Resume

OFFICE OF CAREER SERVICES

Why Do You Need a Résumé?

- The purpose of the resume is not to get a job, but to get an interview
- The resume serves as a marketing tool of relevant skills and experiences, *not* a work history
- It allows the employer to see relevant highlights/skills quickly in a 1-2 page document. Make sure you proofread!
- Includes information that either relates to the field you are applying to or clearly shows transferable skills gained.

Required Sections of a Résumé

Format

- Balance the text vs. open white space on the page
- We read from left to right and top to bottom, so keep the important information on the left hand side and towards the top
- Font size between 10-12 pt. with margins from .5"-1'
- Name should be in a larger font and only bold your Name/Degree/Position/Project Title
- Do not use 'phone' or 'email' labels and only provide one phone number and email address. Include your LinkedIn URL
- Keep email addresses professional (ex: JohnDoe@gmail.com not beachbum1298@gmail.com)
- Check email folders daily to avoid missing an important message
- Phone number should have a professional brief outgoing message

Education

- List most current degree first (reverse chronological order)
- Omit high school information unless you are a recent HS graduate or if your HS experience is relevant to the position
- Spell out degree (ex: Bachelor of Science or Bachelor of Arts);
  list correct major/minor/concentration; include month and year the degree was conferred or is expected; include a GPA if 3.0 or higher; any scholarships, honors can be mentioned in this section

Work Experience and Headings

- Customize headings and organize sections in relevance to the desired position
- Experience can be both paid and unpaid
- Experiences must be in reverse chronological order *within* headings
- Bullet point statements should be focused on your accomplishments and transferable skills
- The tense is consistent (past tense for past experiences, present tense for current experiences)
- Statements are written without personal pronouns (I, me, we, us, my, our)
- See 'PAR statement' section for help forming your bullet points
- **Sample Headings:** Education, [Major/Industry] Projects, Professional Development, Leadership & Community Engagement, Certifications, Professional Affiliations, Research, Honors/Awards, Technical Skills, Languages

Relevant Experience

Include internships, part-time positions, class projects, leadership, organizational and volunteer activities in addition to work experience

Additional Work Experience

Includes jobs that pay the bills, but that you don't necessarily need to expand (i.e. lifeguard, bartender, babysitter, camp counselor) – unless they are relevant to the position; include job title, company name, city, state, and dates

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Objective or Summary (OPTIONAL Sections)

- '**Objective**' - If you are sending your resume to a specific employer, customize it each time with the position you're applying to and the company name along with 2-3 skills you can offer
  - *Example of Objective:* Passionate marketing student looking to obtain the *Assistant Marketing Intern* position with *Marketing Matters* where demonstrated skills in marketing and sales can be used to increase profitability and promote growth
- '**Summary**' - quick and short way to summarize critical information in a way that will catch attention.
  - *Example of a Summary:* Versatile, bilingual professional with 5+ years of management experience ranging in size from small private projects to high budget projects. Ability to oversee and manage individuals while ensuring timely completion of project deadlines all while remaining on or under budget

Skills

Language (indicate level of proficiency – basic/conversational/ fluent); Computer (software, languages, programs as well as skill level); Production or Technical skills; certifications (CPR, lifesaving); laboratory skills (specific equipment or procedures)

Leadership/Activities

Include leadership, organizational and volunteer activities; list in order of priority; specify leadership roles in student government or campus activities; social or athletic activities; Greek organizations

Publications/Presentations

Any published works or presentations that you have given, if they are relevant to the position

DO NOT INCLUDE…

- References. List them on a separate paper with a full heading, just like your resume heading
- References are presented **only** upon request
- Pictures, birthday, ethnicity, political/religious affiliation. Activities can refer to involvement "in a local church," or "for a State representative" without divulging affiliation
- If you're applying to a position in another country, check out the *Goin'Global* country guides found on Handshake

Tailor Your Resume Using The Job Description:

Activity: *Print out a desired job description and complete the following steps to assist you in tailoring your resume…*

	FOLLOW THESE STEPS…	WHY?
Step 1	Highlight all of the skills you have that match up with what the job description mentions.	Make sure to include how you have these skills in your bullet points. If you don't include them on your resume, the employers won't know you have those skills/experiences.
Step 2	Underline all of the skills you don't have that the job post mentions they want you to have	If the majority of the job description is now underlined, chances are you don't qualify for the position and you should gain more experience. *Tip:* Research and find ways you can gain the experiences needed in order to qualify for this position in the future.
Step 3	Circle all of the action verbs you find (i.e.: research, design, create, lead)	This will give you an idea of what actions you'll be doing. Connect the dots for the employers and use these action verbs to start off your bullet points to show them you've done something similar and you have transferrable skills.

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Example Resume Format

SAM SPARTAN

Tampa, FL samspartan@gmail.com (813) 777-7777 www.linkedin.com/in/samspartan

EDUCATION

Bachelor of Science in Communications May 2019
The University of Tampa (UT) Tampa, FL
GPA: 3.6 – Work 25 hr/wk while attending school

MARKETING PROJECTS

Team Leader Feb. 2018 - May 2018
Introduction to Marketing and Statistics course – UT Tampa, FL

- Created and designed marketing campaign for Print USA product promotion including budgeting, customer demographic analysis, and distribution channels
- Lead a team of 5 in designing and submitting a flyer for a mock company to use for their advertisement purposes

Market Brand Researcher Sep. 2017 - Dec. *2017*
Market Research course – UT Tampa, FL

- Analyzed the external environment of a mock organization by researching competitors and industry best practices
- Highlighted various fund development options, such as earned income strategies and grant opportunities
- Conducted market research and focus groups to support the weekend business plan proposition
- Presented business plan and research to a Board and potential funders via a PowerPoint presentation

LEADERSHIP

Vice President *(Jan. 2018 - May 2018)* Jan. 2016 - Present
American Marketing Association – UT Chapter Tampa, FL

- Implemented new initiatives such as employer panels and networking lunches which increased membership by 40% and revenue from fundraisers by 80%
- Arranged presentations by 6 marketing professionals from the community to create networking opportunities for members

AFFILIATIONS

American **Marketing Association** – *UT* Jan. 2016 - Present
Student Productions – *UT* May 2016 - Present

SKILLS

Computer: MS Access, Excel, Word, and PowerPoint
Language: Bilingual English/Spanish

CUSTOMER SERVICE EXPERIENCE *(add other experiences you've had, tailored to the position you're applying to)*

Sales Associate June 2012 – August 2015
Macy's Department Store New York, NY

- Provided bilingual customers with excellent service resulting in top 10% sales ranking
- Lead department as assigned when manager was on leave to ensure the store ran efficiently
- Received a letter of commendation from customers who originally had a product complaint

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Action Verbs For Resume Writing

Communication Skills

acted as liaison	communicated	ensured	mediated	publicized
advised	consulted	guided	mentored	published

Administrative/Management Skills

administered	controlled	founded	motivated	recruited
appointed	delegated	governed	obtained	referred

Planning and Development Skills

anticipated	developed	enhanced	invented	produced
broadened	devised	estimated	modified	proposed

Analytical Skills

amplified	computed	examined	investigated	studied
analyzed	detected	experimented	programmed	systemized

Financial/Records Management Skills

audited	classified	financed	maximized	scheduled
allocated	collected	guaranteed	minimized	simplified

Manual/Technical Skills

assembled	delivered	modernized	replaced	troubleshot
built	installed	operated	restored	upgraded

General

accomplished	contributed	generated	performed	supported
achieved	delivered	increased	provided	transformed

Create Resume Bullet Points using PAR Statements

PAR statements help you express experiences and skills you have on your resume.

1. Describe a **Project (P)**, task, job you did
2. What were your **Actions (A)** or what specific role did you play? *(Hint: Think of an action verb)*
3. What was the **Result (R)**, outcome, accomplishment, or goal in the project?
   a. Quantify your result when possible. For example, mention amount of dollars saved, number of clients served, percentage increase in productivity, social media percentage for increased reach, etc.

(2) **Project** What project or task did I have or work on?	(1) **Action** What action or role did I take on this project? (action verb)	(3) **Result** What was the result, outcome or goal of the project?
a survey using Qualtrics	*Independently designed & implemented*	*to determine needs of 150 members*

Put it all together, following the numbers: **(1) Action, (2) Project, (3) Result**

- **(1)** Independently designed and implemented **(2)** a survey using Qualtrics **(3)** to determine needs of 150 members