

Sunday, September 28 | 4 – 7 pm
Monday, September 29 | 3 – 7 pm

ICC Resume Clinic



ICC will offer conference attendees the chance to receive individual advice on resumes and cover letters. Sponsored by Sequence Staffing, Frank De Safey and Craig Travis in addition to private and public sector hiring managers, organization fellows, and division officers, and other volunteers will spend 15-20 minutes with attendees reviewing resumes and offering customized job search advice.

A living document, the purpose of your resume is to not only encapsulate and communicate your skills and experience, but to catch an eye and get a phone call and interview from a prospective employer.

In today's world of electronic media, large databases, impersonal connections, and strong competition for fewer jobs you, the job candidate, have to cleverly navigate through these obstacles to rise above the others if you hope to have any chance of being seen and heard.

Producing a resume that successfully moves you through these perilous channels and elevates you to an interview requires a special effort, keen skills and adaptability. It is the single most important personal marketing material you must have for your career.

Your resume must tell an employer or hiring manager a compelling story about you and your professional experience, knowledge and skill set. More than ever, your resume is critical to the success of your employment and career advancement. Failure to craft one that achieves this is not an option.

ICC in partnership with Sequence Staffing is conducting a resume clinic designed especially with consideration of the specific needs of ICC Members. This is a special opportunity to have a personal 20-minute, one-on-one resume critique by the recruiting professionals and candidate marketing experts at Sequence Staffing, the premier executive search and recruitment firm committed to providing recruiting and career planning solutions to the building, planning, environmental, engineering, and construction industries throughout the United States and around the world. It is also a unique opportunity to get feedback directly from ICC leaders and peers that have keen insight and hands on experience with hiring and requirements of industry professionals.

This is a private one-on-one session to have an industry professional review your resume and provide you with an expert's eye on the strengths and effectiveness of your resume, and specific ways you can improve it to make it stand apart from the others.

Learn the secrets to developing a successful resume that is eye catching, provocative and tells a compelling story about you that employers are eagerly seeking. Hear firsthand what it takes to establish, build, and polish your brand so you can successfully market yourself in today's highly competitive job market.

Individual appointments at specific time slots are available on a first-come, first-served basis at the conference in Fort Lauderdale. Remember to bring copies of your resume and cover letter for discussion.

Resume review times run from 4 – 7 pm ET on Sunday, September 28, and 3 – 7 pm ET Monday, September 29.

Following is more information on Frank De Safey and Craig Travis from Sequence Staffing.

Frank DeSafey

President / Founding Principal

PROFESSIONAL PROFILE

One of the most well-known and recognized executive search consultants in the niche building, housing and construction, environmental, and engineering industries in the United States and internationally, Frank DeSafey is the founding principal of Sequence Staffing. With more than 19 years of experience in these fields, he is especially known and highly respected for the success of the firm and has personally undertaken hundreds of high profile building, planning, engineering and construction related search assignments over the years.

In fact, he has earned accolades for his ability to find and fill the most challenging positions with exceptional candidates that have not only made immediate contributions to their new employer, but have helped redefine organization's corporate cultures that has achieved greater productivity and efficiencies. Frank has also been a pioneer in the development and use of new electronic medium recruiting strategies and efforts.

A well noted speaker and networker, he is known throughout the industry as a strong proponent of continual career planning and professional re-investment. He is considered one of the key industry thinkers adding to concepts of branding and networking with consideration of the ever evolving and new technologically driven employment landscape.

Sequence is the premier executive search and recruitment firm committed to providing employment solutions for the core enterprises responsible for planning, building and maintaining our nation's communities, infrastructure, natural resources, and environment.

The organization has a long seated building and planning technical knowledgebase to address the industry's growing demand to assist organizations in finding skilled and qualified personnel to achieve success.

Craig Travis

Vice President - Recruiting, Personal Branding & Candidate Marketing

PROFESSIONAL PROFILE

“Everyone has a story so tell yours compellingly,” advises Craig Travis, leading personal branding and candidate marketing expert, especially known for his highly effective, commanding communication style that has been referred to “as bold as it is innovative.”

Noted for his keen insight, creative approach and in-depth understanding of the emerging job market, he is particularly proficient defining candidates’ brands and successfully marketing clients to win the finest positions throughout the U.S. and abroad. He has redefined the way candidates are perceived and marketed, and is widely respected for helping candidates establish, build, market, and polish their brand to clearly stand apart from others.

An accomplished writer, career planner and public speaker, Craig is the foremost creator for Sequence producing exceptionally powerful candidate marketing materials, including customized resumes, cover letters, biographical and professional profiles, project lists and portfolios, social media and web content, and other vital personal brand marketing materials for career-minded individuals in a wide array of occupations and industries.

He is deservedly acknowledged for providing an exceptional level of service and expertise at Sequence in the recruitment, branding and marketing of candidates for the core enterprises responsible for planning, building and maintaining our nation's communities, infrastructure, natural resources, and environment.

Craig previously held leadership positions with the U.S. House of Representatives, California State Assembly, Hawaii State House of Representatives, Republican National Committee, Republican Party of Hawaii, and the California Department of Insurance. He is also an avid LAA Angels baseball fan.

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