

# 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 Development for additional examples related to your field of study or for incoming freshmen.

### 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”.

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## 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	<b>Carson-Newman University</b> <b>Bachelor of Science in Exercise Science</b> Major: Exercise Science, Minor: Psychology GPA: 3.78
	May 20XX	<b>Walters State Community College</b> <b>Associate of Arts</b> 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.

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## ***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.

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## 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><b>Communication Skills</b> 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><b>Research &amp; Planning</b> 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><b>Interpersonal Skills</b> 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><b>Organization, Management, &amp; Leadership Skills</b> 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><b>Work Survival Skills</b> 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>

## Use Active & Descriptive Words!

Combine your qualifications and transferable skills with active and descriptive words to make your résumé pack punch! Here's a cheat sheet to get you started.

### ACTIVE WORDS

Accelerated	Detected	Launched	Revamped
Accomplished	Determined	Led	Reviewed
Achieved	Developed	Logged	Revised
Activated	Devised	Maintained	Scheduled
Adapted	Diagnosed	Managed	Selected
Adjusted	Directed	Mediated	Served
Administered	Discovered	Monitored	Set Up
Adopted	Dispensed	Navigated	Sold
Advanced	Disproved	Obtained	Solved
Advised	Distributed	Operated	Stimulated
Analyzed	Edited	Ordered	Streamlined
Applied	Effected	Organized	Strengthened
Approved	Eliminated	Oversaw	Structured
Arbitrated	Encouraged	Participated	Studied
Arranged	Enlarged	Perceived	Succeeded
Assembled	Enlisted	Performed	Suggested
Assisted	Established	Persuaded	Summarized
Attained	Estimated	Pinpointed	Supervised
Audited	Evaluated	Planned	Supplied
Balanced	Examined	Predicted	Supported
Built	Executed	Prepared	Tabulated
Calculated	Expanded	Presented	Taught
Chaired	Expedited	Processed	Tested
Collected	Explained	Produced	Trained
Communicated	Financed	Programmed	Transferred
Compared	Fixed	Projected	Translated
Completed	Forecast	Promoted	Traveled
Composed	Formed	Proposed	Updated
Conceived	Formulated	Protected	Valued
Conducted	Founded	Proved	Won
Consolidated	Generated	Provided	Wrote
Constructed	Guided	Purchased	
Consulted	Hired	Raised	
Contributed	Implemented	Received	
Controlled	Improved	Recommended	
Convinced	Increased	Recorded	
Coordinated	Influenced	Recruited	
Corresponded	Informed	Reduced	
Counseled	Initiated	Reevaluated	
Created	Inspected	Referred	
Dealt	Installed	Reinforced	
Decided	Instituted	Reorganized	
Defined	Instructed	Reported	
Delegated	Interpreted	Represented	
Delivered	Interviewed	Researched	
Demonstrated	Invented	Resolved	
Designed	Investigated	Restored	

## DESCRIPTIVE WORDS

Accurate	Energetic	Personable
Active	Enriching	Pioneering
Acuity	Enterprising	Pleasant
Adaptable	Enthusiastic	Positive
Adept	Exceptional	Productive
Alert	Expert	Proficient
Ambitious	Extensively	Punctual
Analytical	Extroverted	Quick
Artful	Fair	Readily
Assertive	Firm	Realistic
Astute	Helpful	Refined
Attentive	Highest	Reliable
Attractive	High-level	Repeatedly
Aware	Highly	Resourceful
Bright	Honest	Responsible
Broad	Humanizing	Responsive
Broad-based	Humorous	Self-reliant
Broad-minded	Imaginative	Self-trained
Calm	Increasingly Able	Sensible
Caring	Independent	Sensitive
Challenging	Innovative	Significant
Competent	Instrumental	Sincere
Conscientious	Kind	Sophisticated
Consistent	Leading	Stimulating
Constructive	Lifelong	Strong
Contagious	Logical	Successful
Contributed Greatly	Loyal	Sympathetic
Courageous	Masterful	Systematic
Creative	Mature	Tactful
Deep Insight	Methodical	Talented
Deft	Natural	Thoughtful
Dependable	New and	Trained
Determined	Improved	Uncommon
Diplomatic	Objective	Unique
Disciplined	Observant	Unusual
Discrete	Open-minded	Urgently
Diverse	Optimistic	Versatile
Driving	Outgoing	Vigorous
Dynamic	Outstanding	Well-balanced
Earning Respect	Perceivable	Well-rounded
Economical	Perceptive	
Efficient	Persistent	