

WRITING A RESUME



GOAL: Obtain an interview

- The resume is the first step in the job search process.
- Think of the resume as an advertisement highlighting your education, work and volunteer experience, campus involvement, talents, skills and abilities.
- The most effective resumes are modified to meet the demands of each specific job.

1. Personal contact information:

- Name
- Address
- Phone
- Professional Email

- 3. Optional:** Include classroom experiences related to career objective (projects, courses, etc.)

4. Experience (internships, practicums, student teaching, clinicals, part-time/full-time employment,):

- Job title
- City and state
- Dates
- Job tasks using bullet points beginning with strong action verbs to summarize tasks performed or skills developed *relevant to the job you are seeking.*

2. Education:

- Name of institution
- Degree; major/minor
- GPA (if higher than 3.0 on 4.0 scale)
- Any study abroad, licenses, or certifications may be included.

- 5. Optional:** Include additional sections which highlight extracurricular activities where leadership, volunteer, research, technical, computer, languages known, or any other skills not previously addressed can be marketed.

CARRIE R. SERVICES

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EDUCATION

Southeast Missouri State University Cape Girardeau, MO May 2020
Bachelor of Science in Business Administration: Marketing Management G.P.A. 3.24.00

Related Projects:

- **Advertising & Promotions:** Collaborated with 4 person team to create and plan advertising campaign for Missouri Department of Conservation
- **Consumer Behavior:** Researched Southeast students' use of social media, with an emphasis on Twitter usage
- **Internet Marketing:** Generated social media marketing campaign to boost attendance at Women's Soccer games

WORK EXPERIENCE

XYZ Travel Agency Cape Girardeau, MO Summer 2017
 Customer Care Intern

- Designed company mailers distributed to 20,000+ local residents with focus to attract new customers
- Produced company's social media presence via Facebook gaining 1,000+ "likes" in first month of operation
- Created and designed client tracking system to allow all agents to share files/information, which improved ability to quickly communicate and record client interactions

Applebees Cape Girardeau, MO August 2015 - present
 Server/Hostess

- Greeted and directed patrons according to seating preference and seating availability
- Assessed customer needs by observing verbal and non-verbal clues to determine the appropriate level of service to use to deliver a satisfying experience
- Processed customer transactions, verified order and delivery of meal in a timely manner

CAMPUS ENGAGEMENT

Collegiate DECA, Marketing Organization August 2017- present

- Competed in Advertising Campaign at regional competition

Alpha Beta Omega (Social Sorority) August 2015 - present
 Social Chair (Spring 2017)

- Organized and planned spring social event for 150 members, including venue, meal, and entertainment selections; came in under budget and exceeded attendance goal by 20% over prior year

COMMUNITY INVOLVEMENT/VOLUNTEER

Boys & Girls Club Cape Girardeau, MO August 2016 - present
Volunteer - After School Tutor

- Mentored youth ages 8 - 12 with fundamental social, academic (reading, math and writing skills) and age appropriate outings and events
- Organized inaugural 'family fun' showcase for 60+ individuals, mentors to strengthen awareness of goals and role of each member

SKILLS

Computer - PC	MSWord-tables, design/layout, text merge; Excel-database, report writing, organize tables; PowerPoint
Computer - MAC	In-Design-create ads, collateral materials, t-shirt
Certifications & Specialized Skills	CPR/AED; First Aid; Fluent speaking, reading

Formatting:

- Keep formatting consistent (fonts, spacing, alignment, etc.)
- Use single line spacing and 1 in. margins
- Balance words on the page so they are evenly distributed reduce white space on the page.
- Use professional fonts, but avoid default fonts like Times New Roman or Calibri.
- Do not use smaller fonts than 10 pt.
- Arrange all entries in reverse chronological order.
- Limit to 1 page

WRITING A RESUME

Bulleted descriptions showcase your talents, skills and experience and enable your resume to stand out from other applicants.

Basic Bullet-Point Formula

SKILLS + **WHAT YOU DID** + **RESULTS** = **VALUE YOU OFFER**
 (action verb) (description) (how/why) (to employer/organization)

Action verbs add life to your resume by describing skills, experiences, and qualifications for a job.

Use the **5 W's and H Rule** to help you describe what you did:

- WHO benefited from your help/work?
- WHAT were the results?
- WHEN did it occur and how often?
- WHERE did it take place?
- WHY and HOW did you do this?

Examples:

- GOOD:** Tutored students
BETTER: Tutored undergraduate students in math
BEST: Tutored undergraduate students as part of 'Math Made Easy' grant funded program to provide peer-to-peer support in math related courses including College Algebra, Pre-Calculus and Trigonometry

- GOOD:** Big Brothers/Big Sisters volunteer
BETTER: Mentored youth as a positive role model
BEST: Mentored pre-teen/teen youth on one-to-one basis, modeling positive social behaviors and offering academic, social and emotional support

<p>-A- Accelerated Accomplished Achieved Adapted Administered Advised Analyzed Arranged Assembled Assumed</p> <p>-B- Balanced Blazed Billed Built</p> <p>-C- Carried out Catalogued Channeled Chaired Coached Collaborated Collected Communicated Compiled Completed Constructed Conceived Conducted Consolidated Controlled Contracted Coordinated Counseled Created Cut</p> <p>-D- Delegated Demonstrated Designed Determined Developed Directed Dispatched Distributed Documented</p>	<p>-E- Effected Eliminated Enabled Energized Established Evaluated Expanded Expedited</p> <p>-F- Facilitated Formulated Found Functioned as</p> <p>-G- Gained Gathered Generated Graded Graduated Guided</p> <p>-H- Handled Hired</p> <p>-I- Identified Increased Influenced Implemented Improved Initiated Innovated Inspected Installed Instituted Instructed Integrated Interpreted Interviewed Introduced Invented Issued</p> <p>-L- Launched Lectured Led Located</p>	<p>-M- Maintained Managed Mastered Mentored Met with Modernized Motivated</p> <p>-N- Navigated Negotiated</p> <p>-O- Operated Optimized Originated Orchestrated Ordered Organized Oversaw</p> <p>-P- Participated Performed Pinpointed Planned Prepared Presented Produced Programmed Proved Provided Published Purchased</p> <p>-R- Received Recommended Reconciled Recorded Recruited Reduced Referred Regulated Reorganized Repaired Represented Reviewed Revised Revitalized</p>	<p>-S- Saved Scheduled Screened Served Set up Shaped Simplified Sold Solved Sparked Spearheaded Specified Spoke Standardized Stimulated Steered Streamlined Strengthened Structured Studied Suggested Summarized Supervised Supplied Supported Surpassed Surveyed</p> <p>-T- Taught Tended Tested Trained Transcribed Translated Treated Tripled Typed</p> <p>-U- Underwrote Updated Upgraded Unified Used</p> <p>-V- Volunteered</p> <p>-W- Won Wrote</p>
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