
Resume Writing Guidelines

Your resume is a marketing tool to highlight your skills and qualifications and how they align with an employer's open position. The goal of a resume is to quickly (7-10 seconds) show the employer your skills so they want to schedule an interview with you! Brainstorm a list of qualifications and experiences in the following areas: Education, Experience, Leadership, Activities, and Skills/Recognitions, include dates, numbers and accomplishments. This "master resume" will provide the necessary details you will need to tailor every resume with a clear career focus that aligns with each employer's needs.

Sections to include:

A. Contact Information: Name (larger/bold), and a professional email and phone number. Address is optional. Add LinkedIn profile, blog, or portfolio URL if you have one.

B. Education: College name, city, state, college degree (Bachelor of Arts, Bachelor of Science, etc.); major(s)/minor(s); and anticipated date of graduation. If you attended multiple institutions put most recent first. Optional additions: course projects, academic honors, and GPA (3.5 or better; may depend on industry). International Experience can also be included here.

C. Experience: Use reverse chronological format. Section may include summer, part-time, full-time, volunteer, internships, and campus work. You may use multiple headings (i.e. Internships, research, Community Service, etc. and group like-minded experiences together. As you progress through college, eliminate high school entries, unless an experience is relevant to the job you are seeking.

For each experience include name of employer, city, state, job title, and dates of employment. Describe **WHAT** you did, **HOW** you accomplished that task and the **OUTCOME** that highlights your achievements. Employers are looking for accomplishments and skills that are directly aligned with the position and targeted to their needs. Begin each bullet with strong action verbs. Include key words (the job description will give you those clues), quantify information when possible, and showcase transferable skills relevant to the field. Demonstrate your value and qualifications!

D. Optional Sections:

1. *Leadership/Organizations/Community Service/Athletics:* List **significant** campus or community activities you've been involved with during college. List organization name, positions held, dates of involvement, and related awards. Include a brief description that focuses on outcomes that you initiated, if related.

2. *Skills:* List skills relevant to the specific position but not included in your experience (i.e. specific software programs, foreign language skills, certifications, instrumentation, etc.). Don't list personal/soft skills, include those to answer the HOW portion of your bulleted statements in a job.

3. *Honors/Awards:* Focus on academic achievements or recognitions related to your career path; omit general or financial need scholarships.

4. *Research/Publications/Presentations:* These are sections generally found in a curriculum vita (CV) but can be included in a resume as well. Include titles/dates of relevant publications and presentations. See our CV guide if you plan to apply to an academic post graduate job or grad school.

REFERENCES: Do not put "References available on request" on your resume. Create a separate reference page with the same header as your resume and list 3-5 references with name, title, company, phone number and email address for each reference. ASK PERMISSION BEFORE USING INDIVIDUALS AS REFERENCES.

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- Education** **Berry College**, Mount Berry, Georgia, Anticipated Graduation: May 2021
Bachelor of Arts, Communication Major, Public Relations Concentration, GPA: 3.68/4.00
Universidad Pompeu Fabra, Barcelona, Spain, February – May 2019
- Relevant Skills** Fluent in written and spoken Spanish
Proficiencies: Adobe Illustrator, InDesign, Photoshop, HTML, FinalCut, Hootsuite
- Internship** **WTVC NewsChannel9**, Chattanooga, Tennessee
News Intern, May 2020 – August 2020
- Pitched local news stories at daily news meetings to staff team of twelve professionals
 - Shadowed reporters, photographers and producers on in-house and local community trips
 - Monitored and created daily content for station’s Facebook and Instagram social media with a reach of 2 million followers
 - Operated teleprompter and audio for noon and evening newscasts
 - Wrote six online stories for website and assisted with writing of evening news scripts
- Related Experience** **Campus Carrier**, Mount Berry, Georgia
Entertainment Editor, August 2019 – Present
- Design and edit two-page layouts weekly and oversee creation of all article packages
 - Train staff on Adobe software tools and manage student team of 3-5 writers
 - Developed an online newspaper format to continue newspaper coverage during campus closure due to COVID 19, increasing online readership and engagement
 - Received Communications Department Story of the Year award, April 2020
- Student Writer, August 2018 – December 2018
- Interviewed students, community, and campus officials weekly for targeted conversations and content
 - Wrote two articles weekly; received Rookie of the Year for overall team contributions
- Berry College Office of Admissions**, Mount Berry, Georgia
Ambassador, August 2017 – December 2018
- Communicated with prospective students and families to answer questions regarding college application process; scheduled campus visits, led group tours and completed targeted follow up throughout the admissions cycle
 - Provided office support to eight admissions counselors by preparing travel materials and completed daily follow up with inquiries resulting in a 10% increase in deposits
 - Created weekly promotional videos for social media channels to 6,500 prospective students
- Other Experience** **Chick-fil-A**, Marietta, Georgia
Team Member, August 2015 – August 2018, May – August 2019
- Selected by manager to train 15 staff members on company standards across multiple positions
 - Initiated a team motivation pilot that netted an increased retention of staff by 75% over a year
 - Managed a cash drawer of more than \$500 on a daily basis
- Honors & Organizations** **Berry College Center for Integrity and Leadership**, August 2019 – Present
Habitat for Humanity, August 2018 – Present
Berry Forensics Union, August 2017 – May 2019; Persuasive Speech Award – January 2019

GENERAL RESUME TIPS

FORMAT:

- Use one professional, easy to read font/font size throughout (Name can be larger and BOLD)
- One page/one side is sufficient for most college graduates. Use space wisely (adjust margins, font size, etc.)
- Margins, spacing, headings, etc. should be consistent throughout
- Use italics and bold carefully to emphasize and highlight
- Use "bullets" to quickly convey **WHO** (what you did, **how** you accomplished the tasks, and the **outcome**/accomplishments of the experience)
- Quantify numbers, amounts, frequencies and dollar values to enhance your descriptions
- Avoid repetition of information and skills, your space is limited, use it wisely
- Spell out numbers though ten; four instead of 4
- Don't use abbreviations, personal pronouns (I, me, my) or pictures/graphics (unless your field requires a design resume)

CONTENT:

- Resumes MUST be tailored and targeted for every job you are applying for
- Automated Tracking Systems (ATS) are scanning for exact keywords (in the job description)
- Begin with your most pertinent experience. If your experience requires an additional page, ensure most related information is first
- Begin each statement with a bullet followed by a strong action verb (no "responsible for" or "duties included"). Include key words and transferrable skills to emphasize skills developed. Employers don't want a list of tasks. Rather use **WHO - WHAT** you have done, **HOW** you bring value and/or handled your work responsibilities, and most importantly the **OUTCOME** of your work and how it relates to their posted position
- Organize bullets in order of significance with the job you are applying for
- Don't use personal or subjective evaluations (such as "learned a great deal through this experience")
Document tangible outcomes and achievements
- A curriculum vitae (CV) is used for academic purposes – graduate school applications, academic openings, etc. A CV should be a minimum of two pages and focus on academic endeavors such as research, presentations, publications, teaching, etc.

BEFORE YOU SEND YOUR RESUME:

- Edit, proofread, and spell-check for errors. Have someone (Career Development office ☺) critique it for you. Send it as a Word document to your reviewer so changes can be tracked.
- Email your resume to yourself – does it look like you intended
- Save your final resume as a PDF to an employer so it can't be reconfigured and can be more easily scanned; use your name as the document title
- Use high quality resume paper; white or ivory are the most acceptable colors if sharing hard copies
- Send a cover letter (format including contact information, font style, font size, etc. should match your resume) with your resume to expand on details that align with the job that you are applying for. Describe the skills that demonstrate your value and share the outcomes of successful experiences

ACTION VERBS**Management Skills**

accomplish
administer
advance
analyze
appoint
approve
assign
attain
balance
chair
collaborate
contract
consolidate
convert
convey
coordinate
define
delegate
develop
direct
drive
enforce
enhance
evaluate
execute
generate
handle
hire
improve
incorporate
increase
initiate
lead
motivate
organize
oversaw
plan
prioritize
produce
recommend
reorganize

resolve
review
schedule
strategize
strengthen
supervise

Communication Skills

accentuate
address
advertise
advocate
arbitrate
arrange
articulate
author
correspond
develop
direct
draft
enlist
facilitate
formulate
influence
interpret
lecture
market
mediate
moderate
motivate
negotiate
persuade
promote
publicize
reconcile
recruit
spoke
translate
write

Research Skills

analyze
catalog
clarify

collect
conduct
criticize
diagnose
evaluate
examine
explore
extract
examine
gather
hypothesize
identify
inspect
interpret
interview
investigate
maintain
organize
review
summarize
survey
systemize

Technical Skills

adapt
analyze
apply
assemble
build
calculate
compute
convert
craft
design
devise
draft
edit
engineer
experiment
fabricate
improvise
inspect
operate
overhaul
program

remodel
repair
simplify
solve
train
upgrade
develop
enable
encourage
evaluate
explain
facilitate
focus
guide
implement
inform
initiate
instruct
persuade
present
set goals
stimulate
tutor

Financial Skills

administer
allocate
analyze
appraise
audit
balance
budget
calculate
compute
develop
earn
forecast
manage
market
plan
project
reconcile
research

Creative Skills

act
conceptualize
create
Design
develop
direct
entertain
establish
fashion
find
illustrate
institute
integrate
introduce
invent
originate
perform
plan
revitalize
shape
solve

Helping Skills

assess
assist
clarify
coach
counsel
demonstrate
diagnose
educate
encourage
ensure
expedite
facilitate
familiarize
inspire
guide
refer
rehabilitate
represent
serve
volunteer

Detail Skills

approve
arrange
catalogue
centralize
change
classify
code
collect
compile
critique
decrease
discern
dispatch
distribute
diversify
document
eliminate
establish
execute
expand
file
generate
head
implement
increase
inspect
monitor
operate
organize
prepare
process
purchase
record
retrieve
review
screen
specify
standardize
systemize
tabulate
transfer
validate