



# THE ENGINEER'S COACH

## Marketing Strategies for Job Search Success (Even in a Tight Economy!)

*by Terry Suffredini, PE*

*America's Premier Engineer's Coach*



# Does this look like you in your job search....??



# Or have you tried...



# Or finally, resorted to...



# Then, get ready!



# Marketing 101 for Job search

- **Know what you want**
- **Develop your Brand**
- **Make it consistent**



# Marketing materials for Job Search

A background image of a space shuttle launching, with a large plume of white smoke and fire at the base. The shuttle is white with orange and black stripes. The launch pad structure is visible to the left.

- 15-second commercial
- Business cards
- **Resume**
- **LinkedIn profile**
- **Network**



**Always keep in mind, no matter  
what is going on in the economy...**

**You are only looking for**

**ONE!**





**DISCLAIMER...**



# Before you create your Resume, consider this...

- **MOST people are doing them wrong!**
- **Standard resume formats don't work in today's online job market**
- **Hiring managers want to know how you're going to help their bottom line**



# And this...

- **Rule of Thumb – One page (2 max)**
- **Must be 100% accurate**
- **Must look professional – no fancy fonts or photos**
- **Be honest!!**



# #1

## Secret to creating a great resume...



**Don't start with the  
resume 😊!!**



# Accomplishments tell a story

- **Situation**
- **Opportunity**
- **Actions taken**
- **Results achieved**



# Accomplishment Example 1

A background image of a space shuttle launching, with a large plume of white smoke and fire at the base. The shuttle is white with a large orange external tank and two white solid rocket boosters. The launch is taking place on a launch pad with various structures visible in the background.

***Successfully trained tri-state team of over 800 managers, sales reps, technicians, and support staff on key company programs which resulted in improving service levels by 10%, improved operations processes, and increased customer satisfaction.***



# Accomplishment Example 2

A background image of a space shuttle launching, with a large plume of white smoke and fire trailing behind it as it ascends into the sky. The shuttle is white with orange and black stripes on the nose cone. The launch pad and support structures are visible at the bottom.

***Completed special assignments on inventory phase-outs, unallocated materials, and obsolete inventory resulting in savings to the company of \$1,500,000.***





# Accomplishment Example 3

*Managed construction of a \$2,600,000 central control room (CCR) for an NGL fractionation facility. Oversaw subcontractor in the design and construction of the building. Also worked with the client to coordinate all of the electrical and control systems needed to run the facility from the CCR. The project was completed on time, despite significant delays created by many days of heavy rains.*



# Resume writing tips...

- **Don't bury the lead!**
- **Omit your physical address**
- **NO solid lines!**
- **Don't overemphasize your name**



# More resume tips...

- **Include a Seeking Statement**
- **Provide a Career Summary**
- **Include *Selected* Career Highlights (only place for bullets)**
- **Keep job history brief**



# And more...

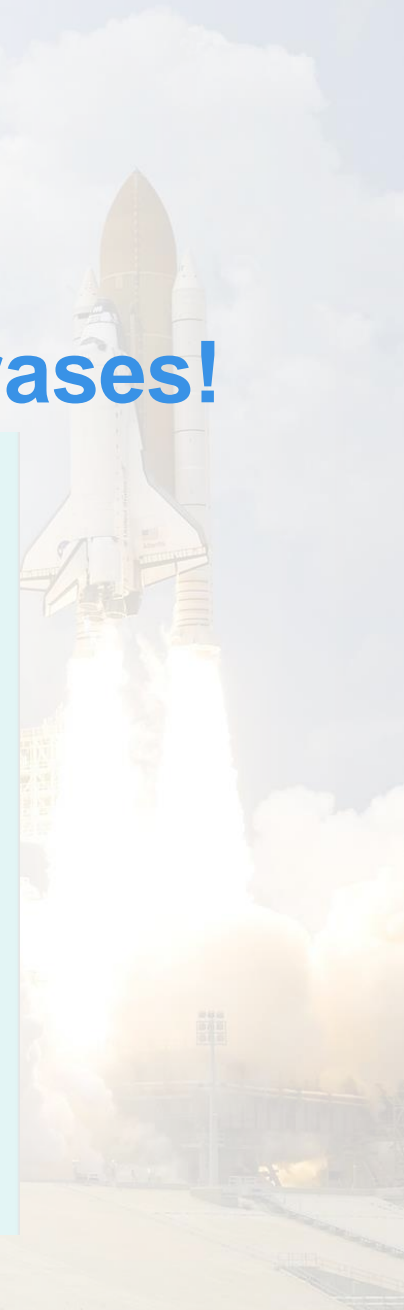
- **No dates on Education**
- **No GPAs (Sorry!)**
- **No “References on Request”**
- **ADD KEYWORDS!!**



# Finally...

## Eliminate common, annoying, phrases!

detail-oriented  
solutions-focused  
motivated  
people-person  
excellent-communicator  
results-driven  
hard-worker  
team-player



**What a completed Resume  
might look like....**



Janet Smith, PE

[janet.smith@gmail.com](mailto:janet.smith@gmail.com)

(353) 553-1212

*Seeking a position in project management/oversight with an engineering design firm.*

#### **CAREER SUMMARY**

Past experience has included projects from a wide variety of industries including oil and gas production, NGL fractionation, petroleum refining, chemical manufacturing and blending, paint manufacturing, and wastewater treatment. This broad exposure embraced such areas as project management, process design, project siting, strategic planning and consulting relative to environmental regulations, and permit reviews/preparation. In addition, I have experience in public speaking, management training and employee development.

#### **SELECTED CAREER HIGHLIGHTS**

- As a member of the Process team tasked with designing two 45,000 BPSD NGL fractionation trains, helped keep this schedule-driven project on track by assisting with general site planning/layout, including location of pressurized and refrigerated storage and their associated secondary containment, stormwater control and drainage, firewater system development and siting of flares. Also assisted the client's environmental consultant in developing the necessary environmental permits. Finally, provided Process coordination with the overseas team doing hydraulics and PSV calculations, as well as the third-party client developing the railcar loading facilities. The facility's start of operation is on track to be completed within 16 months of initiation of Process design, resulting in an expected annual profit of at least \$36,500,000.
- Drawing on my environmental experience, rescued a stalled \$1,600,000 sulfur plant incinerator project by identifying the performance requirements so vendor specifications could be completed. The incinerator was a long lead item, but the client had been unable to provide the emission limitations needed for design, thus putting the entire project in danger of missing scheduled equipment delivery dates.
- Effectively supervised a team of ten engineers and other technical support staff, creating a positive and cooperative atmosphere that resulted in a 40% increase in staff productivity.
- Functioned as Process Technical Lead on a design for a proposed \$150,000,000 calcium chloride plant, helping to keep the Process Division's part of the project within the budgeted manpower and cost limits at all times.
- Provided staff training at the management level in a chemical engineering environment that resulted in a 100% turnaround in morale and cooperation among the management team as well as a drastic reduction in employee turnover.

#### **PROFESSIONAL EXPERIENCE**

**RESPECTED ENGINEERING FIRM, Houston, TX**

*Project Engineer*

2013 - Present

Assists the Project Manager in all aspects of design of (predominantly) NGL fractionation plants, from initial estimates and scope development to oversight of the various Engineering discipline teams, project scheduling and reporting, and working with the construction teams in the field.

*Sr. Process Engineer*

2011 - 2013

Responsible for all aspects of process design including PID/PFD development, equipment datasheets, line lists, PSFL, hydraulic calculations, environmental input and some initial PSV design and process simulation (HYSYS). Projects encompass predominantly NGL fractionation facilities, upstream gas plants, and pipeline projects.



**STARTUP ENGINEERING & CONSTRUCTION, Houston, TX** 2007- 2011

**Senior Process Engineer**

Provided multiple process design activities for various refining and chemical clients, including: developed PFDs and Heat and Material balances; developed P&IDs and reviewed through CAD and client approval; sized equipment and dealt with vendors for equipment quotations; developed instrument specifications, line lists and tie-in lists; performed plant walk downs; lead HAZOP reviews and assisted in client presentations.

**EXCELLENT ENVIRONMENTAL CONSULTANTS, LTD., Houston, TX** 2002 – 2005

**Partner/Environmental Consultant**

Advised clients on environmental regulations, performed full-media regulatory audits, prepared appropriate applications and documents for submittal to the regulatory agencies and performed other tasks similar to those from previous employment.

**ABC ENVIRONMENTAL CONSULTING, Houston, TX** 1993 – 2002

**General Manager/Environmental Consultant**

Provided assistance to various clients on issues relative to TCEQ requirements, including preparation of air permits, expediting of permit reviews, coordination with the TCEQ, and participation in enforcement meetings/negotiations. Also provided consulting on current regulatory/policy issues and future plans for maintaining compliance.

**ENVIRONMENTAL CONSULTING COMPANY, INC., Houston, TX** 1991 - 1993

**Environmental Consultant**

Focused on helping clients develop overall plans for managing their emissions to enable them to prepare for future growth while maintaining compliance with both state and federal regulatory standards. Advised and assisted clients with various issues related to federal and state air regulations.

**B.S., Chemical Engineering, University of Texas, Austin**

**Professional Engineer – Texas – TSPE No.12121**

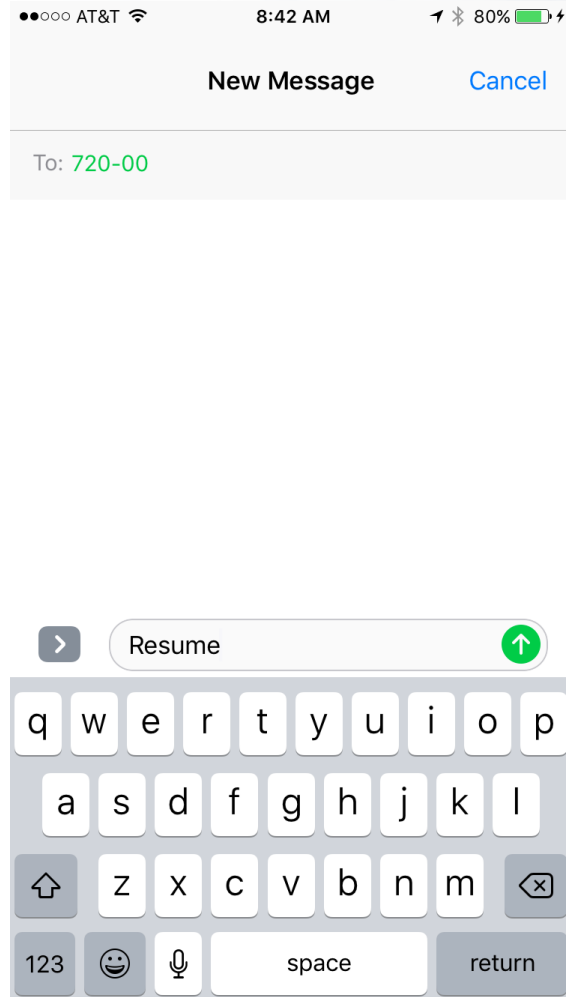
**KEYWORDS**

Cost estimates schedule development client liaison Microsoft Word Excel PowerPoint public speaking air quality consulting compliance DHS DHS& environmental health and safety petroleum, environmental assessments air pollution air quality emissions ozone pollution toxic particulate environmental engineer environmental engineering environmental site engineer gas compliance management process design, storage tank design secondary containment requirements, P&ID, data sheets, pump design hydraulics flare design horizontal and vertical vessels petroleum refining oil and gas production gas dehydration gas sweetening chemical and petrochemical manufacturing plastics production coatings paint manufacturing NPS permit applications permit amendments Permits-by-Rule NSR/MACT standards environmental audits pollution prevention HAZOP facilitation project engineer project management scheduling estimating scope development PHA warranty oversight





# Get your copy of Resume Tips



# If you need to include a cover letter, be sure to:

- Introduce yourself/capabilities briefly
- Show your interest
- Show that you've done your homework
- Plant the seed
- Ask for their consideration of your resume/application
- Keep it to one (1) page

Objective: **Convince them that reading your resume, and then talking to you, is worth their time!**



# Next...

## Optimize your Linked In profile:

- **Photo**
- **Headline (think Keywords!)**
- **Summary (more keywords)**
- **Upload resume (if different)**



# Next...

## Optimize your Linked In profile (cont'd):

- **Start connecting (300 minimum)**
- **Get references and endorsements**
- **Join Groups**



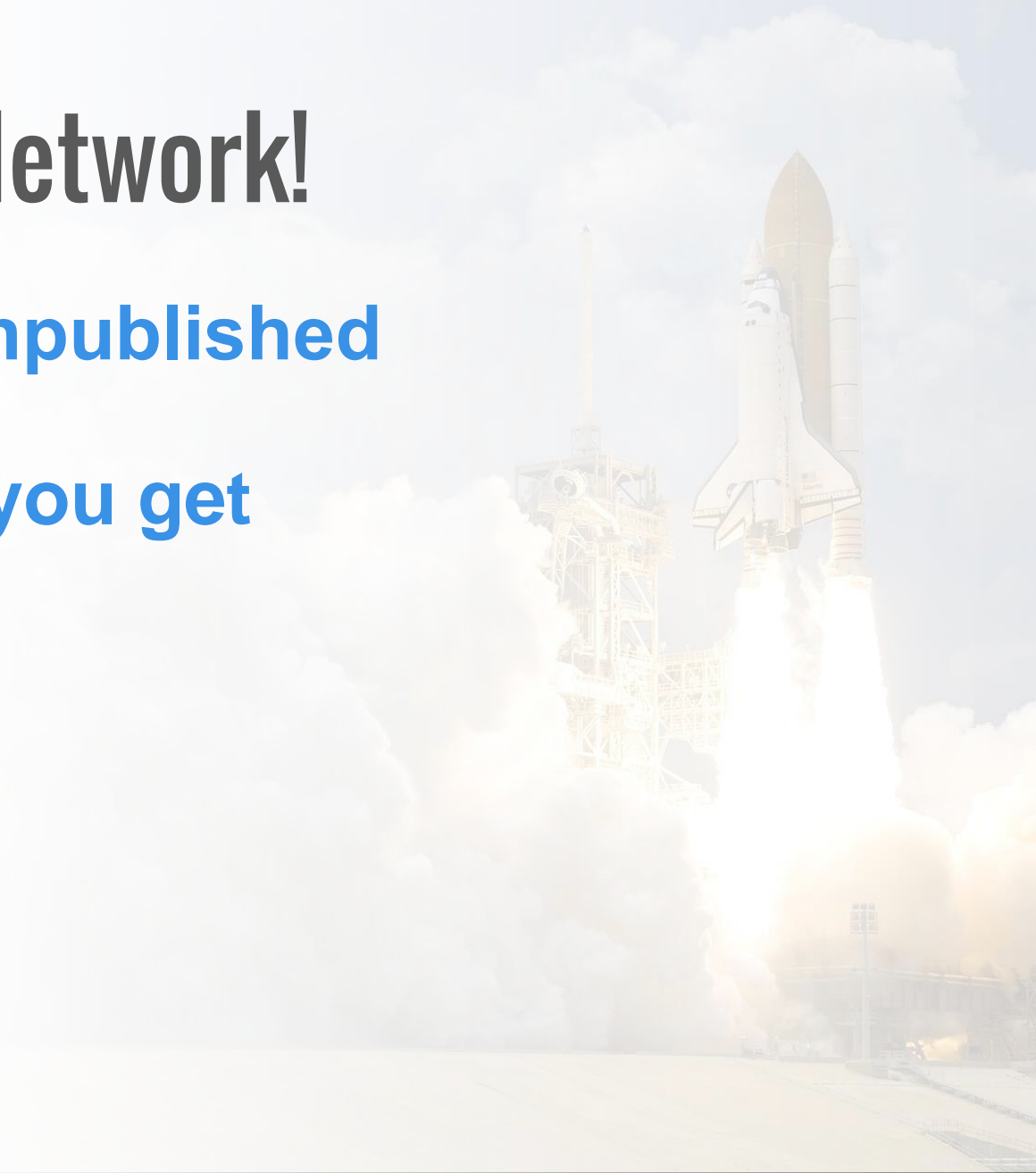
Now...

**WHERE. ARE. THE.  
JOBS??!**



# You have to Network!

- **“Hidden” = Unpublished**
- **Give before you get**
- **LinkedIn**
- **Recruiters**
- **Volunteer**



# Remember...

## Always be Networking!!



# End result...





If you want to learn more about I  
can help YOU achieve your career  
or life goals, drop me a line at:

[terry@theengineerscoach.com](mailto:terry@theengineerscoach.com)

