

WINNING RESUMES

What Is a Résumé?

A résumé is a document used to introduce yourself to an employer and to market your skills, accomplishments, and educational background relevant to the position. On average, employers spend only **7-10 seconds** reviewing a résumé, so it is important to create a document that aligns your best qualifications with the position you are seeking.

See our *Anita Jobb* résumé example which is appropriate for graduating seniors. Check with Career Services for additional examples related to your field of study or for incoming freshman.

Résumé Formats

Chronological: Showcases your education, activities, and work history. Highlights your most recent experiences first, followed by additional information in reverse chronological order.

Functional: Draws attention to key skills, lessening the emphasis on dates of graduation or employment. Typically used by those with diverse work experiences or noticeable gaps in employment history.

Chrono-Functional or Combination: Maintains the emphasis on skills and notable accomplishments including a brief section outlining work history and employment.

Use Bold or italics to highlight key information.

Enlarge your name so that it stands out.

Anita Jobb

Jefferson City, TN – 865-555-555 – anita@cn.edu - www.linkedin.com/anitajobb

Education Carson-Newman University
Bachelor of Arts May 20XX
Major: Psychology Minor: Business
Overall GPA: 3.0, Major GPA: 3.5
Study Abroad: Stellenbosch University Stellenbosch, South Africa – Spring 20XX

Relevant Courses

- Techniques of Pharmaceutical Sales
- Social Psychology
- International Market Research
- International Marketing Principles

Honors and Activities

- Dean’s Honor Roll
- Alpha Chi Honors Society
- Student Government Association
- Eagle Production Company

Relevant Experience
Sales Intern Knoxville, TN
Regional Pharmaceutical Supply, Summer 20XX

- Recognized as top intern in sales district by Regional Manager
- Accompanied seasoned sales professionals and assisted them in conducting professional presentations to prospective classes.
- Compiled, edited, and recorded customer profiles
- Proposed travel expense budget for summer assignments and maintained accurate record of travel expenses within budget allowance.

Work Experience
Customer Service Associate Knoxville, TN
Best Buy, December 20XX-Present

- Successfully perform managerial duties during manager’s absence
- Train new employees and conduct company orientation
- Assist customers with selection and purchase of new products
- Create seasonal product displays
- Calculate weekly sales reports and transmit results to home office

Volunteer Experience
Resident Volunteer Jefferson City, TN
Samaritan House Family Ministry, August 20XX – February 20XX

- Provided individualized assistance to 15 residents and families
- Assisted residents in developing work and social skills
- Monitored and assessed each client’s progress

Skills

- Social Media Marketing
- Moderate Fluency in Spanish

Use a standard font. Use 10-12 pt. font for the body.

Organize information consistently; you can use either bullets or paragraph style.

Create an uncluttered layout, with white space remaining.

Set margins to a maximum of 1”, but no less than 0.5”.

WINNING RESUMES

What to Include

Your résumé should clearly and concisely highlight your most valuable experience to your employer. It is **not** a list of every job you've ever had. The following sections can be used to categorize your qualifications, work history, and activities:

Demographic Information

- Include full name, address (city/state only), phone number, email address
- Optional: web address, professional social media
- Be sure your phone number has an active, professional voicemail message
- Use school or personal email – be sure it is appropriate!
- Remove hyperlink from email

Sample Headers

Seymour Success
Knoxville, TN | (865) 555-5555 | seymour@gmail.com | www.linkedin.com/seymour.success

AMELIA DE VEYRA
Social Media Manager

CONTACT

✉ hello@ameliadeveyra.com

☎ (271) 555-5555

🌐 www.ameliadeveyra.com

📍 San Francisco, CA

ANNE STRANG

359 Francis Mine, Sacramento, CA | (386) 492 9740 | annastrang.com

Sample Summary/Objective

OBJECTIVE: To obtain an internship with Velocity Sports Performance in order to enhance my knowledge in the field of exercise science and sports medicine.

Social media manager and champion of social media tools and technologies with a track record of creating and implementing successful social media programs. Keep up-to-date with constantly evolving technologies in online social networking, the biosphere, search tools and Web 2.0, and work closely with clients to create innovative, effective campaigns.

Profile, Summary of Qualifications, or Objective

- Profile or Summary of Qualifications should mirror the job description
- Objective, if used, should be specific and concise

Sample Education

EDUCATION

**BACHELOR OF SCIENCE
BUSINESS
ADMINISTRATION**

20XX
Carson-Newman University, TN

EDUCATION

Carson-Newman University
May 20XX

Bachelor of Arts in Communication Studies
Emphasis: Marketing
Specialization: Magazine Service
GPA: 3.85

EDUCATION	May 20XX	Carson-Newman University Bachelor of Science in Exercise Science Major: Exercise Science, Minor: Psychology GPA: 3.78
	May 20XX	Walters State Community College Associate of Arts Major: Exercise Science GPA: 3.95

Education

- Include official degree name, university name, location, graduation date, and major(s).
- Can also include minor, emphasis, and specialization/concentration.
- Place your education after your experience if you've been in the workforce for more than 5 years.
- If the degree you earned is the most relevant or impressive detail of your education section, highlight it; if the school you attended is the selling point, emphasize it.
- Be sure to include the correct degree name (find it on the online catalog, your school website, or your transcript) and write it out instead of using abbreviations.
- If you have not yet graduated, list your expected graduation date.
- GPA: Only include if 3.0 or higher; alternately, can list major GPA instead of cumulative.
- Can list Study Abroad experience (See "Anita Jobb" sample résumé).
- If you attended multiple institutions, only list the institution where you received your degree.

WINNING RESUMES

Experience

- List job title, employer's name, dates employed, and location.
- List in reverse chronological order (most recent first).
- Give the most weight to your most recent professional positions. Each entry should contain a minimum of 3 bullet points.
- Use stats to increase your impact on the organizations you have worked for. Always ask yourself how you helped the organization, and insert the numbers that demonstrate that impact.
- Highlight experiences and skills that match the employer's needs.
- Consider including transferable skills.
- May divide into Relevant Experience vs. Other Work Experience.
- Experience does not have to be paid! Can include relevant internships, volunteer experience, etc.

Sample Experience

SOCIAL MEDIA MANAGER

ABC Media Co. | Feb 20XX – Dec 20XX

- Develop and manage online marketing campaigns, effectively driving brand awareness, engagement and traffic to social media pages.
- Achieve a strong, visible social media presence and develop concepts with viral potential.
- Continuously monitor public relations and success of client programs.

Account Executive, University Special, LLC Oxford, MS May 20XX-August 20XX

- Marketed advertisement space in student targeted coupon books, online, digital, and mobile media
- Ranked # 297 out of 600 Account Executive nationwide in 20XX
- Sold \$19,495 in total revenue during Summer 20XX, including individually selling \$11,417
- Initiated and solidified new & existing client relationships with 17 local business owners
- Participated in sales meetings, provided written reports, and attended company-wide conference calls
- Managed portfolio of clients, set up meetings, signed contracts, provided customer services, handled accounts receivables, and met production deadlines

Sample Skills

CORE COMPETENCIES

Performance Analysis	Product Marketing
Real-time Engagement	Quality Control
Brand Strategy	Social Media Strategies
Channel Growth	Campaign Evaluation
Customer Acquisition	Competitive Analysis
Response Monitoring	Referral Traffic

SKILLS

Illustrator	••••
Photoshop	••••
InDesign	•••••
Premiere	••
Corel Draw	•••

COMPUTER SKILLS

AutoCAD
Adobe Photoshop
Adobe InDesign
Microsoft Office Suite
Spexx
Sketch UP

Skills

- Job-related skills (qualitative/quantitative research, social media marketing, AP style)
 - Technical skills (Photoshop, SPSS, Java, MS Access)
 - Languages – includes fluency (Conversational Spanish, Fluent in Mandarin)
- Certifications (CPR, Basic First Aid)
 - Transferable skills (collaborating, managing, communicating)
- Remember: Listing a skill implies that you have more than a basic knowledge of that task or program

Other Categories

- Honors, Awards, Achievements
- Relevant Coursework
- Professional Organizations
- Campus/Community Involvement
- Volunteer Experience/Community Service
- Leadership Experience
- Internships, Observation, or Shadowing
- Academic, Capstone, or Senior Projects
- Geographic Preference

Don't Include:

- Birth date – check your email address!
- Social security number
- Photos
- References on your resume
- “References Available Upon Request”

RESUME DO'S AND DON'TS

Do

- Place your most impressive, impactful achievements and qualifications in the two-inch visual space that begins about 2 5/8" from the top of your resume.
- Using the company's job description, address keywords in your "summary of qualifications." Many companies use computer software for the initial screening. If certain words aren't included, it is removed from the screening process.
- Pay as much attention to your résumé's design as you do to its content. The key is consistency. If you choose to bold company names, make sure you do this for each. If you italicize dates, verify that each date is italicized.
- Include publications, patents, presentations, honors, relevant volunteer experiences, and professional licenses or certifications in your résumé, particularly if they are relevant to the position you seek.
- Be sure to edit your résumé. Many employers tell us they will allow only one mistake on a résumé. If a résumé contains two mistakes, it is removed from consideration. Some employers say they do not allow any mistakes. Have your work reviewed by your peers, faculty, and Career Development.
- Most employers ask for a one-page résumé. However, it is okay to have two if you can demonstrate related work experience, skills, and campus involvement.
- When submitting résumés via email, always submit in PDF form to lock in your formatting. If you are asked to submit it to résumé screening software, remove all of your formatting by saving the document in a TXT file or RTF before copying and pasting it on the application website.

Don't

- Never lie or falsify previous position titles or length of employment. This is good cause for termination.
- Never use the same résumé for every job you apply to. Remember, employers are looking for specific items unique to their company and job. Be sure you address those items in your résumé. Tailor each résumé to meet that company's expectations.
- Don't use pronouns ("I") or articles ("a," "the").
- Don't provide personal data. Marital status, date of birth, height/weight, and similar non-work-related information can be used to illegally discriminate against applicants, and they rarely add anything of value to your qualifications.
- Don't repeat the same action words throughout the résumé.
- Make sure your dates are accurate. Employers routinely call Human Resource offices to verify an applicant's length of employment. If you have doubts, contact HR and check your dates before including them on your résumé.
- Don't use more detail than you need to convey your accomplishments. If an employer sees paragraph-sized bulleted points, they generally will not read them. A good rule of thumb is to limit each bullet to one or two lines of text with three to five accomplishments for each position.
- Don't make your résumé a list of your job duties – make it a list of your accomplishments! Weave your job responsibilities into your descriptions of your accomplishments.

WINNING RESUMES

Focus on Transferable Skills

Though you may not have held a “real job” yet, you have developed abilities and/or expertise through part-time jobs, internships, coursework, volunteering, student organizations, athletics, study abroad, etc., that will be valuable in your future career. For instance, research by the National Association of Colleges and Employers (NACE) revealed that above all else, “employers are looking for team players and candidates who have strong verbal communication skills.” What experiences have helped you to build these skills? Use the list below to take stock of your current skill set. Which would you still like to develop?

<p>Communication Skills Relate to the skillful expression, transmission and interpretation of knowledge and ideas.</p>	<p>Speaking effectively Writing concisely Providing appropriate feedback Negotiating Perceiving nonverbal messages Persuading Reporting information</p>	<p>Describing feelings Listening attentively Expressing ideas Facilitating group discussion Interviewing Proofreading and editing Presenting material orally</p>
<p>Research & Planning Relate to the ability to search for specific knowledge, to conceptualize future needs, and to identify solutions for meeting those needs.</p>	<p>Forecasting, predicting Creating ideas Identifying problems Solving problems Setting goals Extracting important information</p>	<p>Defining needs Analyzing Developing evaluation strategies Imagining alternatives Identifying resources Gathering information</p>
<p>Interpersonal Skills Relate to the ability to resolve conflict, relate to and help diverse others.</p>	<p>Developing rapport Being sensitive Listening attentively Conveying feelings Providing support for others Motivating Counseling Collaborating with others Working on a team</p>	<p>Sharing credit Cooperating Delegating with respect Representing others Perceiving feelings and situations Asserting Managing conflict with others Advocating for self and others</p>
<p>Organization, Management, & Leadership Skills Includes the ability to supervise, direct and guide individuals and/or groups in the completion of tasks and fulfillment of goals.</p>	<p>Initiating new ideas Handling details Coordinating tasks Promoting change Selling ideas or products Making decision with others Managing conflict between others Planning/arranging events and activities Assessing and evaluating other’s work</p>	<p>Managing groups Motivating others Delegating responsibility Training, coaching, or teaching others Counseling others Keeping records Handling complaints Managing finances Identifying and managing ethical issues</p>
<p>Work Survival Skills Includes every day skills that assist in promoting effective production and work satisfaction.</p>	<p>Implementing decisions Cooperating Assessing/evaluating own work Punctuality Dealing with obstacles and crises Multi-tasking Managing time Being flexible/adaptable</p>	<p>Attending to detail Meeting short and long-term goals Enlisting help Accepting responsibility Setting and meeting deadlines Organizing Making autonomous decisions Utilizing computer software (specify programs)</p>

