, research, and HR. Her award-winning book, *Transforming Culture* (2010), offers a cultural-change process and 10 practical tools to improve workplace collaboration. The tools range from individual and work group metrics on collaboration, to a computer game that changes culture by leading players through decisions on the plant floor. The tools have been successfully implemented and are publicly available. Her GM work was documented in award-winning books, articles, and videos; she also holds a U.S. and international patent. She has been featured in *Fast Company*, *The New York Times*, *Working Women*, and other news media.

Briody serves currently as Secretary of the 10,000+ member American Anthropological Association and is Past President of the National Association for the Practice of Anthropology. At Purdue University she is Adjunct Professor. Briody holds a Ph.D. in Anthropology from The University of Texas at Austin. She passed the French *baccalauréat mention bien* and speaks Spanish.

Elizabeth K. Briody, Ph.D. | elizabeth@culturalkeys.us | m: 947.517.6930 | 3587 Salem | Troy, MI 48084 U.S.A.

Summary: New Ways to Tell Your Story

1. Pay attention to job description. Focus on **outcomes ($)(%)(#)**.
2. When building an online resume (e.g., USAJOBS, Resumix), use **key phrases** in job description. Use **the entire space**/character length given.
3. Your resume is a business card. Your portfolio is your **story**.
4. A CV is useful because it's a running list of your accomplishments; it helps you **tailor** your resume.
5. Understand how **applicant tracking systems (ATS) work** and optimize your resume to increase your chances of getting a job interview.
6. When networking for work, you are in control of the **process**, as well as the **materials** you share with prospective employers/clients.

Chat Q&A and Summary

Closing Remarks

- Complete evaluation of this webinar, emailed to you
- See postings on the AAA website: 1) Career webinar recordings, 2) PPT slide decks, 3) Resources, 4) Chat Q&As
- Register for the last career webinar:

July 30: Facing the Interview Squad: Strategies that Impress

- AAA is looking into hosting a 2nd career webinar series in September!

AAA Career Webinar Series – Next Week

July 9: Get Hired! Showcase Your Unique Value

July 16: 5 Secrets for Building Networks that Lead to Jobs

July 23: This Is Not Your Parents' Resume: New Ways to Tell Your Story

July 30: Facing the Interview Squad: Strategies that Impress