



Resume Outline

The objective of a resume is to make the employer interested enough to learn more about you, and ultimately call you to arrange an interview. It should set you apart from the rest of the applicants and show why **YOU** are the best candidate for the job. It serves as a summary of your personal history and qualifications for a particular job. This is your first impression to a potential employer, so make it a good one!

Remember, most employers will spend less than 30 seconds scanning your resume – so it needs to be concise and to the point.

HEADING

Your name, address, phone number and email should go here. If you live on campus, provide your campus **and** permanent addresses and telephone numbers.

If posting your resume on an online job site, only list name and email (be discrete to avoid online identity theft).

OBJECTIVE (optional)

If included, this should be a statement of the kind of employment you are seeking right now. Be careful not to restrict yourself by using a specific job title unless you are definitely sure this is the only kind of job you want. You will want to make changes if you find different career paths of interest to you. An objective doesn't need to be on your resume because you can go over that information in your cover letter where you can be more specific. Regardless, you'll be better prepared in your job search by having the objective worked out whether it is on paper or stored mentally.

EDUCATION (mandatory)

Include college degrees or certificates received, names of schools, graduation date (month and year), major, minor, or concentration areas studied. Include institution, city, and state. **DO NOT include High School information.**

List most recently attended institution first. Grade point average is optional depending on your field and your GPA. (List GPA if 3.00/4.00 or better). If you are listing related course work, it should be under a separate heading.

EXPERIENCE (Work, Computer, Teaching, Leadership, Military, etc.)- pick experiences that are applicable to you.

List most recent job title or position, dates of employment (month and year), name and location (city/state) of employer. Then, list brief statements (beginning with action verbs) describing your accomplishments and responsibilities. Use numbers and figures to back up examples. **Do not list supervisor name & phone.**

Military experience- list the branch, years in service, rank, special assignments, awards, distinctions, pertinent skills, and knowledge acquired.

SKILLS

Language ability can be placed under this or a more specific category. List your computer skills and any other skills employer might find valuable.

CERTIFICATES, PUBLICATIONS, PROFESSIONAL MEMBERSHIPS, AFFILIATIONS, etc.

Include if applicable. You can also list them under Honors and Activities

HONORS and ACTIVITIES

Dean's list, scholarships, and other awards can be listed here. Emphasize activities that would enhance your image in the employer's eye. Pull from the job description when possible. Include dates of activities and office or executive position held. You can include volunteering under this or under separate heading.

REFERENCES

Do not list references on your resume. They should be listed on a separate page and only submitted to an employer if requested to do so. Use professional references and do not use friends or family.

Avoid using the statement "Professional References Available Upon Request". Employers will expect you to have professional references so there is no need to list this on your resume – it takes up extra space. Remember, always ask for permission before asking for someone to be a reference. Your reference list should include, name, title, address, phone number, and e-mail address.

Your Name Here

Permanent Address: 123 Street Address, City, State, Zip

Phone Number (Cell and/or Home)

Email address (use discretion – what image does your address convey?)

When posting resume online list only Name/Phone/Email to avoid identity theft

OBJECTIVE Use concise language to describe the position you are seeking – be job/career specific, do not write a paragraph, but limit it to one sentence (Optional)

SUMMARY OF SKILLS Match your skills & qualifications with those listed in the job posting or those skills related to job/career, and place them in this section using individual words or bulleted statements (Optional)

EDUCATION **List degree.** Bachelor of Arts/Bachelor of Science and Major/Concentration/Minor - **Graduation Date**
Name of School and City/State (Shepherd University, Shepherdstown, WV)
List GPA (only if 3.0 or higher) and academic honors/scholarships if desired

RELEVANT EXPERIENCE **Title of position**, Name of Company/Organization, City/State - **Dates**
(Do not list street address, supervisor's name, phone, or wage)

- *Relevant Experience* means any experience (paid or unpaid) that is related to your objective (job/career you are seeking)
- Internship experience could be listed in this section
- List in reverse chronological order, most recent experience first
- Begin sentence fragments with action verbs to describe responsibilities and accomplishments (how did you benefit the company/organization)
- Include examples of transferable skills learned such as teamwork, leadership, organization and communication

OTHER WORK EXPERIENCE Job Title, Name of Organization, City/State – **Dates**
(Do not list street address, supervisor's name, phone, or wage)

- List other work experience in this section; work that is less relevant
- Include transferable skills utilized in this position

SKILLS List Foreign Languages, Computer Skills and Other Technical Skills

ACTIVITIES Include cross-cultural experiences, extracurricular activities and volunteer/community service
Mention membership and leadership positions in related campus or professional organizations

- Length should be one page unless you have extensive relevant experience
- Keep font size .10 – .12 pt (proportionately larger for your name, cca .14)
- Avoid decorative or colored fonts that may not copy or scan well (Arial and Times New Roman are standard)
- Use quality resume paper (white or light color) and black ink

JESSIE SHEPHERD
290 Ram Road
Shepherdstown, WV 25443
304-123-1234
jessie.shepherd@gmail.com

EDUCATION

Bachelor of Science in Business Administration (Concentration in Marketing) - August 2014
Shepherd University, Shepherdstown, WV
Overall GPA: 3.58/4.00

RELEVANT EXPERIENCE

Marketing Intern

Breakthrough Events Inc., Frederick, MD. January 2014 - May 2014

- Cooperated with the team of interns on creating a detailed marketing plan proposal
- Utilized social media (Facebook, Twitter, Youtube) for promoting company's services
- Developed strong leadership and customer service skills
- Participated in daily business development meetings
- Conducted information sessions about Breakthrough Events' services
- Received extensive training in event planning, marketing, and public relations strategies
- Aided permanent staff in event planning and organization

Admissions Assistant

Office of Admissions, Shepherd University, Shepherdstown, WV. August 2011 - May 2013

- Conducted campus tours for prospective students and their families
- Maintained up-to-date knowledge of campus, university services, programs, and events
- Promoted Shepherd University in a positive manner
- Provided high quality customer service to all visitors
- Scheduled group campus tours and individual appointments
- Advertised Shepherd University via social media (Facebook, Twitter, and Instagram)

SKILLS

- Microsoft Office (Word, PowerPoint, Excel, Access)
- Adobe Photoshop and Adobe InDesign
- Languages: Fluent in Spanish
- Proficient in the use of marketing strategies and marketing applications
- Experienced in social media advertising (Twitter, Facebook, Youtube, Instagram)

HONORS AND ACTIVITIES

- President's Scholar (Fall 2011, Spring 2011, Fall 2012)
- Dean's Scholar (Spring 2012, Fall 2013, Spring 2014)
- Chi Chapter of Alpha Sigma Tau (Fall 2011 - Present)
- American Marketing Association (Fall 2013 - Present)

VOLUNTEER EXPERIENCE

Berkeley Senior Services.

Martinsburg, WV. December 2011 - Present

- Assist seniors with the activities of daily living twice a week for 2 hours
- Provide seniors with transportation to and from doctor's appointments and shopping trips
- Accompany seniors in wellness activities including walking and swim aerobics

Sam D. Student

3210 King Street | Shepherdstown, WV 25443 | 304-876-1234 | s.d.student@gmail.com

OBJECTIVE

To obtain the position of Case Manager in the field of Social Services.

SUMMARY OF SKILLS

Time Management • Organization • Interpersonal Communication • Goal-Oriented
Team Leader & Player • Conflict Resolution

EDUCATION

Bachelor of Arts in Psychology, Minor in English – *May 2009*

Shepherd University, Shepherdstown, WV

Overall GPA: 3.75/4.00

RELEVANT EXPERIENCE

Student Intern, ARC of Washington County, Hagerstown, MD - *August 2008 to May 2009*

- Learned the responsibilities of case management
- Shadowed Case Manager with case load of 25 adolescents from culturally diverse, socioeconomic levels
- Attended meetings with inter-agency representatives, clients and their families
- Established positive rapport with clients and co-workers
- Set up new client database that reduced paperwork by 50%

Work Study Program, Shepherd University Health Center, Shepherdstown, WV - *January 2007 to May 2008*

- Learned time management in balancing academia with work activities
- Managed appointment calendar and assisted staff where necessary
- Helped with implementation of new electronic appointment tracking system
- Created written materials promoting services provided by center

Resident Assistant, Shepherd University, Shepherdstown, WV - *August 2006 to May 2008*

- Acted as liaison between administration and students
- Served as a role model and mentor for first-year students
- Maintained a safe environment by enforcing residential policies

OTHER WORK EXPERIENCE

Server, Outback Steakhouse, Martinsburg, WV - *Summer 2006, 2007 and 2008*

- Provided excellent patron experiences through excellent customer service, evidenced by high number of regular patrons requesting to sit in my section
- Consistently exceeded sales goals by effectively managing sections and multi-tasking
- Recognized as "Lead Server" which included mentoring and training new servers

LEADERSHIP & COMMUNITY SERVICE

Student Government Representative - *August 2008 to May 2009*

Student Ambassador for Office of Admissions - *August 2007 to May 2008*

Raised funds to support annual Relay for Life event - *April 2007*

Mentored youth at Boys and Girls Club of Martinsburg - *September 2006 to December 2006*

Alternative Spring Break - Habitat for Humanity in West Virginia - *March 2006*

COMPUTER SKILLS

Microsoft Word, Excel, Access, PowerPoint

Adobe Photoshop

Windows, Mac OSX and Linux

Your Name
Street
City, State, ZIP
Phone
E-mail

→ This entire header should be identical with the header on your resume

PROFESSIONAL REFERENCES

Name, Title (e.g. Ph.D.) or Title (e.g. Dr., Mr., Ms.) Name

Correct Job Title

Place of Employment (Company/Organization Name)

Business Address

City, State, Zip Code

Phone: (use business phone number)

E-mail:

Name, Title (e.g. Ph.D.) or Title (e.g. Dr., Mr., Ms.) Name

Correct Job Title

Place of Employment (Company/Organization Name)

Business Address

City, State, Zip Code

Phone: (use business phone number)

E-mail:

(Example)

Ms. Radka Ferancova

Career Advisor

Shepherd University

P.O. Box 5000

Shepherdstown, WV 25443

Phone: 304-876-5317

E-mail: rferanco@shepherd.edu

- ✓ Always list references on a separate page; never on your resume!
- ✓ Reference page should contain 3-5 professional references
- ✓ Do not list individuals before you obtain their agreement to serve as your references
- ✓ Provide complete contact information for each individual and be consistent with formatting



RESUME CHECKLIST

- ☐ Use 8.5" x 11" paper, 1-2 pages (if 2 pgs, put name in top right corner of 2nd pg).
- ☐ Choose white or off-white resume paper and black ink
- ☐ Keep margins 1" wide at sides and bottom; (½ " if necessary)
- ☐ Use short phrases, in bullets, beginning with a variety of action words to demonstrate qualifications, accomplishments, skills...
- ☐ Verbs in a correct tense: present tense for current job (e.g. "Provide..."); past tense for previous jobs (e.g. "Provided...")
- ☐ Do not use personal pronouns such as "I" or "me" throughout your resume
- ☐ Provide positive and honest information; never lie on your resume
- ☐ Use simple, professional, easy-to-read font, e.g. Arial, Calibri, Times New Roman (10-12 points for text)
- ☐ Leave off personal information such as SSN, sex, age, marital status
- ☐ Do not list wages, company street addresses, supervisors' names, references, salary requirements
- ☐ Remember, references should NOT be listed on your resume – list on a separate sheet – do not submit with resume unless requested to do so
- ☐ Look at your resume through the eyes of an employer and ask yourself, "If I were an employer, would I want to interview this person?"
- ☐ Do NOT staple or paper clip your resume! If you get to two pages, be sure your name is in the top right corner of the second page
- ☐ Proofread, the more people looking over your resume, the better.
- ☐ Incorporate keywords from job description
- ☐ If resume is two pages long, the second page needs to be completely filled
- ☐ Only states should be abbreviated
- ☐ Name should be about 2 points bigger than the rest of the resume
- ☐ Email your resume to Shepherd's Career Services for a free critique – jobweb@shepherd.edu

VERB LIST FOR RESUMES AND COVER LETTERS

Words in **bold** are good for pointing out accomplishments

Management Skills

Administered	Contracted	Evaluated	Oversaw	Reviewed
Analyzed	Coordinated	Executed	Planned	Scheduled
Attained	Delegated	Improved	Prioritized	Strengthened
Chaired	Developed	Increased	Produced	Supervised
Consolidated	Directed	Organized	Recommended	Suggested

Communication Skills

Addressed	Corresponded	Formulated	Mediated	Publicized
Arbitrated	Developed	Influenced	Moderated	Reconciled
Arranged	Directed	Interpreted	Negotiated	Recruited
Authored	Drafted	Invented	Performed	Spoke
Collaborated	Edited	Lectured	Persuaded	Translated
Convinced	Enlisted	Marketed	Promoted	Wrote

Research Skills

Analyzed	Diagnosed	Extracted	Interviewed	Studied
Clarified	Evaluated	Identified	Investigated	Summarized
Collected	Examined	Inspected	Organized	Surveyed
Critiqued	Experimented	Interpreted	Reviewed	Systematized

Technical Skills

Assembled	Computed	Engineered	Maintained	Remodeled
Built	Designed	Fabricated	Operated	Repaired
Calculated	Developed	Formed	Overhauled	Solved
Collaborated	Devised	Formulated	Programmed	Upgraded

Teaching Skills

Adapted	Communicated	Developed	Facilitated	Persuaded
Advised	Coordinated	Encouraged	Guided	Set goals
Clarified	Demonstrated	Evaluated	Informed	Stimulated
Coached	Demystified	Explained	Instructed	Trained

Financial Skills

Administered	Appraised	Budgeted	Developed	Planned
Allocated	Audited	Calculated	Managed	Projected
Analyzed	Balanced	Computed	Marketed	Researched

Creative Skills

Acted	Customized	Fashioned	Instituted	Performed
Assembled	Designed	Founded	Integrated	Planned
Conceptualized	Developed	Generated	Introduced	Prepared
Composed	Directed	Illustrated	Invented	Revitalized
Created	Established	Initiated	Originated	Shape

Helping Skills

Accommodated	Coached	Educated	Mediated	Served
Aided	Counseled	Expedited	Motivated	Started
Assessed	Demonstrated	Facilitated	Referred	Solved
Assisted	Diagnosed	Familiarized	Rehabilitated	Supported
Clarified	Encouraged	Guided	Represented	Supervised

Clerical/Detail Skills

Approved	Compiled	Inspected	Processed	Specified
Arranged	Dispatched	Monitored	Purchased	Systematized
Catalogued	Executed	Operated	Recorded	Tabulated
Classified	Generated	Organized	Retrieved	Translated
Collected	Implemented	Prepared	Screened	Validated

More Verbs for Accomplishments

Achieved	Maximized	Resolved(problems)	Streamlined
Expanded	Pioneered	Restored	Strengthened
Improved	Reduced(losses)	Spearheaded	Transformed

Transferable Skill Sets for Job-Seekers

Transferable Skills are reasonably developed skills, knowledge, and abilities attained through training, education and experience that relate to employment opportunities

Below is a list of five broad skill areas, which are divided into more specific job skills:

Communication: the skillful expression, transmission and interpretation of knowledge and ideas.

- Speaking effectively
- Writing concisely
- Listening attentively
- Expressing ideas
- Facilitating group discussion
- Providing appropriate feedback
- Negotiating
- Perceiving nonverbal messages
- Persuading
- Reporting information
- Describing feelings
- Interviewing
- Editing

Research and Planning: the search for specific knowledge and the ability to conceptualize future needs and solutions for meeting those needs.

- Forecasting, predicting
- Creating ideas
- Identifying problems
- Imagining alternatives
- Identifying resources
- Gathering information
- Solving problems
- Setting goals
- Extracting important information
- Defining needs
- Analyzing
- Developing evaluation strategies

Human Relations: the use of interpersonal skills for resolving conflict, relating to and helping people.

- Developing rapport
- Being Sensitive
- Listening

- Conveying feelings
- Providing support for others
- Motivating
- Sharing credit
- Counseling
- Cooperating
- Delegating with respect
- Representing others
- Perceiving feelings, situations

Organization, Management and Leadership: the ability to supervise, direct and guide individuals and groups in the completion of tasks and fulfillment of goals.

- Initiating new ideas
- Handling details
- Coordinating tasks
- Managing groups
- Delegating responsibility
- Teaching
- Coaching
- Counseling
- Promoting change
- Selling ideas or products
- Decision making with others
- Managing conflict

Work Survival: the day-to-day skills that assist in promoting effective production and work satisfaction.

- Implementing decisions
- Cooperating
- Enforcing policies
- Being punctual
- Managing time
- Attending to detail
- Meeting goals
- Enlisting help
- Accepting responsibility
- Setting and meeting deadlines
- Organizing
- Making decisions

Avoid These Common Resume Mistakes

1. Focusing only on job duties

One of the most common mistakes is to turn your resume into a boring list of job duties. Instead, use your job descriptions as an opportunity to show how you benefited the organization. Provide examples of how you made a difference in each position. Use “results oriented” statements. Did you receive an award or special recognition? What challenges did you face? How did you overcome them? What skills did you acquire?

2. Objective statement is too general or flowery

Be specific and stick to one sentence. Be careful not to turn the objective into a rambling paragraph that takes up too much space on your resume. Short and succinct will be more effective. Also, avoid repetition in your resume. Use a variety of action verbs to highlight your accomplishments.

3. Resume is too short or too long

Resumes for new grads and entry-level job-seekers are often one page. However, you may have enough experience to warrant a longer resume. If this is the case, do not try to condense the information to make it fit on one page. Doing this may cause you to eliminate important information. The most important guideline is that every word should sell the candidate to the employer. A good rule is never more than 2 pages, but no matter what the length, the resume must capture attention on the first page, preferably the first third of the first page.

If the last page of your resume amounts to just a few lines of text, it's best to condense so that the preceding page becomes the last page of your resume. Conversely, don't add superfluous text just to fill up the last page of your resume - never fluff up content for the sake of filling space. Whatever page your resume ends on, text should fill at least three quarters of the page.

4. Use of personal pronouns (I and me)

Use action verbs to begin your job descriptions. Descriptive action words like: managed, supervised, coordinated, etc., are more powerful when they come at the beginning of a description. Avoid using first-person (“I” or “Me”) on your resume. These can be used in your cover letter.

5. Use personal information

Personal information cannot be used as criteria in the hiring process; therefore, do not include it. There are several exceptions to this rule. Some entertainment positions and jobs outside of the United States may ask for this type of information. Contact Career Services if you have questions.

6. No key words

Many medium and large sized companies use technology to scan and store resumes. The only hope you have that a human being will view your resume is if you use relevant industry buzzwords on your resume. These should not be in a separate section; rather, they should be sprinkled throughout the resume. Read job descriptions for positions that interest you to find key words that you can use in your resume.

7. References available...

Employers know that you already have references. You do not need to add the line, “References available upon request.” Ask your professional contacts (supervisors, professors, etc.) ahead of time for a permission to list them as your references, and alert them every time they might be contacted by an employer. It is also good to let them know which position you applied for and send them the job description.

8. Typos!

One typo can torpedo your chances to get a job with an organization. Proofread your resume several times. Do not rely on spell check to catch everything. Ask a friend to proofread your resume. Have a professional from Career Services read your resume. It needs to be absolutely perfect.

Developing Strong Bullet Points

****Think about skills used or value added – not simply the job description****

Use action verbs

Any strong bullet point begins with a strong action verb. Additionally, it is important to vary your verbs throughout your resume. If you feel as though you are recycling the same verbs throughout your resume, reference the action verbs list in this packet for other ideas. Try to use a different action verb for every bullet under a given work or extracurricular experience. Finally, choose professional, appropriate verbs that you would use in a conversation.

Quantify

It is crucial that you try to quantify your bullets as best as you can. This allows the recruiters to determine the degree of the work you accomplished. For example, instead of saying “trained new employees on restaurant closeout procedures”, try quantifying and saying “trained 7 new employees on restaurant closeout procedures”. By simply quantifying your bullet points, employers can get a better idea of the impact you had on that organization.

Be relative

Sometimes it is difficult to determine the degree of your impact when your work and your extracurricular experiences are from smaller organizations. For example, say you worked as an intern in a Pittsburgh advertising agency. You may have a bullet point similar to, “Developed a series of 5 advertisements that increased sales for the client \$5,000 from Quarter 3 to Quarter 4”.

When looking at your resume a recruiter who works for a large corporation may not see a \$5,000 increase as a great impact. Therefore, it may be more impactful to write, “Developed a series of 5 advertisements that increased sales for the client by 5% from Quarter 3 to Quarter 4”.

Stand Out

Oftentimes, bullet points tend to state the obvious. For example, if someone was a server, he or she may have a bullet point stating, “Served 100 customers per shift”. While it is great to quantify, recruiters know that servers serve customers. Bullets are much more effective when they are focused on any special projects or tasks that truly set the person apart from the other employees.

Did you ever train anyone? Were you recognized for outstanding service? Were you assigned to a special project? Did you assist in increasing sales? For example, something similar to “Promoted to lead trainer after training 6 new servers on Point of Sale system and company customer service standards” is a more effective bullet than “Served 100 customers per shift”.

Customize to the Job Description

The resume you send out should be customized to the exact job. Although it is very convenient to make mass copies, to be most effective it should highlight what the employer is looking for. Looking at a job description, try and highlight the key qualifications that the employer is looking for in an ideal employee. Use the language of the employer so when they see your resume, they can actually envision you working at the company. Additionally, tailor your experiences and resume to the individual job. If you have past lifeguarding experience that doesn't fit with the skills that a financial analyst position requires, leave it off and substitute it with another, more relevant section (for instance, special projects).