
Resume Writing Basics

Your resume is a marketing tool to show employers your skills and qualifications and how they match the position that they are seeking to fill. The goal of a resume is to quickly convince the employer that they need to interview you! Brainstorm a list of qualifications in the following areas: Education, Experience, Activities, and Special Skills/Recognitions and include dates, numbers and accomplishments. This information will serve as the groundwork as you prepare a dynamic resume with a clear career focus.

Content/Sections

A. Heading/contact Information: Name, address (you may choose to leave off street address and zip code), email, and phone number. Add LinkedIn profile, blog, or portfolio URL if you have one.

B. Education: College name, city, state, college degree (Bachelor of Arts, Bachelor of Science, etc.); major(s)/minor(s); and anticipated date of graduation. Optional sections might include course projects, honors/scholarships, and GPA (if a 3.5 or better definitely; 3.0 or better - depends on industry). If you transferred, list ALL school(s), city and state, and dates attended. Study Abroad can also be included here.

C. Experience. Employers generally prefer a reverse chronological format. List current/most recent job first, the next most recent, etc. Include summer, part-time, full-time, volunteer, internships, and campus work. Eliminate high school entries, include only jobs you had while in college unless a previous experience is particularly relevant to the job you are seeking.

Include name of employer, city, state, job title, and dates of employment. Highlight achievements, accomplishments and skills developed that are particularly well suited for the position to which you are applying. Use bullets and action verbs to make your strong and concise statements stand out. Include key words, quantify information when possible, and showcase transferable skills relevant to the field. You may add multiple experience sections with headings such as Internships, Related Experience, etc.

D. Optional Sections:

1. *Objective/Personal Summary:* Optional, but if used, this section should target your resume. Leave it off if it doesn't add value. Everything in your resume should align with this summary/objective statement (and the employer's open position). It must be concise, specific, and position/field/skill-oriented.

2. *Leadership/Organizations/Community Service:* List **significant** campus or community activities you've been involved with in college. List organization, name, positions held (if any), and dates of involvement. Include a brief description if appropriate and if you have room.

3. *Special Skills:* List skills relevant to the specific position but not included in your experience (i.e. specific software programs, foreign language skills, certifications, instrumentation, etc.). Don't list personal characteristics.

4. *Honors/Awards/Scholarships:* Focus on achievements or recognitions that are related to your career path; omit general academic scholarships.

5. *Research/Publications/Presentations:* Include titles and dates of relevant papers, publications, and presentations. Include a brief description if you are planning on grad school.

E. References: Always make a separate reference page with 3-5 references. Use the format below for each reference. ASK PERMISSION BEFORE USING INDIVIDUALS AS REFERENCES.

Name
Title
Company
Mailing Address (optional)
Phone Number
Email Address

Valerie Viking

110 Opportunity Drive, Atlanta, Georgia 30303

Valerie.Viking@vikings.berry.edu

www.linkedin.com/in/ValerieViking/

123.456.7890

- Education* **Berry College**, Mount Berry, Georgia, Anticipated graduation May 2018
Bachelor of Arts, Communication Major, Public Relations Concentration, GPA: 3.62/4.00
- Special Skills* Fluent in written and spoken Spanish
Adobe Illustrator, InDesign, Photoshop, HTML, FinalCut, HootSuite
- Internship* **AT&T**, Atlanta, Georgia
Marketing Intern, May 2017 – August 2017
- Developed external and internal media content including five press releases, 12 blog articles, four digital advertisements, and two pieces of marketing collateral
 - Collaborated with team members to support company-wide sales efforts and grew Twitter and Instagram outlets by 50% with engaging daily content
 - Initiated and wrote intern training manual to better acclimate future hires, outline basic daily tasks, and set standards for intern performance
 - Revised corporate-wide e-newsletter to provide updated content and company news
- Related Experience* **Campus Carrier (Student Newspaper)**, Mount Berry, Georgia
Entertainment Editor, August 2017 – Present
- Design and edit two page layouts and oversee weekly creation of article packages
 - Train staff on various Adobe software tools and manage student team of 3-5 writers
 - Received Communications Department Story of the Year award, 2017
- Student Writer, August 2015 – May 2016
- Interviewed students, community, and campus officials for targeted content
 - Wrote assigned articles weekly; received Rookie of the Year for overall team contributions
- Berry College Office of Admissions**, Mount Berry, Georgia
Office Assistant and Tour Guide, August 2014 – August 2016
- Communicated with prospective students and families to answer questions regarding college application process; scheduled campus visits and led group tours
 - Provided office support to eight admissions counselors by preparing travel materials and completed daily appointment follow up
 - Created promotional videos for social media channels to over 1,000 prospective students
- Other Experience* **Chick-fil-A**, Marietta, Georgia
Team Member, August 2013 – August 2014, May – August 2015
- Selected by area director to train more than 15 new staff members in multiple positions
 - Managed a cash drawer of more than \$500 on a daily basis
- Honors & Organizations* **Berry College Center for Integrity and Leadership**, 2017 – 2018
Public Relations Student Society of America, President, August 2017 – Present
Berry Forensics Union, August 2015 – May 2017; Persuasive Speech Award – March 2016
Habitat for Humanity, August 2015 – Present

Resume Hints and Tips

- Save your resume as a PDF and use your name as the document title before sending it to an employer.
- Send a cover letter (font, font size, etc. should match resume) with your resume to provide additional details about how you are a great candidate and what skills set you apart from other candidates. Resume, cover letter and references should all “look alike” with same font, size, paper, etc. You are “branding” yourself as a complete package.
- A resume is a flexible document, it **MUST** be tailored and targeted every time you send it.
- Resumes for recent graduates should generally be one page/one side; use space wisely, decrease margins (.75 - 1 inch) and font size (10 – 12 pt.). If your experience requires an additional page, ensure most pertinent information is first and the second page is full. An academic curriculum vitae should be a minimum of 2 pages and include details regarding research, teaching, presentations, and publications.
- Keep format simple – one font, one font size (name is the exception), margins and spacing consistent throughout for easy navigation.
- Limit margins and be sure to keep everything aligned separate sections to the same margins
- Resumes should be electronic scanner friendly, Automated Tracking Systems (ATS) are scanning for keywords and work best on documents that are plain text - taking out bold, italics, lines, etc.
- Use your designed resume for in person meetings
- Email your resume to yourself – does it look like you intended?
- Use italics and bold carefully to emphasize and highlight. Organize the most important information near the top of the page.
- Use concise, positive phrases beginning with action verbs and include key words and transferrable skills to emphasize skills developed and achievements, rather than daily tasks. Employers want to see what you have DONE and HOW you bring value and/or handled your work responsibilities, not just what your daily tasks were.
- Use "bullets" to quickly convey your skills and accomplishments.
- Quantify numbers, amounts, frequencies and dollar values to enhance your job descriptions.
- Avoid repetition of information and skills, your space is limited, use it wisely.
- Edit, proofread, and spell-check for errors. Have someone else (the Career Center ☺) critique it as well. If you email it to us, please send as a Word document so we can easily return to you with tracked changes.
- Spell out numbers though ten; four instead of 4.
- Use good quality resume paper; white or ivory are the most acceptable colors if handing out hard copies.
- A curriculum vitae (CV) is generally used for academic purposes – graduate school applications, academic openings, etc. A CV should focus on academic endeavors such as research, presentations, publications, teaching, etc. The Career Center has a detailed CV handout as well.

DON'T do these....

- ... use abbreviations; you should always spell out organizations, companies, etc.
- ... use a resume with an objective statement different from the position for which you have applied. Professional Summaries are generally used by candidates with 5 or more years of experience.
- ... list personal information such as date of birth, race, religion, marital status, or political affiliation.
- ... include pictures or graphics unless it is for an employer who values or requires a more creative resume.
- ... list references on your actual resume (exceptions: journalism, art). References go on a separate page.
- ... use words such as “Responsible for” or “Duties included”.
- ... explain unrelated information in detail, save explanations for the cover letter or interview.
- ... use first-person pronouns such as "I," "me," or "my" in your resume.
- ... use personal or subjective evaluations (such as "learned a great deal through this experience").

| | | | | | |
|--------------------------|-----------------------------|-------------------------|-------------------------|------------------------|----------------------------------|
| ACTION VERBS | resolve | collect | remodel | Creative Skills | Clerical or Detail Skills |
| | review | conduct | repair | act | approve |
| Management Skills | schedule | criticize | simplify | conceptualize | arrange |
| accomplish | strategize | diagnose | solve | create | catalogue |
| administer | strengthen | evaluate | train | Design | centralize |
| advance | supervise | examine | upgrade | develop | change |
| analyze | Communication Skills | explore | develop | direct | classify |
| appoint | accentuate | extract | enable | entertain | code |
| approve | address | examine | encourage | establish | collect |
| assign | advertise | gather | evaluate | fashion | compile |
| attain | advocate | hypothesize | explain | find | critique |
| balance | arbitrate | identify | facilitate | illustrate | decrease |
| chair | arrange | inspect | focus | institute | discern |
| collaborate | arbitrate | interpret | guide | integrate | dispatch |
| contract | arrange | interview | implement | introduce | distribute |
| consolidate | articulate | investigate | inform | invent | diversify |
| convert | author | maintain | initiate | originate | document |
| convey | correspond | organize | instruct | perform | eliminate |
| coordinate | develop | review | persuade | plan | establish |
| define | direct | summarize | present | revitalize | execute |
| delegate | draft | survey | set goals | shape | expand |
| develop | enlist | systemize | stimulate | solve | file |
| direct | facilitate | Technical Skills | tutor | Helping Skills | generate |
| drive | formulate | adapt | Financial Skills | assesse | head |
| enforce | influence | analyze | administer | assist | implement |
| enhance | interpret | apply | allocate | clarify | increase |
| evaluate | lecture | assemble | analyze | coach | inspect |
| execute | market | build | appraise | counsel | monitor |
| generate | mediate | calculate | audit | demonstrate | operate |
| handle | moderate | compute | balance | diagnose | organize |
| hire | motivate | convert | budget | educate | prepare process |
| improve | negotiate | craft | calculate | encourage | purchase |
| incorporate | persuade | design | compute | ensure expedite | record |
| increase | promote | devise | develop | facilitate | retrieve |
| initiate | publicize | draft | earn | familiarize | review |
| lead | reconcile | edit | forecast | inspire | screen |
| motivate | recruit | engineer | manage | guide | specify |
| organize | spoke | experiment | market | refer | standardize |
| oversaw | translate | fabricate | plan | rehabilitate | systemize |
| plan | write | improvise | project | represent | tabulate |
| prioritize | Research Skills | inspect | reconcile | serve | transfer |
| produce | analyze | operate | research | volunteer | validate |
| recommend | catalog | overhaul | | | |
| reorganize | clarify | program | | | |