Resume Components

Identifying Data: Name, city, state, personal email address and phone number should be at the top of the page. Be sure that if someone is leaving you a voice mail message, the recorded greeting they hear is professional. In addition, make sure your personal email is professional. If you have a personal web page or LinkedIn URL that you want potential employers to view, include its address here as well.

Resume Headline: (replaces job objective) Since hiring managers scan resumes to determine the candidate's fit for the job, help make that fit more obvious by creating a resume headline that tells the reader your professional niche. Examples of resume headlines are "Entry Level Public Relations Assistant", or "Information Technology Product Developer." Include business environments, distinguishing degrees or special skills that will be of interest to your reader.

Branding Statement or a Personal Quote: Under your Resume Headline, include a branding statement which explains what you are known for and where you add value, OR a quote helps personalize the document and give the reader a window into your thoughts, leadership, knowledge and passion. Consider using one or the other as a part of your resume headline.

Example of Using a Branding Statement:

WEB DEVELOPER AND ONLINE BRANDING SPECIALIST

Combining knowledge of online marketing, branding, consumer search patterns and leading-edge technology with visual and artistic sensibility to deliver Web solutions that generate sales leads, measure and increase key sales metrics, and deliver sustainable ROI to shareholders.

Example of Using a Quote:

CONSTRUCTION PROJECT MANAGER AND GENERAL CONTRACTOR

"Understanding and implementing budget, scheduling, aesthetics, and technical practices: to balance and proactively manage these components is my top skill."

Profile or Summary of Qualifications: Communicate your value-add by listing powerful reasons as to why you are the best candidate for the specific job to which you are applying. You can include examples of how you helped the companies for which you worked make money, save money, save time, grow the business and maintain the business. Showcase big picture examples of how you do things smarter, faster and more efficiently. If the profile is the only section of the resume the hiring authority reads, is it enough to sell your candidacy for the specific position?

Key Skills/Expertise: Use the keywords and phrases that are important to your job function and industry. Align your list of key skills and expertise with the key skills and expertise listed in the job posting. Include foreign languages, computer skills, office skills, lab techniques or transferable skills not mentioned elsewhere in the resume. Skills listed should be quantifiable. Example: instead of "Excellent Typing Skills" say "Typing Speed of 95 wpm."

Experience, Related Experience and Employment History:
- Paid, volunteer or military experiences can go in this section.
- Include the job title, employing organization, city/state and dates of experience (month/year to month/year preferred).

- Include BRIEF information on the company including the industry the company represents, size, revenues or other important information especially if the company is new, small, or a lesser-known firm. Refer to the company's website and "about us" page to secure additional data for your description.
- For each position, provide an overview of your role and the tasks related to the job to which you are applying. Use action verbs and emphasize those duties, responsibilities, and skills relevant to the position.
- List in bullet form your PAR (Problem-Action-Result) achievements and contributions.
- If you use the heading, "**Related Experience**," then list only those jobs most related to the job to which you are applying. You can then have a separate section at the bottom or even the second page that is titled, "**Employment History**," where you can just list job title, company, city/state and dates worked without describing what you did in each job.

Military Experience: You can either list it under "Experience" section or you can create a separate 'Military Experience' section. When describing your military experience, use terms that civilians would understand and include transferable skills.

Education and Training: Include the name of each school, major, degree received and the graduation date, projected graduation date, or dates of attendance if no degree was completed. If your degree included courses in areas relevant to the position for which you are applying, indicate these course titles. Honors or grade-point average information is optional, although recommended if among your strong points. If you attended more than one school, list the most recent first. It is not always necessary to list all schools you have attended. Do not list high school unless it is listed as a requirement on the job posting. Recent graduates and continuing students can include academic honors such as Dean's List, honor societies or scholarships. These can be listed separately or as a subsection under "Education."

Licenses and Certifications: Include relevant licenses or certifications. Can include expired ones if relevant to job (state "expired" after it).

Languages: Mention if you are fluent in a foreign language. If you understand a language but are not fluent, you still may want to mention it. For example: "Fluent in Russian"; "Conversational in Spanish"; "Read and write French."

Community Involvement/ Volunteer Activities: List offices held, organizations, projects and describe any duties, skills and abilities demonstrated that relate to the job to which you are applying. If you have extensive volunteer experience AND it is related to the job to which you are applying, you can list the volunteer activity under the "Experience" section. If the volunteer setting is political or religious, you may want to use generic descriptions (e.g., "Youth Leader for church," "Speech Writer for City Council candidate").

Research and Publications: Briefly describe relevant research projects. List articles, papers or books that have been published. Employers expecting an extensive body of research and publications will often prefer a CV to a resume.

Activities and Interests: In order of importance, list student activities or organizations, professional associations and/or committees in which you have participated. List any offices that you held, results achieved, or skills used. **List only those activities and interests that show leadership, initiative or pertain to your career interest.**

Testimonials: A testimonial about your work from satisfied supervisors or clients can add enormous credibility to your candidacy. Testimonials showcase your strengths from the perspective of another person and help validate your core competencies and accomplishments. Remember…your resume is a marketing tool for YOU. You can provide 1-3 short testimonials in the Profile/Summary of Qualifications Section or at the end of your resume.

> *"Victoria proactively takes on her responsibilities and she looks ahead to work on upcoming requirements and tasks. She is able to develop and manage a working schedule that delivers tasks and products on time and to quality expectations."* -- Supervisor

1. Always Have Someone Else Proofread

Your resume precedes you so make sure it leaves a great first impression on the reader. Typos, formatting or date inconsistencies and other types of errors may lead the reader to believe that attention to detail or pride in work is not important to you. Other mistakes to avoid are long run on sentences that confuse the main points, and overly using adjectives in order to make positions sound fancy and technical, though it can come across as trying too hard and clouding what you actually did. Therefore, it is critical to proofread your resume several times to check for typos and to edit details and information. Ask a couple of people to proofread and edit your resume to ensure you do not miss any areas in need of correcting or improving.

2. Update Often

Keep your resume current with your most recent skills and experience. Avoid including experiences older than 7 to 10 years, unless this older experience is directly related to your industry or target position AND the job showcases new skills and experience that are beneficial to the position to which you are applying.

Also, just because you had a position within the last 7-10 years, does not mean you have to put it on your resume. If the job is irrelevant or does not showcase a specific skill set that is important for the job to which you are applying, then it is fine to leave it off. **Make sure though that if you leave a job off your resume, that you DO include it on your application form.** Also, if you do leave one or more jobs off your resume, make sure to title the section "Related Experience."

> **TIP:** Keep a running list of your duties and assignments or projects in your current job—you'll be able to use it to update your resume whenever you have time. You may be satisfied in your current job, but if a great opportunity comes up, you want to be prepared.

3. Customize for Each Industry and Position Type

Be sure to tailor your resume to the specific industry or job type that you are seeking. This means you might have multiple resumes each targeting a different type of work. In organizing your resume, you need to communicate not only specific industry skills, but also your ability to progress and take on additional responsibilities. **Always customize your resume** to showcase your skills and qualifications for the specific position and industry. Remember, people read from top to bottom and left to right so make sure to place the most important information about your qualifications higher up in the resume and to the left.

4. Highlight Relevant Qualifications

The top half of your resume is the best location to summarize and highlight your relevant skills and experience as they relate to the key qualifications outlined in the job posting. Then make sure that your job titles, duties and responsibilities clearly justify the skills and qualifications that you summarize or list on the resume.

5. Maximize Use of Accomplishments

Employers are interested in seeing your accomplishments which show the value and benefit you have provided to the organizations in which you have worked or volunteered. Past accomplishments are a better predictor of success than a listing of job tasks performed. Other people applying for the same position as you may have performed the same job tasks. So, to help you to stand out from your competition, it is important to emphasize how the organization and its customers benefitted by the way in which you performed those job duties. Accomplishment statements use the **PAR (Problem-Action-Result) formula** and clearly indicate how you help the companies you support make money, save

money, save time, grow the business, and maintain the business. With that said, a list of the job duties/tasks you performed are still important; however, list them primarily in the application form and keep your resume more accomplishment focused.

> **TIP:** Keep a running list of your PAR accomplishments.

6. Eliminate Fluff
Do not waste space by including irrelevant information. Fluff should have no place in your resume. If you have valid skills and qualifications, your resume should focus on your experience using the right keywords and selling your strong points without the use of fluff or exaggerating statements such as, "Exceptionally organized on effective tasks." Other examples of fluff: hobbies, associations, personal accomplishments (unless they speak to your professional expertise).

7. Use the Best Job Titles
The use of appropriate job titles along with clearly descriptive duties and responsibilities is another best practice that many people fail to use when drafting a resume. However, job titles should not only be highlighted to draw attention to a specific skill set but can also be used to show industry knowledge. This does not mean that you should fabricate information on your resume—only that you want to make sure you are not selling yourself short.

8. Keep your Font/Size/Format Simple
Make sure that your font is legible and clear. Widely accepted resume fonts include Arial, Calibri, and Times New Roman. Keep the font consistent — change in fonts or font sizes should be minimal and consistently applied throughout you resume. The standard is size 11 or 12 for the entire body of your resume. It is acceptable to use up to size 16 for your name at the top of the resume. All other formatting should be simple and not distracting (don't use anything more than **bold**, underlining, CAPITALIZATION, or *italics*.

9. Use Bullet Points, Indentation and White Space
A best practice for organizing your resume not only includes formatting, font use, and margins, but the overall structure and flow are important as well. Bullet points and indentation make your resume easy to read and follow. Stay away from lengthy paragraphs of text. Make good use of white space and bullets. The key is to make it easy for a hiring manager to skim through in 10 seconds and get the main points of your resume based on how you visually structure it.

10. Use Action Verbs
Do not use complete sentences. Think in terms of quick phrases and "sound bites." Begin those sound bites with action verbs such as organized, drafted, coordinated, taught, operated, etc.

"I don't understand. Didn't you get the résumé I texted?"