HOW TO...

DEVELOP A RESUME

Created by your Career Services Department @

ecpi UNIVERSITY

FOR THE BASICS

FOR FORMAT & STRUCTURE

FOR FAQ's

FOR A RESUME EXAMPLE W/TIPS

INTERACTIVE RESOURCES

THE BASICS OF A RESUME

Contact Information (full name, telephone number, address (at least city, state, zip), email, LinkedIn, Blog, Career Portfolio, and other professional links if available)
- Make sure you provide a professional email address; for example, hankaaron@gmail.com. It might even be helpful to have an email address just for job searching
- Make sure you provide the telephone number at which you can *best* be reached and you have an appropriate Voicemail set up
- This same heading belongs on EACH separate document you create (résumé, cover letter, reference page) for consistency in your presentation

Objective Statement
- To be effective, the objective needs to match the job position for which you are applying. Needs to be "employer-centered" as opposed to "self-centered"
  - Example of a bad objective statement – "Seeking a healthcare (or technology) position at a growing organization where I can use my skills and advance with the company"
  - Example of a good objective statement – "To obtain a Medical Assisting (or System Administrator position) where 2 years of experience in customer services and hands-on training in phlebotomy (or MS Server administration) would be utilized"

Summary/Highlight of Qualifications
- This should include a list of your relevant skill set as it pertains to your field and the positions for which you are applying
- Certifications can also be included in this section but should stand out (bold font) and be placed first. Some resumes include a separate section for certifications if you have more than one
- Use either an objective statement **OR** a summary (not both) **OR** nothing at all. This section is optional but effective if created carefully and customized for EACH submittal

Work Experience
- This includes company name, job title and dates you worked there (you do **not** need to list street addresses, supervisor's name, number. That is "reference page" information and is separate
- List your responsibilities for each position but try to focus your content on "action items" or things you accomplished within the role. For example, "Developed a new employee training manual and implemented monthly orientations for new hires." Provide details not necessarily on what the job *required* you to do but what you *accomplished*
- **ROAR – R**esults **O**riented **a**nd **R**elevant!
- **Quantify**. It's not enough to say you increased sales. How much did you increase sales? For example, "Created 5 new business partnerships and increased product sales by 10% through targeted cold call campaign"
- **Specify**. Don't tell me you designed a new web page; tell me how you designed a new web page. For example, "Created Company's webpage using basic HTML and CSS and designed graphics in Photoshop"

Education
- List your current education and the degree you are studying. To make sure you are labeling your degree correctly log into your student portal and click on the side bar labeled "Academics" then select "Degree Audit" and it will be listed next to "Program version"
- List prior colleges and Universities ONLY IF you earned a degree! NEVER list High School
- GPA should only be included if you have a 3.5 or higher

Skills

- Use industry terminology and specific take away skills learned in your hands on lab assignments
- Create sub-categories to help organize your skills, for example in healthcare one may have 'clinical'; 'administrative'; and 'customer service' sub headings with bullet point examples of each
- Technical folks may have 'hardware'; 'networking'; 'programming' sub headings
- Save your syllabi to refer to them here, but don't include course titles – list specific skills learned in those courses
- If you list it on your resume make sure you can speak about it with ease in an interview
- Research your industry and read the job descriptions carefully. Some employers use keyword search to weed out résumés, and yours may not even be viewed by a human eyes unless these keywords get you there

Miscellaneous Sections

- Volunteer Involvement/Community Service
- Extracurricular; for example, professional affiliations, memberships, or freelancing
- Awards/Recognitions
- Class projects – make sure to identify your role in the project. Capstone is a great example

FORMAT & STRUCTURE OF A RESUME

- Your resume should be structured as an "easy read" for whoever is reviewing the document. For that reason, you should NOT do the following:
  - Paragraphs
  - Complete sentences using personal pronouns
  - Fancy font (use Arial, Times New Roman, Calibri, Cambria, Garamond, NOT *Harlo*)
  - Borders and graphics (online applications don't always recognize these, may kick you out)
- Use section headings
- Be consistent – If you put a period after one bullet point, put a period after every bullet point. If you abbreviate your months for your employment, then abbreviate them all
  - Same goes for verb tenses. Make sure for past positions you use past tense

RESUME TYPES

- **Chronological** – Lists and describes each position you have held in reverse chronological order, starting with your most recent job and working back
  - Best used when you are staying in the same field, you have a stable work history, or your career shows growth and progressive responsibilities
- **Functional** – Describes your work experience and accomplishments by grouping them under headings that describe job duties or vocational skills such as administrative, secretarial and bookkeeping
  - Best used when you are making a significant career change, you have been employed by the same company for a very long time or you have a history of many jobs/frequent changes
- **Combination** – Combines the best features of "functional" and "chronological." It represents your skills, experiences, and accomplishments as they relate to your current job objectives
  - Best used when you have work experience and want to change jobs into a related field, seeking advancement, or you want to emphasize both jobs held in the past and skills possessed
  - Common for ECPI students since the skills section is a prominent feature of new grads' résumés

FREQUENTLY ASKED QUESTIONS

- **How long should my resume be?**
    - Keep it to 1-2 pages. The length of your resume depends on the amount of experience you bring to the table. If you're an entry level candidate who is just getting into his/her field then you really only need a page to market yourself. Remember, you are keeping your resume relevant to the position for which you are applying, so if you don't think it relates then chances are you can leave it off. For those with a little more experience, especially industry related, 2 pages are acceptable. Keep it relevant, and non-redundant.

- **How much work experience should I include?**
    - Include previous work experience dating as far back as 10 years. Anything older than 10 years can usually be left off the resume. If you think it's valuable and should be included check with Career Services (typically this is for leadership positions, you were with the company for a significant period of time, you achieved a major accomplishment, etc.).

- **Do I need to include my references?**
    - No. It is assumed you will have references so they do not need to be listed on the resume. Instead, have a separate document for your references. Make sure you check with all references you list so they are not caught off guard if they receive a phone call. This will help them be knowledgeable of the position(s) for which you are applying.

- **How much should I include in my job description?**
    - **ROAR** – **R**esults **O**riented **a**nd **R**elevant! You should provide enough of a description so that the potential employer learns something about the projects on which you worked and the skills you developed. A one sentence description of the work is not good enough.

Things to Remember:
- Spell Check – one spelling error could cost you the job, as will grammar, punctuation and capitalization errors
- Your resume is a document marketing yourself. When you're done putting it together review it and ask yourself if you would hire yourself based on the piece of paper alone
- Always get a second pair of eyes to review it before submitting. Sometimes you just need a fresh set of lenses to catch that one mistake
- Your resume is never finished. It will always be evolving and you should always be updating it with new skills, new positions, awards and experiences. It is possible to customize it for each submittal!
- Redundancy – don't repeat the same information twice
- Wordiness – it is acceptable to write in fragments, but be sure they have a clear message
- Format – make sure you have plenty of white space, so the reader may find key information easily
- Margins – between ½" – 1"
- Balance & Consistency – like items should be formatted alike, use the same header on all of your documents: résumé, cover letter, and reference page
- Boring - use keywords found in the job ad, or words that will catch the reader's attention and seem credible. In short, make it stand out from all the other résumés
- Accuracy – make sure the name of your degree, previous employer, dates, etc. are correct
- Font – not too fancy and size between 10-12 points. Same font throughout all documents
- Style (i.e., **Bold**, *italics*, underline) shall be used **sparingly**, and to highlight individual items like MAIN Headings, company names, and job titles only
- Templates – get for ideas, but always format your résumé from scratch

RESUME EXAMPLE AND TIPS:

Unless you are a marketing guru and feel comfortable with a stylized font, pick a standard, professional typeface. Most hiring managers prefer: Times New Roman, Courier, Palatino, Calibri, Georgia, Arial, Verdana, or Lucida Sans.

Make sure to include your name address, phone number, and email.

JOHN DOE
1234 123rd St. Suite123
Seattle, WA Work ZIP

206.123.1234
Johndoe@xyzunversity.edu

An effective résumé targets the industry of the business to which you are applying. An objective statement should be concise (one sentence) and highlight what skills you bring to the table.

| Objective | To obtain an xyz internship at xyz company that utilizes my x skills, y skills, and z skills in order to gain experience in the field of xyz. |

Education
XYZ University
Seattle, WA
BA in XYZ Major
GPA:
Junior status, anticipated date of graduation: Spring 2011

Fall 2007 - Present

Experience

ListenUP! - Seattle, WA
Marketing & Sales Intern

Winter 2009 - Present

Quantify your experience; numbers are concise, exacting and hard to dispute. What sounds better?
•Hosted a large networking event, where I helped call and invite all the attendees.

or

•Worked with club board to plan our largest networking event ever, personally recruited over 35 organizations who attended the event.

- Used SalesForce CRM and maintained database of over 200 clients.
- Assisted Marketing Director with brainstorming for email marketing campaign.
- Researched company competitors to assist with developing an industry outlook report.

XYZ University Newspaper - Seattle, WA
News Section Editor

Summer 2008 - Fall 2009

- Managed team of five alumni news writers to ensure weekly targets achieved 100% on-time submission (up from 72% in years prior).
- Composed and edited 15-page section of magazine featuring announcements and updates.
- Maintained database of alumni contact information and work to improve reader relations.

Typos are a cardinal sin of the résumé: In a recent survey 45% of executives said they threw out résumés with just one typo, another 31% discarded resumes with two typos.

Marketing Club - Seattle, WA
Club President

Spring 2007 - Fall 2008

- Hosted networking events that included 35+ employers.
- Ran weekly meetings and worked with club committee to ensure advance club objectives.
- Promoted club on campus and doubled membership size from 25 to 50 members

Relevant Skills & Courses

COMM 130: Visual Communication
XYZ University

Spring QRTR 2008

Being capable or certified in specific programs means you can come aboard with an instantly identifiable and valuable skill-set. Maybe you can teach your boss some new excel or PPT time saving tricks?

- Team Presentation - analyzed Apple's 2008 iPod Campaign.
- Dream Campaign Project - strategized a visual campaign for a made up brand.

MKTG 280: Industry Analysis and Interpretation
XYZ University

Fall QRTR 2008

- Developed the SWOT analysis and summery a business plan for a fictional online start up.

- Adept at Photoshop CS4, Indesign CS4, Illustrator CS4
- Proficient with Microsoft Office - especially Excel, Word, and PowerPoint
- Comfortable with Windows XP, Vista and Mac OSX Snow Leopard

Interests

- Visual communications, information design, and presentation
- Consumer electronics - particularly video games, software, laptops, and gadgets
- Co-host and publish a bi-monthly guitar lesson podcast

A résumé is a visual tool that markets your brand to employers. Rather than broad or categorical interests (for example football or singing), use specific details to make yourself more interesting.

When emailing or uploading your résumé use MS Word version 2003-2007. Not all organizations have newer DOCX versions and may not ask why your résumé won't download. Also, employers can see your file name, so choose something simple like: JohnDoeResume.

Courtesy of www.internmatch.com

HELPFUL VIDEOS AND ONLINE RESOURCES:

- Email Etiquette
  https://www.careerspots.com/secure/vidplay_links_secure.aspx?aid=729&vidnum=32

- Keyword Search Matters
  https://www.careerspots.com/secure/vidplay_links_secure.aspx?aid=729&vidnum=31

- Make Your Resume POP
  https://www.careerspots.com/secure/vidplay_links_secure.aspx?aid=729&vidnum=5

- Stand Out Resumes
  https://www.careerspots.com/secure/vidplay_links_secure.aspx?aid=729&vidnum=22

- The Cover Letter
  https://www.careerspots.com/secure/vidplay_links_secure.aspx?aid=729&vidnum=15

http://www.gcflearnfree.org/jobsearch/resumewriting

QuintCareers.com

- What Resume is Best for You?
  Additional information on which resume format will best suit your needs.
- Words To Get Hired By
  An extensive resource of strong key words and phrases for every part of your resume.

Job-Hunt.org

- Creating an Internet Resume
  A good resource with tips on how to create cyber-safe and plain text resumes for emailing and posting online.
- Writing Your Resume for the Right Audience
  An article from resume expert Susan Ireland giving tips on how to customize your resume depending on your audience.

Resume-Resource.com

- Before and After Resumes
  For ideas, take a look at these before and after examples of resumes that have been edited and improved.