RESUME GUIDE

YOUR NAME

Email	youremail@email.com
Address	Your Street Address Town, PA 12345
Phone	(555) 555-5555

On average, recruiters take **6 seconds** to scan a resume

WORK EXPERIENCE

11/2012 – PRESENT
Manufacturing Corporation – Project Intern
- Developed simulation models for the company's product line

02/2012 – 10/2012
University of Applied Sciences – Graduate Research Assistant
- Assisted a professor in preparing materials for a course in quality process and improvement

03/2011 – 01/2012
Manufacturing and Engineering Company – Engineering Trainee
- Reduced the cost of manufacturing operations by about $2,000 annually

EDUCATION

EXPECTED: MAY 2023
Bachelor of Science in Marketing – Waynesburg University
- Relevant coursework: Social Media, Leadership, Marketing

MAY 2019
Diploma – High School

SKILLS

- Accounting
- Brand Management
- Quality Improvement
- Computer Software
- Data Consolidation
- Research
- Statistics Interpretation
- Costing

Tip: Start bullet points with strong, action verbs

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Contact the Office of Career Development: careerservices@waynesburg.edu

RESUME CONTENT

Name and Contact Information

- Use a large, bolded font to make your full, legal name clearly stand out
- Include your phone number and make sure that you have a professional voicemail
- Include an appropriately named email account that you are able to check daily
- Include an address if you are closely located to the opportunity that you are applying for

Education

- List the name of college(s) attended (including terms spent studying off campus), location (city, state/country), degree/certificate received, and (projected) date of completion
  - Include major(s) and minor(s)
- Include the name of your high school if you are a first-time undergraduate student or if it is relevant to the opportunity that you are applying for
- Include other educational training or activities which are relevent to your objective (for example, study abroad programs, relevant courses at other institutions, senior theses, professional certifications and/or licenses)
  - Honors and awards may be included here or under a separate heading
- GPA is not required

Related / Relevant Coursework (optional)

- List courses that are relevant to the position / industry you are applying for
- Can be included in Education section

Certifications

- Can be included under Education section
- If certifications are a requirement for your field, they should be on your resume

Honors and Awards (optional)

- List academic honors, awards for leadership, or achievements that demonstrate academic excellence or special abilities
- Give a brief description of the award
- Include relevant dates (organize most recent to least recent)

Work / Relevant / Professional Experience

- Include relevant experiences and skills from full-time, summer, and part time work, internships, assistantships, field work, special research projects, volunteer work, and extracurricular activities
- Describe your responsibilities using a variety of action verbs
  - Avoid using pronouns
  - Update per job description
- Highlight your accomplishments and/or the results of your work, including promotions if applicable
  - Quantify and qualify your experience if possible (ie. number of people supervised, amount of money raised)
  - Include the dates and locations for each experience listed and list in **reverse chronological order**

Military Experience (optional)

- Include dates of service, ranks, duties, and training

Activities/Leadership (optional)

- Include leadership positions and memberships in clubs, organizations, and/or athletics
- Can provide descriptions for activities that require further explanation
- Spell out or explain acronyms

Skills (optional)

- Describe special skills that are applicable to the job
  - Could include computer, technical, scientific and/or artistic skills, special certifications or licenses, or foreign languages
    - Indicate your level of proficiency

Interests / Other (optional)

- Include any specific interests not otherwise noted on your resume that you want prospective employers to know about you
  - Can be good conversation starters in an interview

ACTION VERBS BY SKILL SET

Communication

- Advertised
- Arranged
- Articulated
- Authored
- Clarified
- Collaborated
- Communicated
- Composed
- Conferred
- Consulted
- Contacted
- Conveyed
- Convinced
- Corresponded
- Debated
- Defined
- Described
- Developed
- Discussed
- Drafted
- Edited
- Explained
- Expressed
- Influenced
- Informed
- Instructed
- Interacted
- Interpreted
- Interviewed
- Joined
- Judged
- Listened
- Marketed
- Mediated
- Moderated
- Motivated
- Negotiated
- Observed
- Outlined
- Participated
- Persuaded
- Presented
- Promoted
- Publicized
- Recruited
- Reinforced
- Reported
- Resolved
- Responded
- Specified
- Suggested
- Summarized
- Translated
- Wrote

Creative

- Acted
- Conceptualized
- Composed
- Created
- Customized
- Designed
- Developed
- Directed
- Displayed
- Entertained
- Established
- Fashioned
- Founded
- Illustrated
- Initiated
- Integrated
- Invented
- Modeled
- Modified
- Originated
- Performed
- Photographed
- Revised
- Revitalized
- Shaped
- Solved

Financial / Data

- Adjusted
- Administered
- Allocated
- Analyzed
- Appraised
- Assessed
- Audited
- Balanced
- Budgeted
- Calculated
- Computed
- Corrected
- Estimated
- Forecasted
- Marketed
- Measured
- Netted
- Projected
- Qualified
- Reconciled
- Reduced
- Retrieved

Research

- Analyzed
- Collected
- Compared
- Conducted
- Criticized
- Critiqued
- Detected
- Determined
- Diagnosed
- Evaluated
- Examined
- Experimented
- Explored
- Extracted
- Formulated
- Gathered
- Identified
- Inspected
- Interpreted
- Invented
- Investigated
- Located
- Measured
- Organized
- Researched
- Searched
- Summarized
- Surveyed
- Tested

Technical

- Adapted
- Applied
- Assembled
- Built
- Calculated
- Computed
- Constructed
- Converted
- Debugged
- Developed
- Engineered
- Fabricated
- Installed
- Maintained
- Operated
- Programmed
- Rectified
- Regulated
- Remodeled
- Repaired
- Replaced
- Solved
- Specialized
- Standardized
- Studied
- Upgraded

Teaching / Helping

- Advised
- Advocated
- Aided
- Answered
- Assisted
- Cared for
- Clarified
- Coached
- Communicated
- Contributed
- Coordinated
- Cooperated
- Counseled
- Demonstrated
- Developed
- Educated
- Enabled
- Encouraged
- Ensured
- Evaluated
- Expedited
- Explained
- Facilitated
- Familiarized
- Furthered
- Guided
- Helped
- Individualized
- Informed
- Instilled
- Instructed
- Intervened
- Motivated
- Persuaded
- Presented
- Provided
- Referred
- Resolved
- Simplified
- Supplied
- Supported
- Taught
- Tested
- Trained
- Tutored
- Volunteered

Organization / Clerical

- Arranged
- Cataloged
- Categorized
- Charted
- Classified
- Coded
- Collected
- Compiled
- Corresponded
- Distributed
- Filed
- Implemented
- Incorporated
- Inspected
- Logged
- Maintained
- Monitored
- Obtained
- Ordered
- Organized
- Prepared
- Processed
- Provided
- Purchased
- Recorded
- Registered
- Reserved
- Responded
- Reviewed
- Scheduled
- Submitted
- Standardized
- Systematized
- Updated
- Validated
- Verified

Managerial / Leadership

- Administered
- Analyzed
- Appointed
- Approved
- Assigned
- Attained
- Authorized
- Chaired
- Considered
- Consolidated
- Controlled
- Coordinated
- Decided
- Delegated
- Developed
- Directed
- Emphasized
- Enforces
- Enhanced
- Established
- Executed
- Generated
- Handled
- Headed
- Hired
- Hosted
- Improved
- Incorporated
- Increased
- Initiated
- Inspected
- Led
- Managed
- Merged
- Motivated
- Organized
- Overhauled
- Oversaw
- Planned
- Prioritized
- Produced
- Recommended
- Reorganized
- Reviewed
- Scheduled
- Streamlined
- Strengthened
- Supervised

Recognition

- Achieved
- Completed
- Expanded
- Exceeded
- Improved
- Pioneered
- Reduced
- Resolved
- Restored
- Succeeded
- Transformed
- Won

SUGGESTED RESUME HEADINGS

Education:
- Education
- Educational Background
- Educational Preparation
- Educational Highlights
- Course Highlights
- International Study
- Senior Research or Capstone

Special Skills & Certifications:
- Certifications
- Computer Skills
- Language Competencies
- Language Skills
- Professional Certifications
- Professional Skills
- Software / Hardware
- Special Training
- Technical Skills

Experience:
- Teaching Experience
- Research Experience
- Employment History
- Work History
- Volunteer Experience
- Leadership
- Military Experience

Areas of Expertise:
- Areas of Knowledge
- Background Highlights
- Career Highlights
- Summary of Qualifications
- Experience Summary
- Experience Highlights
- Achievements
- Career Achievements

Awards & Honors:
- Academic Honors
- Awards
- College Distinctions
- Honors and Distinctions
- Scholarships
- Special Honors

Additional Sections:
- Interests
- Activities
- Leadership

Tips for Success

- Be honest; do not exaggerate, but shine when you should
- Be consistent in your use of headings, verbs, grammar, hyphens, indentations, bullet points, and format
- Avoid use of pronouns, abbreviations, and uncommon acronyms
- Minimize use of articles and prepositions
- Check for and eliminate misspelled words, typos, and grammatical errors
- Be consistent with use or non-use of periods at the end of bullet points
- Update your resume each time you change responsibilities and for each position you apply for
- Make sure to save the file as a PDF before sending to a potential employer to avoid formatting issues

RESUME REMINDERS

1 The purpose of your resume is to get you an interview

- Include frequently used keywords, skills, or traits from a job description on your resume
- Campus activities, class projects, and volunteer work provide experience as well as internships and jobs
- Capture a reader's attention by including concise, but thoroughly detailed accomplishments using action verbs
- Make sure that the content that you would talk about in an interview is well-represented in your resume

2 Write the document with the employer in mind

- Adjust content, headers, and details in your resume to reflect the job/internship, scholarship, career fair or other opportunity for which you are preparing your resume
- Set yourself apart from other Waynesburg students by describing your individual role in a group and/or unique impact on an organization
- Do not include personal information such as age, marital status, religion, or parents' occupations

3 Your resume could be interpreted in 6 to 15 seconds

- Use bullet points instead of paragraphs
- Avoid pronouns and minimize the use of articles
- Use CAPS, **bold fonts**, and line spacing to distinguish between sections
- Keep your resume to one page
- The margins should be between 0.75" and 1" (ideal) and no less than 0.5"
- Use consistent font styles and sizes (10-12 pt) throughout the document
- If you need to, you can save space by leaving off your mailing address
- Organize the content of each section of your resume in reverse chronological order

4 A resume is a working document

- Know that resume writing can be complex and take several tries to master
- Save PDF and .txt versions of your resume. Keep prior versions of your resume for reference
- Don't be afraid to ask for feedback from a peer or an adviser
  - Waynesburg University students and alumni can email the Office of Career Development at careerservices@waynesburg.edu

Design Reminders

- Do not include graphics, clip art, scanned images, or borders on any of your application materials*
  - These features may distract the reader from your serious qualifications
  - *Unless your field requires graphic design (or related) experience
- Utilize fonts such as Arial and Times New Roman, which are popular and easy to read fonts
- The font you select for your name should also be used for each subject heading
  - Increase the font size of your name and subject headings for more emphasis
  - You can use a smaller font for job descriptions if you need to save space, but no smaller than 10 points
- You can emphasize your name, section headings, job titles, and other features by using boldface
  - Be consistent - if one job title is typed in boldface, then the same style must be applied to all job titles
- Use simple bullet points such as circles, squares, and diamonds

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RESUME CHECKLIST

Overall Appearance

○ Is inviting and easy to read; doesn't look crowded; includes plenty of white space

○ Uses basic, easy to read font such as Times New Roman or Arial in 12 point size

○ Creates visual impact with use of bullet points, bold, underlining, italics, and font size

○ Is printed on only one side of white, high quality paper

Organization and Format

○ Presents strongest, most relevant qualifications first

○ Presents information, by section, in reverse chronological order

○ Highlights experiences and skills through headings and subheadings

○ Is kept to an appropriate length – 1 page for current students & new graduates

○ Uses consistent style of presenting dates, job titles, descriptions, locations, etc. throughout the document

Writing Style

○ Begins incomplete sentences or phrases with powerful action words – don't use the same verb over and over

○ Includes words that are important to employer (borrow key words from job description)

○ Uses brief, concise language in active voice rather than passive voice

○ Reads smoothly without awkward phrases (Hint: Have a friend read it aloud to you; if he or she stumbles on a phrase, the employer probably will too)

○ Is absolutely free from grammatical, spelling, punctuation, usage, and typographical errors

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RESUME STATISTICS

3 MAIN FOCUSES

1
IMPACT
Quality content that will impact recruiters

2
PRESENTATION
Easy to read and most relevant content toward the top

3
COMPETENCIES
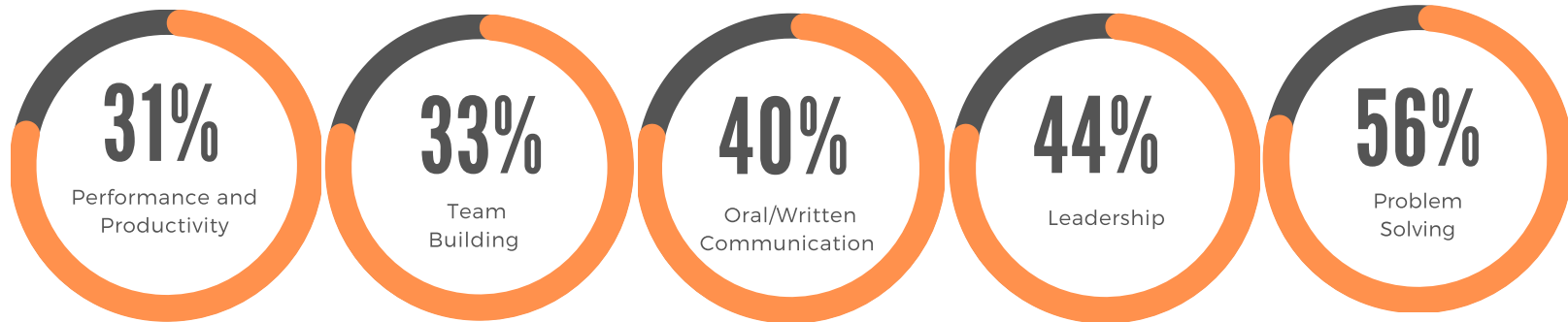Reflects your core accomplishments and skills

53% of hiring managers say it is extremely important that a candidate tailors the resume to the job

AND

stated that they would like to see more **SPECIFIC** examples and details

USING KEYWORDS

MANAGERS LOOK FOR THESE KEYWORDS IN RESUME EXAMPLES

31%
Performance and Productivity

33%
Team Building

40%
Oral/Written Communication

44%
Leadership

56%
Problem Solving

WHAT ARE HR MANAGERS LOOKING FOR ON A RESUME?

77%
relevant experience

48%
specific accomplishments

41%
customized to open position

SHARING ACCOMPLISHMENTS

1 / 5
hiring managers say they've hired someone because of their volunteer experience

1 / 3
hiring managers are interested in seeing hobbies and extracurricular interests

KELSEY SMITH

123-456-7890   kelsey.smith@student.waynesburg.edu   **Waynesburg, PA**

EDUCATION

Bachelor of Science in Business Administration, Marketing   Expected May 2023
Waynesburg University, Waynesburg, PA
- Relevant Coursework:

Diploma
Waynesburg High School, Waynesburg, PA   June 2019

EXPERIENCE

Eberly Library, Waynesburg University - Student Worker   2019 - Present
- checked books in and out for students
- reorganized bookshelves

Target, Washington, PA - Retail Associate   2016 - 2019
- created attractive displays to draw attention to new products
- trained new employees and showed them how to handle busy holiday shifts
- recommended products to customers

ACTIVITIES

- Public Relations Student Society of America   2019 - Present
- Business Club, Waynesburg University   2019 - Present
- Spanish Club, Waynesburg University   2019 - Present

SKILLS

- Proficient in Microsoft Office: Word, Excel, PowerPoint
- Proficient in the Spanish Language
- Integrated Marketing and Search Engine Optimization

HONORS AND AWARDS

- Dean's List, Waynesburg University   2019
- Senior Class Vice President, Waynesburg High School   2018 - 2019
- Spanish Club President, Waynesburg High School   2016 - 2019

David Miller

987-654-3210   david.miller@student.waynesburg.edu

456 Greene Street
Waynesburg, PA 15370

Education

Bachelor of Arts in Communication, Public Relations   Expected May 2021
Waynesburg University, Waynesburg, PA
- Minor in Journalism

Experience

Brunner Communication - Intern   (2018 - 2019)
- observed and assisted employees involved with public relations
- contributed to the success of digital campaigns
- wrote self-assessing progress reports

Mad Anthony, Waynesburg University - Staff Member   (2017 - 2019)
- interviewed students
- took pictures at university events
- collaborated with the rest of the staff to put together the final yearbook

Community Service

Humane Society of Greene County - Volunteer
- cared for the animals, which included walking and feeding them, giving them affection, keeping their cages clean, etc.
- collected and organized donations

Activities

- Public Relations Student Society of America   (2017 - present)
- The Yellow Jacket, Waynesburg University   (2017 - present)
- Student Activity Board, Waynesburg University   (2017 - present)
- Men's Basketball, Waynesburg University   (2017 - present)

Skills

- Crisis Management
- Public Speaking
- Speech Writing
- Opinion Polling
- Photography
- Proficient in Microsoft Office: Word, Excel, PowerPoint

Honors and Awards

- Men's Basketball Captain   (2019 - present)
- Dean's List, Waynesburg University   (2017 - 2019)

Your Name
Street Address
City, State, Zip Code

Date of Letter

Use complete title and address.

Contact Name
Contact Title
Company Name
Street Address
City, State, Zip Code

Address to a particular person is possible and remember to use a colon.

Dear _____:

Opening Paragraph: Clearly state why you are writing, name the position or type of work you're exploring and, where applicable, how you heard about the position or organization. If applicable, be creative or tell a story.

Make the addressee want to read your resume. Be brief, but specific.

Middle Paragraph(s): Explain why you are interested in this employer and your reasons for desiring this type of work. If you've had relevant school or work experience, be sure to point it out with one or two key examples, but do not reiterate your entire resume. Emphasize skills or abilities that relate to the job. Be sure to do this in a confident manner and remember that the reader will view your letter as an example of your writing skills.

Ask for a meeting and remember to follow up.

Closing Paragraph: Reiterate your interest in the position, and your enthusiasm for using your skills to contribute ot the work of the organization. Thank the reader for his/her consideration of your application, and end by stating that you look forward to the opportunity to further discuss the position.

Sincerely,

Always sign letters.

Your name signed
Your name typed
Phone number

General Rules

- Address your letters to a specific person if you can
- Tailor your letters to specific situations or organizations by doing research before writing your letters
- Do **NOT** just regurgitate your resume
- Keep letters factual and concise; **no more than a single page**
- **Avoid flowery language**
- **Give examples that support your skills and qualifications**
- **Put yourself in the reader's shoes. What can you write that will convince the reader that you are ready and able to do the job?**
- **Don't overuse the pronoun "I"**
- Remember that this is a marketing tool – use lots of action words
- Have a friend or adviser proofread your letter
- If converting to a .pdf, check that your formatting translated correctly
- Reference skills or experiences from the job description and draw connections to your credentials
- Make sure your resume and cover letter are prepared with the same font type and size

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EPORTFOLIO

LinkedIn

① Create and Complete your profile

- Add a good quality photo of yourself, preferably one taken by a professional photographer
- Add a background image that reflects you personality and your profession
- Mention your industry and your location in your headline
- Include a concise summary of who you are, what you do, and what you have to offer
- You can also link to, or upload, six examples of your work to make your profile stand out
- Add your current position and describe what it involves
  - Be specific – give details of your skills and examples of how you've used them
- Add your previous work history, education details, and at least four skills or areas of expertise.

② Contact and Connect with Other Users

- Network with people and professional organizations in your industry to share information with others in your field and to stay up to date with the latest developments
- Invite people to connect with you (and accept their invitations to connect with them)
  - When you make a new connection, you gain access to that person's profile and to their publicly available connections
    - This creates more networking opportunities since you can then invite these people to connect with you as well
- Keep your conversations quick and productive

③ Gain Recommendations and Endorsements

- Ask people you've worked with to write a recommendation or an endorsement for you and to highlight the particular attributes or achievements of yours that have impressed them

④ Use LinkedIn Groups

- Set up or join groups to discuss ideas and share industry news to help develop your professional network
  - These groups can be a valuable source of information, ideas, and support

⑤ Create Engaging Content

- Post text updates, images, videos, links to other sites, presentations, etc. to share your insights and experiences
  - Make sure that your posts are useful, informative, and relevant to your professional connections
- Publish full articles that you write, which appear on your profile and can be shared by other users or appear in search engine results, which can showcase your industry expertise
  - You retain the rights to any original content that you publish
- Develop and maintain a good reputation and appear professional at all times
  - Avoid posting very personal material
  - Avoid spreading rumors or gossip
  - Always be careful about what you say about your organization
  - Remember that honesty is the best policy – avoid overselling yourself and don't exaggerate when discussing your achievements

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EPORTFOLIO

⑥ Find Job Opportunities

- Browse job advertisements, notify your connections and recruiters that you're open for job opportunities, and apply directly for positions
- Use LinkedIn as a research tool to learn more about potential new bosses and co-workers and to get a feel for the mission, values, work environment, etc. of an organization

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Tip: Think of your portfolio like a highlight reel – you want to be selective about what you include

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Personal Websites

① Determine Your Message

- Figure out what the core message of your site is going to be
  - Who are you? Who are you trying to attract? What do you want your website to say to the world?
  - What's the impression I want someone to have of me during his or her first 30 seconds on my site?
  - How will my site make me stand out to employers?
  - What's the one thing that differentiates me from other candidates?
- This will help you determine what information to include and what information to feature front and center and will influence the look of your deisgn

② Figure Out the Structure

- Start by writing down everything you want to include on your site
  - A short bio or a long one? One photo or many? Both your contact information and your social media usernames? etc.
  - If you feel overwhelmed, it is recommended to start small because you can always add more later
- Start figuring out how they fit together
  - Should your photography and your writing go on two separate pages, or on one "Portfolio" page? Should your bio be on your home page, underneath a large photo representing what you do, or on a separate "About" page?
  - Play around with it, trying different structures until everything feels like it's in the right place to powerfully convey the message that you decided on

③ Write Your Text

- Write out the blocks of text that you need
  - Make sure that the text on your site is clear and easy to understand and shows a little of your professional personality
- Write about yourself in an engaging way
- Don't forget things like headers, menu bars, page descriptions, etc.

Personal Websites (continued)

4 Build and Design Your Website

- Pick a website builder to use, sign up for an account, and get started building
  - Examples of website builders: Wix, Squarespace, Jimdo, HostGator, WordPress
- Take the structure that you created and create all necessary pages
- Take all the text that you wrote and put it in the appropriate places
- Upload any images of your work and make sure that links to other sites work
- Try different templates to see which one you like the best, play around with colors, and choose fonts that speak to who you are
- If you are unsure of how you want your site to look, you can browse the web for inspiration
  - Go to websites that you like and see what colors and fonts they use
  - Look at other personal websites to see what kind of logos and design schemes they have
    - Having a personal logo is another way to make your website stand out visually

5 Name Your Website

- Try to make your domain very easy to spell and pronounce and keep it short
- If possible, **your first name** + **your last name.com** is a good option for memorability
  - If you have a common name, you can add a middle initial or middle name
  - You can also use a clever play on your name if necessary
- Avoid using numbers, dashes, etc. unless absolutely necessary
- When it comes to domain extensions:
  - Use: .com (preferable), .me, or .co
  - Avoid: .info, .biz, and anything that sounds unprofessional

6 Get an Outside Perspective

- Send a link to your site to some friends or mentors and ask if they could spend some time looking around and give you their feedback
  - You can send them a few questions for guidance such as: What is your impression of me from the site? Does everything on the site make sense? Is it easy to navigate? Does it look professional and enjoyable to look at? Is there anything you'd change?

7 Add Finishing Touches

- Look at your website with an extra critical eye and ask yourself the same questions that you asked your friends or mentors
  - Circle back to your message: Does the site reflect that?
- Be honest with yourself about things that aren't working
- Write all of your notes down along with your friends' feedback and incorporate this feedback
- When you're done tweaking, do one final look-over to make sure that you're happy with everything
- Make sure that your website gets out into the world - you can put it in your social profiles, tweet about it, etc.
  - Keep it updated with new information

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