

# BREAKING INTO CANNABIS:

Resume Tips for Job Seekers & Career Changers

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**HEY THERE.**  
*I'M GLAD YOU'RE HERE!*



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- Former Recruiter (Marketing / Creative / Tech)
- Cannabis / CBD Devotee


# SOMEONE ONCE SAID...

*“The cannabis industry is coming [to New York] – and there will be more than enough opportunities to go around for those who want to get into it.”*


- David Belsky, FlowerHire Founder / CEO




# THE CANNABIS JOB MARKET

- The legal cannabis industry employs over 230K professionals – with that expected to grow to 415K by 2021.
  - Opportunities span all sectors – Finance & Accounting, Operations, Cultivation & Manufacturing, Legal, Sales, Marketing & HR.
  - Jobs will be created at both corporate and small business levels.
  - Companies are embracing candidates without prior industry experience.
  - New York is poised to be the largest legal cannabis city in the world - we have the money, industry & talent to rival large companies.
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# BREAKING INTO THE CANNABIS JOB MARKET

- **Build Your Network:** Connect with cannabis industry peers (job seekers, professionals, entrepreneurs)
  - **Research:** Look at opportunities in your target specialty
  - **Follow National / Market Industry Leaders:** Who / what are they hiring for?
  - **Build Knowledge:** Follow legislation impacting cannabis legalization in New York
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# BREAKING INTO THE CANNABIS JOB MARKET

- **Build a resume + cover letter** that reflects your relevant/transferrable skills
  - **Get on LinkedIn:** Build your profile + network with peers
  - **Connect with recruiters** who understand the cannabis market
  - **Attend Job Fairs:** So you can talk in-person about your experience
  - **Seek out niche industry job boards + online networks**
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# WHAT MAKES A STRONG RESUME?

- **Highlights Relevant / Transferrable Experience + Skills:** Why are you qualified?
  - **Easy to Read:** Balances descriptive content with strong design
  - **Is Accomplishment-Driven:** How did you excel in previous organizations?
  - **Customized to the Role:** Use relevant keywords + highlight important skills based on the language in the job description
  - **Tells a Story:** What makes you unique as a candidate?
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# WHAT BELONGS IN A RESUME?

## INCLUDE:

- Summary or Objective
- Education + Training
- Work Experience
- Related Skills
- Transferrable Skills
- Volunteer Work
- Professional Affiliations
- Awards
- Relevant Social Media Profiles

## DO NOT INCLUDE:


- Photographs or Images
- Personal Data (Marital Status, Nationality, Date of Birth)
- Pronouns – “I”, “They”, etc.
- Slang or Abbreviations
- Social Media Profiles (Personal Use)
- Experience that is challenging to discuss




# CREATING A STRONG CANNABIS RESUME

- Focus on Transferrable Skills
  - Show that you can **replicate the success you had in other industries**
  - Highlight the **relevant hard skills** (marketing, customer service, sales, accounting, relationship building, product knowledge, packaging design, etc.)
  - Illustrate **soft skills that add value** – startup mentality, work ethic, willingness to learn, adaptability, leadership
- Convey passion for the industry/product
- Write your resume to match the job description
- Be able to tell a company WHY they need you


# FORMAT & DESIGN

- 1-2 Pages depending upon your level
  - List positions in chronological format starting with most recent
  - Choose a font that is easy to scan (10 or 11 point)
  - Use consistent fonts, formatting, and margins
  - Using (some) color can make the resume stand out
  - Send your resume as a PDF with your name/date in the file name
  - Avoid graphics – they are not ATS compliant.
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# COVER LETTERS

- A cover letter should be tailored to the individual role and organization, and complement what is in the resume:
  - Keep it concise – less than 1 page
  - Mention the specific position you are applying for
  - Discuss how you match the qualifications of the role
  - Why are you interested in this role, organization, or industry
  - Reiterate key points from the resume
  - Close with a call to action
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# LINKEDIN

- Increases your visibility – over 95% of recruiters use it
  - Should complement the resume – but not replace it
  - Can have a less formal tone than the resume, and include more personal information (projects, interests, activities)
  - Is a great platform for building your network
  - Provides access to exclusive job listings, company information, and industry data
  - Optimize with relevant keywords
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# RECAP

- The cannabis job market in New York / New Jersey is growing
  - Focus your resume on transferrable skills – and how you can apply them
  - LinkedIn is a valuable networking tool to complement your resume
  - Connect with recruiters who understand the cannabis market
  - Tailor your cover letter to the company + role you're applying to
  - Don't be afraid to tell a company why they need you
  - Let your passion for the industry show – particularly in your cover letter
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# THANKS!

Questions? Feel free to contact me at  
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