# RESUME GUIDELINES

"Keep in mind that prospective employers will spends less than 30 seconds reviewing your resume. Your must keep it clear, concise, and focused on the information that will sell you best."

Resumes! Resumes! Editors of Career Press

## Overview

A resume is a brief summary of your qualifications, skills, and background that represents your education and experiences in terms relevant to the employment marketplace. The purpose of a resume is to obtain an interview, at which time you will have an opportunity to describe in person what you can contribute to the organization. Therefore, it is important for your resume to represent you in a clear, well organized, and easy-to-read style. Your resume should focus on results you have produced, using action verbs to indicate clearly the skills you used. Resumes should almost always be accompanied by a cover letter. (See Cover Letter Guidelines guide.)

## **Getting Started**

You will find that everyone has a different opinion on how to write an effective resume. When given advice, ask the reasoning behind the suggestion, so that you can make your own informed decision about format, style, and layout. In the final analysis, you are the best judge of what makes the most convincing case for your unique talents.

To begin, recall and gather information about yourself. Write down the most salient details of your experience including pertinent coursework, paid and volunteer work experiences, awards, clubs, research projects, and special skills. You can always delete those experiences and activities that are not relevant to the position you are seeking.

## Sections of a Resume

## **IDENTIFYING INFORMATION**

The top of the resume should include the following:

- Name
- Current address and telephone number, including area code
- Permanent address and telephone number, if pertinent
- Email address, if available
- Optional: your Web page address

#### **OBJECTIVE**

Although the objective is optional, it has the advantage of telling the recruiter or hiring manager, at a glance, the type of position you are seeking.

The resume objective can take many forms. It can state 1) the specific position you are seeking, 2) the skills you wish to use on the job, 3) the field or organization type by which you wish to be employed, or very often, a combination of all of the above. It is important to strike a balance between too much and too little information. It is also important to provide enough specific information for the reader to determine where to direct your resume. Your in-depth employment objective is reserved for the cover letter. Avoid phrases like "...a position in public relations

or advertising." If you are applying in different fields, use a separate resume with an objective appropriate for each field.

#### SAMPLE OBJECTIVES

Position Stated:

- Seeking a position as an entry-level electrical engineer.

Position and interest areas stated:

- Seeking a position as an electrical engineer in research and design.

Skills and organization type stated:

- Seeking to obtain a position in investment banking using excellent quantitative and analytical skills.

## **EDUCATION**

As a current student or recent graduate of the Crummer Graduate School of Business, you will probably want to highlight your education by placing this section near the top of your resume. This section must include the first three items listed below. The other entries are optional.

- Name of the degree granting institutions, listing first the most recent degree earned.
- Degree received and major/concentration/emphasis.
- Graduation date or projected graduation date, or the dates of attendance if no degree was completed.
- Any minors, specialization or focus areas.
- Overseas academic experiences.
- Courses that are relevant to the positions for which you are applying.
- Honors and GPA are optional, although recommended if they are a strong selling point. Be sure to indicate GPA as based on a 4.0 scale (e.g. 3.6/4.0).
- Senior research/honors thesis title and often a brief description. This can also be listed in the EXPERIENCE section, if relevant.
- High school is not generally listed. However, exceptions do exist: if you received an award especially relevant to your job objective, if you attended an extremely noteworthy high school, or if you are applying for a job in the geographic region of your high school.

## **EXPERIENCE**

When describing your experiences, include the following:

- Title of position.
- Name of organization and location with city and state.
- Dates of employment/involvement.
- Description of responsibilities beginning with action verbs. (Avoid phrases such as "Duties included...")
- Mention believable, verifiable accomplishments.

## Suggestions for Describing Your Experiences

- Describe your experiences in terms of accomplishments including the variety of tasks performed and progressive increases in responsibility.
- Be action oriented. Begin each sentence with an *action verb* (organized, developed, directed, etc.) See p. 7 for more examples of *action verbs*.
- Use nouns that convey key skills or knowledge areas (e.g. familiar with C++, proficient with Excel, fluent in Spanish).
- Keep personal pronouns out of your descriptions.
- Quantify your experience whenever possible to demonstrate the scope of your responsibilities. For example, "planned and managed a budget of \$10,000" or "supervised a crew of four."

- Include paid jobs, internships, volunteer community service, extracurricular projects involving leadership or teamwork, special academic research or honors projects, etc.

High school experiences are usually not appropriate. However, important high school experiences that have some relevance to your job objective, and are not repeated or expanded upon in college, may be appropriate. If in doubt, include it and ask for feedback from an objective person critiquing your resume. In the final analysis, use your best sense of what presents you in strong, clear, succinct terms.

## **ADDITIONAL INFORMATION (OPTIONAL)**

This section can include languages, computer skills, interests, sports, extracurricular activities, volunteer experiences, etc. However, if one of these areas is especially relevant to your objective, you may choose to put it into a separate section (see below).

## OTHER POSSIBILITIES FOR SECTIONS

Choose your headings based on your background and the qualifications you believe will be important or of interest to the employer. Be descriptive in your selection of a heading. Sample headings include the following:

- Computer Skills
- Lab Skills
- Languages
- Leadership or Teamwork Activities
- Honors and Awards
- Professional Affiliations
- Community Service
- Outstanding Accomplishments
- Summary (usually included near the top, listing specific skills, past experiences, etc.)

### REFERENCES

If references would be well known to your reader, you may want to include their names on your resume. Usually, if references are requested, a separate reference sheet is paper clipped to your resume (or presented later in your job search if you are a finalist for a position). This should have your name at the top and list the names, titles, addresses, and phone numbers of your references. Remember: it is important to contact your references prior to submitting their names to potential employers. (See Sample Reference Sheet)

### International Students

It is often a disadvantage to include your non-immigrant visa status or permanent address (if outside the U.S.) on your resume. If a company is interested in you, the subject of your visa status should be discussed later during the interview. The only exception would be if you have obtained permanent residency. In this case, it is an advantage to list your permanent residency status on your resume.

# **Resume Format and Layout**

There is no single, best way to set up your resume – the resume format you choose should represent your strengths clearly. There are three basic resume formats: chronological, functional/skills, and combination.

## 1. CHRONOLOGICAL FORMAT

Presents your experiences and education in reverse chronological sequence, starting with the most recent. Date, job title, organization's name, location, and a description of your activities are listed as part of the experience section. This format is simple, straightforward, and is especially useful for anyone with a history of directly

relevant experiences. Employers usually feel most comfortable with this type of presentation of academic and employment information. (See Sample Chronological Resume).

## 2. Functional/Skills Format

Focuses on areas of skill. This format draws attention to accomplishments and highlights your skills rather than your work experience. It is more commonly used by people returning to the workplace after being away or otherwise involved, where accomplishments rather than a chronological presentation of work experience is more effective. When using a functional format, you place your accomplishments, clustered into functional areas, in your Experience section, with an additional section titled Employment History. In this section, briefly list the titles, dates, and organizations where you gained your experiences. See books such as *Resumes that Mean Business*, Princeton Review's *Trashproof Resumes*, or National Business Employment Weekly's *Resumes* for examples. (See also Sample Functional Resume)

## 3. COMBINATION FORMAT

Combines both the chronological and functional formats. This format allows you to group your experiences or key selling points together by functional areas (such as Research Experience and Teaching Experience) and then list those experiences chronologically within each section. Be sure to be logical and organized in structuring this type of resume so that it is easy to follow. This format is appropriate when you have relevant work experience for each of several skill areas. (See Sample Combination Resume, p. 12)

## **Resume Technology**

Resume writing is still basically a matter of putting words on paper in an organized and persuasive way. However, many organizations screen resumes using optical scanners, while an increasing number of employers are accepting resumes via email, World Wide Web, electronic newsgroups, and fax.

## **OPTICAL SCANNING**

Optical or electronic scanning technology allows organizations to handle large amounts of information on incoming job applicants by scanning resumes for key words which the indicate skills, education, and knowledge areas the employer is seeking. Your resume is scanned into the computer as an image. Optical character recognition (OCR) sorts the image into recognizable letters, words, and symbols. Don't discard your conventional resume, as it can be effective once your resume has passed scanners and is read by a hiring manager.

### SUGGESTIONS FOR SUCCESS WITH SCANNING TECHNOLOGY

- Use laser printing, with black ink on white or light-colored 8.5 x 11 paper. Clear contrast improves recognition.
- Use standard fonts where none of the characters touch each other. Such fonts include Times, Palatino, Helvetica, and New Century Schoolbook.
- Underlining, italics, or fancy scripts may not scan accurately.
- Use boldface and/or all capital letters for section headings and emphasis, as long as the letters don't touch each other. At least ¼" is required between all lines and typeface.
- Columns, centering, and indentations may be changed when converted to optically scanned text.
- Stay within 10-14 point font size.
- If you use bullets, include a space after the bullet.
- Use only one side of the page. One or two pages are usually acceptable, if succinct and clear. Keep vitally important information on page 1.
- Place your name at the top of each page on its own line. On the first page, use standard address format and list each telephone number on its own line.
- Use multiple synonyms for the same skills to be sure your qualifications are picked up.

- Be descriptive in your titles so your experiences are not missed (i.e. Programming Intern or Legal Office Assistant as opposed to intern or assistant).
- Mail a laser print original or excellent copy. Paper clip pages together. Do not fold or staple.

#### THE IMPORTANCE OF KEYWORDS

The scanner searches your credentials for keywords that describe your education, experience, skills, knowledge areas, and professional affiliations. Every occupation and career field has its own jargon, acronyms, and buzzwords. You can compile a list of keywords for your field using the *Occupational Outlook Handbook*, job announcements, and the organizations' Web sites. Also remember there are general keywords that apply to transferable skills important in many jobs: teamwork, writing, planning, coordinating, designing, etc. If you are responding to a job listing, use words from the job listing in your resume and cover letter. In addition, conducting your information interviews with people in the field can be highly effective in "learning the language" of your intended field. (See Networking: The Most Effective Job Search Technique guide and access the Crummer alumni database.)

### PREPARING TWO VERSIONS

It is useful to prepare two resumes, one for scanning purposes with a scannable format and detailed information and the other for people to read during a face-to-face interview. The second could include a more creative layout, enhanced typography, and summarized information.

### FAX

It is now common to find job listings with instructions to "fax resume." The advantage of faxing is that it allows you to respond instantly to a hiring notice or a hiring manager's request for additional information. In some offices, faxed material tends to be read more often or faster than material arriving by mail. However, the quality of a fax machine is usually low. Use a cover sheet, fax both a resume and cover letter, and note that a printed copy of your resume and cover letter will follow in the mail.

## EMAIL, WORLD WIDE WEB, AND NEWSGROUPS

Resumes sent online should be left-aligned with no formatting (no tabs, bold, columns, italics, or underlines). Any elements of style to direct your reader's attention should come from text items such as capitals, spacing, and characters such as \*\*\* or <<>>>. How your resume looks on-screen and prints on paper is dependent upon your receiver's email program, margins, and font settings. The same resume sent to 25 different email addresses can have 25 different "looks" with the same content. Send your resume in ASCII text, as it can be recognized by PC's, MAC's, workstations, and mainframes, providing the best chance for getting your resume entered into most searchable databases.

Do not send your resume as an attachment. Although it may look better to you, employers often scan email text for keywords, and their computer may not recognize your attachment. Be sure to email yourself a copy before sending it to an employer. (See Sample Electronic Resume).

As resumes are reduced to ASCII characters and keywords, your cover letter becomes more important as a way to communicate who you are and what you can contribute to the organization. Your cover letter should supplement, not repeat the information in your resume. (See Writing Effective Cover Letters guide.)

In general, Human Resource professionals say they prefer resumes sent by email, as they do not have time to access resumes on the Web (unless you are applying for a job such as Web page designer). If you do decide a Web resume might be useful to prepare, be sure to keep it current, on a single Web page, using a keyword summary at the beginning, and avoiding excessive hyperlinks that distract viewers from their primary intention – deciding whether to contact you for an interview.

# **Career Management Center Resources**

## Books:

- 101 More Best Resumes, Block, Bertrus
- Business Writing Quick and Easy, 2nd Edition, Brill
- *Electronic Resume Revolution*, 2<sup>nd</sup> *Edition*, Kennedy & Morrow
- The Executive Resume Book, Foxman
- Gallery of Best Resumes, 2<sup>nd</sup> Edition, Noble
- The Job Hunter's Final Exam, Camden
- The Overnight Resume, Asher
- The Resume Makeover, Allen
- The Ultimate Job Search Survival Guide, Dyer

# SAMPLE ACTION VERBS LISTED BY FUNCTIONAL SKILL AREA

Communication	Creative	DETAIL ORIENTED	Investigating/Research
Aided	Acted	Analyzed	Calculated
Arbitrated	Abstracted	Approved	Catalogued
Advised	Adapted	Arranged	Collected
Clarified	Composed	Classified	Computed
Consulted	Conceptualized	Collated	Conducted
Contributed	Created	Compared	Correlated
Cooperated	Designed	Compiled	Critiqued
Coordinated	Developed	Documented	Diagnosed
Counseled	Directed	Enforced	Discovered
Debated	Drew	Followed through	Examined
Defined	Fashioned	Met deadlines	Experimented
Directed	Generated	Prepared	Extrapolated
Enlisted	Illustrated	Processed	Evaluated
Explained	Imagined	Recorded	Gathered
Expressed	Improvised	Retrieved	Identified
Helped	Integrated	Set priorities	Inspected
Influenced	Innovated	Systemized	Interpreted
Informed	Painted	Tabulated	Investigated
	Performed	rabulated	Monitored
Inspired			
Interpreted	Planned	0	Observed
Interviewed	Problem solved	Organizing	Organized
Mediated	Shaped	Achieved	Proved
Merged	Synthesized	Assigned	Reviewed
Negotiated	Visualized	Administered	Surveyed
Promoted	Wrote	Consulted	Tested
Recommended		Contracted	
Represented		Controlled	
Resolved	Providing Service	Coordinated	Manual Skills
Suggested	Advised	Decided	Arranged
	Attended	Delegated	Assembled
	Cared	Developed	Bound
FINANCIAL	Coached	Directed	Built
Administered	Coordinated	Established	Checked
Allocated	Counseled	Evaluated	Classified
Analyzed	Delivered	Led	Constructed
Appraised	Demonstrated	Negotiated	Controlled
Audited	Explained	Organized	Cut
Budgeted	Furnished	Planned	Designed
Calculated	Generated	Prioritized	Developed
Computed	Inspected	Produced	Drove
Developed	Installed	Recommended	Handled
Evaluated	Issued	Reported	Installed
Figured	Mentored	-	Invented
Maintained	Referred		Maintained
Managed	Repaired	BOOKKEEPING	Monitored
Performed	Provided	Prepared	Prepared
Planned	Purchased	Projected	Operated
	Submitted	- <b>y</b> <del>- 2 - 2</del>	Repaired
			Tested

## SAMPLE REFERENCES

# Jane Smith

## REFERENCES

Dr. Jan Professor Crummer Graduate School of Business Rollins College Winter Park, FL 32789 407.646.2000

Vanessa Jean Manager The GAP 1999 Main Street Hometown, FL 12345 305.941.3500

Jerome Thomas Senior Account Analyst SunTrust Bank, Inc. 10 Park Avenue Sometown, FL 98765 901.294.4867

## SAMPLE GENERAL RESUME

## **NAME**

Present Address: Street name & number or P.O. Box City, State Zip Phone, including area code Email Permanent Address: 999 Main Street Peoria, IL 55555 321.555.2345 someone@domain.com

## **Objective**

Optional, but you must be brief and show focus. Can include employment goals, position of interest, skills to be used, or industry you are seeking.

## **Education**

List most recent first. State name of university, degree received, major, minor, or special focus areas. You may want to include your GPA (X.X/4.0), Honors Project, and a list of relevant coursework.

## **Experience**

List most recent experience first. Include dates, job title, name of organization, and description of responsibilities. Be action oriented, including skills and verbs that are transferable to the work you are seeking. Use numbers to show scope of responsibility. Include both paid and unpaid work and class projects if relevant to the position sought.

## Skills

Include special skills or relevant talent showing initiative, resourcefulness, leadership, or something you'd like the employer to know about you: Language fluency, computer knowledge, lab skills, etc.

## **Affiliations**

State professional associations, organizations, offices held, honors or awards received.

## **Community Service or Extracurricular Activities**

College or community projects indicating commitment, interests, values, teamwork, initiative, etc.

## SAMPLE CHRONOLOGICAL RESUME

# **Janet Campbell**

Present Address: P.O. Box 2738 Winter Park, FL 32789 407.646.1000 janet@rollins.edu

Permanent Address: 7805 Main Street Hometown, ME 12345 909.555.4321

#### **EDUCATION** Rollins College, Winter Park, Florida

Crummer Graduate School of Business Master of Business Administration, Marketing, May 2004 GMAT 720, GPA 3.7/4.0

## University of Michigan, Ann Arbor, MI

Bachelor of Arts, Economics, May 2001 GPA 3.9/4.0, President's List (all terms) Honors: Presidential Scholar, Phi Eta Sigma Freshman Honor Society

## **EXPERIENCE** The Procter & Gamble Company, Cincinnati, OH

Product Manager, June 2004 – Present

Describe the position here in narrative or bullet format. List your accomplishments/ achievements not your daily responsibilities. Begin each sentence/bullet with an action verb (developed, consulted, etc.). Quantify the results of your actions (i.e. increased sales by 10%).

## United States Trade Council, Washington, DC

Research Assistant, Internship, Summer 2003

Researched Latin American trading blocs. Analyzed trade patterns and produced summary briefs on trade developments. Maintained database using FileMaker.

## University of Michigan, Ann Arbor, MI

Resident Assistant, Madera House, September 1999 – May 2001 Worked with a staff of four resident assistants in an 88-student dorm. Created, planned, and organized activities for the students. Encouraged and facilitated social, political, and ethical student discussions. Coordinator for "Madera Makes Music," a weekly educational program. Scheduled performances, developed and monitored budget, and created publicity.

## **SKILLS**

Proficient in Microsoft Windows, Word, Excel, PowerPoint, and FileMaker Pro. Knowledge of Adobe PageMaker and Photoshop. Fluent in Spanish, working knowledge of French. Trained in making presentations, conducting research, writing, and editing.

# **ADDITIONAL** Other work experience: camp counselor, math tutor, retail sales clerk, teacher's aid.

Member, Ann Arbor Public Service Center Advisory Board, 1999 – 2001.

## SAMPLE FUNCTIONAL RESUME

# Terry Q. Chan

Present Address:
P.O. Box 1234
Winter Park, FL 32789
407.646.1000
terryq@rollins.edu

Permanent Address: 1444 Walnut Drive Hometown, CA 90210 408.555.3333

**OBJECTIVE** Seeking a position v

Seeking a position with an advertising agency in the area of graphic art/photography.

**EDUCATION** Crummer Graduate School of Business, Winter Park, FL

Rollins College

Master of Business Administration, Marketing Emphasis, May 2004

**SKILLS** Conceptualizing – Conceived designs for various publications including newsletters, brochures,

booklets, and university publiciations.

Initiating – Assisted with educational costs through self-initiated moneymaking projects. Designed and printed silk-screen T-shirts for University residence halls; machine-engraved name plaques and key chains, which were displayed and sold at the student bookstore; made framed photographs that were sold at University craft fairs. Studio art portfolio containing 40 slides of recent work completed.

Printing – Coursework in publications production. Experience in preparing layouts, using copy camera, making plates, and running printing press. Familiar with typesetting, running various machines, and collating.

Photography – Coursework and self-acquired knowledge in black and white and color photography. Shoot both indoor and outdoor candids, groups, nature, and sports pictures. Strong interest in darkroom work, especially darkroom graphics. Familiar with drymounting and matting. Knowledge of photo silk-screen techniques.

Computer – Proficient with Macintosh. Familiar with Microsoft Word, Excel, and Adobe PageMaker.

**EXPERIENCE** 

Rollins College, Winter Park, FL

9/XX – present Library Assistant, Olin Library

Franklin Frame Shop, Sunnyvale, CA

Summer 19XX Sales Associate

William Carpenter & Associates (Architectural Firm), Palo Alto, CA

9/XX – 6/XX Clerical Assistant

Central Food Service, Winter Park, FL

Food Service Worker

**ADDITIONAL** Fluent in Italian, working knowledge of Spanish. Hobbies include calligraphy and ceramics.

## SAMPLE COMBINATION RESUME

## Dana Jackson

PO Box 12345 Winter Park, FL 94309 407.646.9999

#### **SUMMARY**

- Excellent written communication skills and ability to work with a team.
- Proficient with CricketGraph, MSWord, Excel, FileMaker, and PageMaker.
- Experienced lab technician executing DNA sequencing and gene analysis.

#### **EDUCATION**

#### Crummer Graduate School of Business, Winter Park, FL

Rollins College

Master of Business Administration, Finance Emphasis, June 19XX

#### TECHNICAL EXPERIENCE

#### University of Illinois, Chicago, IL

Research Assistant, Chicago Cancer Center, 6/XX – 9/XX

Quickly learned complicated laboratory procedures. Conducted experiments involving DNA sequencing and gene analysis. Learned gel electrophoresis techniques. Maintained detailed records for procedural and statistical purposes. Gained significant independent research and writing experience.

### WRITING EXPERIENCE

#### Stanford University, Stanford, CA

Public Relations Intern, Hoover Institute Public Affairs Office, 9/XX – present

Compiled articles from an array of journals, magazines, and newspapers. Used PageMaker to create mastheads and produce opinion editorials. Developed efficient proofreading methods and innovative talent for pasting up difficult articles.

### Rollins College, Winter Park, FL

Feature writer, The Sandspur, 9/XX - 6/XX

Developed journalistic writing style and interviewing skills. Successfully met all deadlines and consistently published front-page articles.

## LEADERSHIP and TEACHING EXPERIENCE

### Self-employed, Winter Park, FL

Math and English Tutor, 10/XX – present

Tutor two seventh grade students. Employ the Socratic method to develop their analytical skills and help them with their homework. Design tests to chart their ability. Create interactive games to increase their understanding of math and grammar and to develop their communication skills.

## Rollins College, Winter Park, FL

Officer's Core, Black Student Union, 9/XX – 6/XX

Worked with a team to plan, organize, and publicize a range of activities and programs designed to bond, motivate, and educate Rollins' African-American community. Established alumni contacts via newsletter to secure financial and mentoring support.

## SAMPLE ELECTRONIC RESUME

IMA JOBSEEKER 310 Park Avenue Winter Park, FL 32789 407.646.1111 job@rollins.edu

<<<OBJECTIVE>>>

Member of a software development team in the areas of operating systems, compilers, graphics, or interfaces.

#### <<<KEYWORD OVERVIEW>>>

- \* Extensive programming experience in OS and VM/CMS on IBM 360/370 and mainframe computer systems as well as Pascal, Fortran, PL/1, IBM TSO CLIST, SPF, and JCL languages.
- \* Detailed training and moderate experience in programming with Macintosh, IBM AS/400, Unix on VAX 8800 computer as well as C, C++, MC68000 Assembler, Ada, LISP, Scheme, Prolog, and SmallTalk languages.
- \* 5 years experience in software development, requirements analysis, testing, and verification of small, medium, and very large scientific applications.
- \* 2 years experience with budget analysis and planning.
- \* 4 years of practical teamwork and leadership experience with management training in Naval ROTC.
- \* Strong analytical and teaching skills.

<<< EDUCATION>>>

Rollins College, Winter Park, FL M.S. Computer Science, expected 6/XX

University of California, Los Angeles, CA Completed 7 courses in Artificial Intelligence Programming, 2/XX – 6/XX

Embry Riddle University, Daytona Beach, FL B.S. Aerospace Engineering, 6/XX

<<<EXPERIENCE>>>

ROLLINS COLLEGE, Computer Science Department, Winter Park, FL 9/XX – present

Teaching Assistant: Assisted professor in teaching Macintosh 68000 Assembly Language class. Designed, created and graded assembly language programming assignments.

ROLM SYSTEMS, Santa Clara, CA 6/XX – 9/XX

Software Test Engineer: Worked with a team to create and execute system error recovery test plan for AS/400 to CBX application. Prepared requirements and coordinated setup of lab equipment.

ROCKWELL INTERNATIONAL, Downey, CA 2/XX – 9/XX

Technical Staff: Created and maintained simulation, data analysis, and software evaluation tools. Tested and verified requirements for Space Shuttle Navigation system.