

The Résumé

"Your résumé is, in essence, your personality on paper. It creates a first impression about you to the employer."

Your Résumé

An outstanding resume is a personal expression of who you are. It presents your qualifications to a prospective employer and convinces the employer that you are a qualified candidate. By tailoring the resume to parallel with the qualities the employer is seeking in a candidate, you can be confident your resume will capture the employer's attention.

The résumé's objective is to get you an interview. Your résumé should:

- highlight your knowledge, skills and experience
- show how your personal qualities and professional capabilities satisfy the employer's requirements
- differentiate you from the crowd by emphasizing your accomplishments.

There isn't one perfect resume format, but an effective resume will focus on the employer's needs; communicate your competencies; demonstrate a sense of direction in your career; and create a favorable impression by being concise, easy to read and professional looking. Each person is unique; therefore, each résumé should be unique. This guide provides general guidelines to assist you in organizing your experience and skills into a selling tool that will help you get the interview!

Résumé Format Suggestions

HEADER

Your name, address, telephone number and e-mail address are the most critical pieces of information on the resume. The contact information should be at the top of the resume in an easy to read font size. More employers are using e-mail to contact students. To avoid being screened out by virus protection software, the Drake e-mail address is preferred. Always be cognizant of the professional image projected by your e-mail address, e-mail signature line, and the recording on your telephone answering machine or service.

OBJECTIVE STATEMENT

There are several thoughts about the objective statement and whether it should be part of the resume or not. Certainly, your cover letter should clearly state your objective in applying for a position. Inclusion of the objective on the resume is a personal preference.

A simple objective statement defines the type of position you are seeking. An expanded objective defines the type of work you desire and a brief picture of what you can bring to the position. You can tailor your resume to a specific employer by including the company name, position title, job number (if it has one) and optionally include key strengths related to the employer's needs. Alternatives for the objective statement content include career interests, professional summary, and/or a list of strengths.

EDUCATION

There is nothing set in concrete that dictates that an education section must come first. It does work well for many students to highlight academic accomplishments at the beginning to catch an employer's eye. Basic information in the education section includes, the university name, city and state, degree(s), graduation date, and areas of study. Include your grade point average if you feel it is to your advantage. You can give your grade point average in your major if it is better than your cumulative grade point average, as long as you identify what it represents. Always be prepared to discuss your GPA.

A number of items can be included in the education section for different majors. Education majors, for example, may want to list endorsements; actuarial majors may want to list exams passed. Listing your senior experience, research, senior thesis, study abroad, self-financing of one's education, or completing a four-year program in three and a half years is also an option.

Internship employers are interested in knowing where you are in your studies. If you feel it is important to include a list of your courses, then choose courses that will be important to the employer or that show a special academic focus that is not obvious from your degree title.

EXPERIENCE

Your experience can be full-time, part-time, seasonal, volunteer, paid or unpaid. Convey information that gives an employer a better understanding of the depth of your involvement at work. Draw on your internship experiences for examples of your work. Remember that employers hire people with skills, not majors! Decide what skills and knowledge are required by the position and emphasize those qualities in your experience. Focus on accomplishments rather than responsibilities. Be specific and avoid general statements, for example, "Performed office duties as assigned."

Use titles to organize your experiences leading with those experiences that are related to your career objective, for example, Student Teaching Experience, Marketing Experience, Performance Experience, Journalism Experience, or Human Services Experience. Whether you begin with your position title or name of organization is a matter of preference, but be consistent throughout the résumé. Employer feedback indicates a preference toward statements written in bulleted phrases that begin with action verbs versus a narrative format.

RELATED SKILLS

List additional skills and experience that may be valued by the employer, such as computer software skills or foreign language abilities.

ACTIVITIES/HONORS/AWARDS

The placement of this category depends upon how much you wish to highlight your extracurricular activities. If an award is for an accomplishment within the context of your job, think about listing it with your work experience. You want this accomplishment to be noted early in your resume. Activities in which you had a leadership role are always worth promoting. Noteworthy athletic accomplishments or responsible student government posts also should be included. To decide how much and what to include, ask yourself: What am I trying to convey to a prospective employer? Does this activity/honor in any way illustrate my strengths in relation to this position?

Does your Résumé Pass the 10-second Scan?

Limit your résumé to one page when possible. Depending on your field of study or years of experience, two pages may be appropriate.

- If your résumé is two pages, place your name and page number at the top of the second page.
- Keep statements brief; use simple, everyday language.
- Begin accomplishment statements with action verbs.
- Be specific: Give examples and emphasize achievements.
- Be positive, enthusiastic and honest. Don't exaggerate.
- Don't list personal references or mention salary or wages.
- Proofread for spelling and grammar errors.
- Have someone else proofread your résumé for spelling and grammar.
- Avoid fancy type or flashy paper.
- Make high-quality copies on a laser printer.

Action verbs

Using data, I have:	Interacting with people, I have:	Dealing with things, I have:
administered	advised	adjusted
analyzed	coordinated	altered
compared	counseled	assembled
computed	directed	balanced
compiled	encouraged	built
coordinated	entertained	driven
designed	evaluated	fabricated
developed	guided	guided
directed	helped	handled
edited	instructed	inspected
figured	interviewed	lifted
implemented	managed	made
innovated	motivated	mixed
organized	negotiated	moved
planned	organized	operated
recorded	persuaded	repaired
reported	protected	set up
researched	referred	shaped
synthesized	served	tended
theorized	shared	tested
written	supervised	trained

Chronological Résumé

A chronological résumé lists education, work experience, activities and other appropriate sections. Within each section, entries are listed in reverse chronological order (most recent first) and highlight job titles, dates and places of employment. It reflects career growth and is easy to follow.

Mary Gray

Current Address
1300 34th Street
Des Moines, IA 50311

Cell: 515-277-6655
hone: 515-222-4545
Email: MEG001@drake.edu

Permanent Address
4941 Concord Road
Chicago, IL 60606

OBJECTIVE To obtain an intern position to acquire valuable experience in marketing and business management.

EDUCATION Drake University, Des Moines, IA
BSBA in Marketing/Management and a minor in Advertising, May 2005
GPA 3.22

Trevecca Nazarene University, Nashville, TN
Southwestern Company Intensive Sales Seminar, Summer 2003

INTERN EXPERIENCE

Southwestern Company, Claremont, NH
Sales Representative Intern, Summer 2003

- Established strong public relations within the community
- Developed rapport with customers by understanding their needs
- Motivated customers to purchase Southwestern books by cold calling and references
- Organized and kept detailed records
- Showed self motivation and problem solving skills
- Profited \$5,000 in 5 weeks while working 80 hours per week

Sterling Communications Advertising Firm, Lincoln, NE
Intern, Spring 2002

- Obtained experience in departments: Sales, Creative, Accounting, Management,
- Assisted with constructing customers' websites
- Assisted with sales calls

WORK EXPERIENCE

Oakmoor Family Fitness Center, Des Moines, IA
Sales Counselor/Customer Service, 2003-present

- Promote and sell new memberships
- Extend customer service by meeting with potential members and setting appointments
- Encourage members to begin new lifestyles and reach fitness goals

COMPUTER SKILLS

Efficient in Microsoft Word, Word Perfect, Excel, Power Point, Access, Front Page
Experience in Adobe Photoshop, Quark, IMovie, and Dream Weaver

PRESENTATION

"How Color Effects the Marketing World," American Marketing Association Conference,
April 7-10, 2004, San Antonio, TX

HONORS AND ACTIVITIES

Drake Presidential Scholarship, 2001 - present
Adams Leadership Academy, 2003-present
American Marketing Association, 2003-present
Drake University Academic President's List, Fall 2001, Spring 2003, Fall 2003
Drake Activities Board, 2001-2003
Drake Publicity Committee, 2001
Alpha Lambda Delta Honors Society, Fall 2001-present
Drake Relays Committee, 2001-2003
Young Life Leader, 2001-2003
Leaders and Luminaries Nominee, 2002
Alpha Kappa Psi-Business Fraternity, 2001-2002
Chapter's Pledge President
Peer Advisory Board, 2004
Peer Mentor Academic Consultant, 2003

The Electronic Résumé

With the ability to submit a resume online or by e-mail and résumé management systems, many students feel they must develop a different résumé from the one sent by mail. There is no need to create a different résumé, simply alter the format. Keep your résumé in three formats:

1. A Mail Résumé, highly designed with bullets, italics, and other highlights
2. A Scannable Résumé, simple formatting without bullets and other design highlights
3. An Online Résumé, a plain text document that can be sent through electronic mail or cut and pasted into online forms.

Scannable Résumés

Many employers are using computerized tracking systems to manage the large number of résumés they receive. Instead of a person reading your résumé and deciding if your qualifications meet their needs, the résumé is scanned into a database. When writing a resume that will be read by a computer, remember two main things, format and key words. Follow format guidelines provided by the company or the scanner may not interpret the words of your resume accurately or may add format symbols that are not part of your resume. The tracking software searches the database for key words that describe essential qualifications desired for the position. Key words in a résumé are usually nouns or noun phrase that define skills, experience, and education. For example, a software company may search for specific software languages like "Java" or an insurance company may seek experience in "customer service." Be careful when using acronyms and abbreviations unless you are confident they are industry standards.

HELPFUL HINTS

- Use key words (nouns) that describe your education, skills and accomplishments.
- Use white or light-colored paper of standard size.
- Don't fold, staple or bind your résumé.
- Avoid italics, underlining, graphics, shading, borders, bullets, lines, and reverse type.
- Select a simple typeface such as Helvetica or Arial and use font size of 10 or 12 point.
- Consider using all capital letters for headings.
- Place your name at the top of each page on its own line.
- Use standard address format below your name and list each phone number and e-mail address on its own line.
- Avoid faxing if you know the résumé will be scanned.

Online Résumés

The Internet offers new opportunities to get your résumé in front of employers. You can send your résumé via e-mail within the message text or as an attachment to company recruiters. Your résumé can be entered online into a company's résumé database through the company's employment web page. Your résumé can be posted with an online job posting service. You can list your résumé on a bulletin board service or listserv that specializes in connecting employers and job seekers. Finally, you can create your own home page to demonstrate your skills and highlight qualifications.

How you format and save your resume depends on how you plan to transmit your resume. Three common file formats are ASCII plain text, rich text or hypertext. The file type is selected in the save function of your word processing software.

Plain text (.txt) contains no special format styles, no bold, italics, bullets, tab spacing, tables or special fonts. Use plain text if you include your resume in the text of an e-mail message. With the spread of viruses through e-mail attachments, it is recommended that you include your resume in the message text as well as an attachment, so an employer has the choice of how to retrieve your resume. Plain text format is used to copy and paste your resume into an online form for application.

Rich text (.rtf) retains the special format styles (bold, italics, bullets, tab spacing, tables or special fonts) used in a resume. The rich text format can be read by multiple software products. Use rich text if you attach your resume to an e-mail message or upload your resume online. Many web sites now accept a Word .doc format as well.

Hypertext (.html) is used if you are creating a web page for your resume and portfolio artifacts.

HELPFUL HINTS FOR POSTING YOUR RÉSUMÉS ONLINE

- Read the web site's security clause. Understand who has access to resume information and how access is granted.
- Use your e-mail address for contact. Never include personal information, such as address and phone number, for safety and security reasons.
- Start with an objective or summary of qualifications to grab the reader's attention. A cover letter may accompany an electronic résumé.
- Never include contact information for references and always get the permission of your references before posting information on the Internet.
- Always view your résumé or send it to yourself so you know how it looks.

References

References are an important part of your job search. Choose three to five people who can articulate why you would be a welcome addition to their organization. Faculty with whom you have studied and supervisors from current and previous positions are best.

List references on a separate page with the same heading as your résumé and on the same quality paper. Make sure that you ask permission of those you want to list as references before providing their names to an employer.

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REFERENCES

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Web: www.drake.edu/career