BREAKING INTO CANNABIS:

Resume Tips for Job Seekers & Career Changers

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





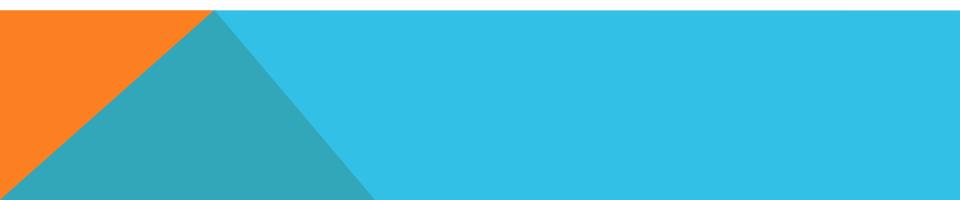
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- Resume Writer + Brand Strategist
- Former Recruiter (Marketing / Creative / Tech)
- Cannabis / CBD Devotee

SOMEONE ONCE SAID...

"The cannabis industry is coming [to New York] – and there will 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.

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

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

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?

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.

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

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

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

THANKS!

Questions? Feel free to contact me at <u>dana@cannacareerpartners.com</u>

Download the presentation & templates at: www.cannacareerpartners.com/careerreadiness

