



Resume Writing Workshop

Cal State L.A.

Career Development Center



The Resume and Its Purpose

- A resume is a short descriptive document.
- It is an account of work experience, education, qualifications, objectives, personal qualities and special skills.
- It is usually the first item a potential employer sees about you and therefore is very important!
- **The resume's main purpose is to get you an interview!**



The resume is used in the job search process in the following ways:

- To network with others, including at job fairs
- To respond to job ads online and in newspapers, often teamed with a cover letter
- To be submitted along with an employer job application form
- To be taken to a job interview

Standard Resume Formats

Chronological

Functional

Combination





1. Chronological resume

This resume type focuses on your work experience, listing your current job first and going back in time chronologically.

This resume highlights steady employment and progression in job responsibility.

Sample- Chronological Resume

EDUCATION

Bachelor of Arts in Economics, Clemson University, Clemson, South Carolina
Minor: **Political Science** May 2001 GPA: 3.2/4.0

MANAGEMENT EXPERIENCE

NationsBank, Winston Salem, North Carolina

Co-op Assistant Operations Center Manager

Fall 2000

- Coached and motivated loan officers and tellers to meet and exceed performance expectations, solving client problems and ensuring a consistent quality customer experience at the branch.
- Developed and implemented action plans to achieve sales and service quality by training sales associates to achieve their full potential.
- Assisted in the interviewing and selection process of new tellers.
- Responsible for training all newly hired teller and loan officers.

Dillard Department Stores, Miami, Florida

Intern Assistant Area Sales Manager

Spring 1999

- Assisted in training associates on customer service, sales techniques, technical responsibilities and merchandise presentation to clients and customers.
- Promoted teamwork among associates to achieve common goals.
- Scheduled floor coverage for five departments and assisted in the supervision of the associates assigned to those departments.
- Assisted in the interviewing and selection process of all newly hired sales associates.

OTHER EXPERIENCE

Clemson University, Clemson, South Carolina

Resident Assistant

Fall 1999 & Spring 2000

- Counseled residents on academic and personal matters.
- Planned and implemented programs to cover a diverse range of topics.
- Served on Residential Life planning and advising committees.
- Motivated residents to join campus organizations.

Summer Orientation Ambassador

Summer 1999

- Assisted in the coordination and planning of greeting over 1,000 freshmen to campus.
- Conducted tours of the campus and assisted in giving presentations at Freshmen Orientation.



2. Functional Resume

This resume concentrates on general and specialized skills and abilities, rather than lengthy descriptions of each individual job.

This resume can hide gaps between jobs (because dates can be deleted). Job candidates who are entering new fields or have experience unrelated to their career goals might want to choose this format.

Sample – Functional Resume

INTERNATIONAL ADMINISTRATION

- *Hired and trained both European and Asian sales forces for companies dealing in technical products (19xx-19xx).
- *Opened and fully staffed sales offices in Japan, France, and Germany (19xx-19xx).
- *Conducted market studies in advance of new product introduction (19xx-19xx).

INTERNATIONAL MANAGEMENT

- *Ten years international experience in sales, marketing, advertising, promotion and general management (19xx-19xx).
- *Supervised collection and interpretation of data indicating the most cost-effective methods to launch new lines (19xx).

SALES TRAINING AND DEVELOPMENT

- *Recruited and trained twenty-one sales persons for a line of industrial building supplies (19xx-19xx)
- *Sales team received Outstanding Achievement Award for all sales staffs throughout the company (19xx-19xx).
- *Opened new distribution channels in South America resulting in a 12% increase in sales in Western Hemisphere (19xx).

MARKETING

- *Increased sales by 22% over three years, resulting in a \$2.3 million profit increase (19xx-19xx).
- *Launched five new products in Asia and sold manufacturing licenses to Japanese firms (19xx-19xx).

EDUCATION

Bachelor of Business Administration, May 2001
The University of Georgia, Athens, Georgia
Major: Marketing Minor: German

REFERENCES

Available upon request.



3. Combination Resume

The combination resume brings together features of the reverse chronological and the functional resumes.

Sample – Combination Resume

Education

State College; Collegetown, KY (Sept, 1998 to Present)
Bachelor of Arts expected June, 2001.
Major: English.
Additional coursework in Advertising, Philosophy, and Mathematics.

Human Relations and Communication Skills

- Communicated in writing and by phone to many customers of the bank.
- Handled complaints/customer discrepancies, conferred with personnel in an effort to resolve problems.
- Participated in numerous fund-raising activities.
- Represented departments in meetings and relayed information and concerns to appropriate parties.

Administrative and Management Skills

- Gathered information to process customer accounts.
- Organized billing to maintain timely accounts.
- Improved training for incoming employees.
- Interacted with various personnel through interviews which enhanced overall efficiency of operations.

Other Skills Areas

- Strengthened communication skills by volunteering for special projects.
- Enhanced writing technique, gaining experience in different styles of writing, including press releases, public service announcements, and problem solving letters to customers.
- Acquired data retrieval and Word Perfect word-processing skills.

Work Experience

The American Red Cross; Collegetown, KY June, 1999 – Present
Public Information Intern

National Bank and Trust; Collegetown, KY Summers, 1997, 1998, and 1999
Accounting/File Clerk

Organizations, Honors, Awards

Secretary, State College Advertising Club (1998-1999)
Yearbook Editor, Collegetown High School (1999-2000)

References Available Upon Request

Resume Writing Guidelines



Resume Reference Sources

- “Resume Writing” flyer samples
- WinWay Resume
- Online advice
- Books at libraries (including our Career Center!) and bookstores
- This workshop!



Formatting Tips, Part I

- Length – for most, one page is best
- Use one font throughout
- Use **BOLD** to emphasize only the most important features of your resume
- Acceptable type sizes are 10, 11 and 12 pt.
- Be consistent with tabs, dates and other formatting features

Formatting Tips, Part 2

- Decide on an overall design scheme – bullets or paragraphs?
- Aim for neatness and readability
- Is the resume professional-looking and inviting to read?



Resume Sections

Personal Info
Objective
Summary
Education
Work Experience
Special Skills
Memberships/Honors/
Awards
Volunteer Experience
References



Personal Information

- Name should stand out.
- Can vary the placement of name, address, phone number, email address.
- List only one phone number.
- Professional-sounding voice message
- Professional email address
- In certain cases, “U.S. Citizen” is appropriate here.



Objective

- Short and sweet is preferred.
Example: *“Seeking position as elementary school teacher.”*
- Specific vs. general objective
- Objectives for career fairs should be general or eliminated.
- Can be phrase or sentence.

Summary

- Could also be called: Profile, Qualifications, Highlights
- Should be tailored to the job in question via the job description
- Example: “Extensive knowledge of computer hardware, computer communications, and systems engineering. Strong team-building, multitasking and communication skills due to four years sales experience. Quick learner and effective decision-maker.”

Education

- Most recent degree or current study first
- List expected date of graduation.
- List options, minors and certificates.
- Spell out college name: *California State University, Los Angeles*
- AA or AS drops off when you get bachelor's.
- No high school
- List graduation with honors or high GPA

Education-Related Headings

- Senior or Special Project/Thesis topics/
Papers presented/
Professional Development
- Special certifications
- Test completion (CSET, FE, etc.) important to certain professions



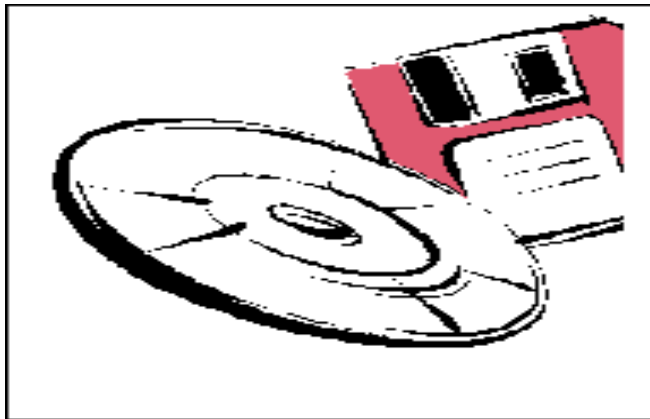
Work Experience/Work History Part I

- Current or most recent job experience first
- Not all jobs need to be listed - - why?
- List job title first.
- Include employer's name and city.
- Use bullets or paragraphs to detail job duties.
- Each descriptive phrase should begin with an action verb.
- If using bullet format, no more than 5 bullets items per job.

Work Experience/Work History Part 2

- Prioritize the order in which you describe job duties, with the most impressive-sounding ones listed first.
- Consider dividing your work experience into “Related Experience” and “Other Experience.”
- Remember to list internships if they are related to your field. It doesn’t matter if you were paid or not – good experience is good experience!

Special Skills



- Skills could be featured in the Summary section, or in a separate section that highlights special areas, most usually
- Language skills
Example: "Bilingual: English/Korean" and/or
- Computer skills, listing known computer programs



Memberships/Honors/Awards

- Include memberships in campus and community organizations.
- Make special note if you held an office.
- Dates are not required.
- If listing a scholarship, indicate its name and who awarded it to you.
- Don't forget to list national associations.
- No high school stuff, please!

Volunteer Experience

Volunteer experience can be listed if it is meaningful and appropriate. Social Work, Psychology, Sociology and credential students will find this an especially important part of their resumes. No dates are required here.



References “available upon request”

- You should have at least 3 people agree to be your reference.
- Do not ask family or friends, but consider employers, professors, scout leaders, clergy who know you well enough to address your talents and attributes as an employee, student or good citizen.
- Give your references a copy of your resume and keep them updated on your job hunt.
- Employers may ask for your reference list. (Never list your references on the resume). The list should include: reference name, job title, place of employment, phone number and email address.

Special Considerations





Tailor your resume

- **Your resume should be targeted to the specific job you are applying for.**
- The job description helps you customize your resume to the employer's needs.
- Make sure the employer doesn't miss out on your most marketable assets: put them in priority order in the top half or top two-thirds of the resume.

Resume too skimpy?



- Use generous margins.
- Use 12 pt.
- Consider a heading called “Major Coursework” or “Related Coursework” – a listing of various classes you have taken that may impress the reader.

Resume too lengthy?

- Consider narrower margins.
- Go down to 10 pt.
- Personal information need be no longer than 2 or 3 lines.
- Edit: delete items that are of little importance (such as “other duties as assigned”).



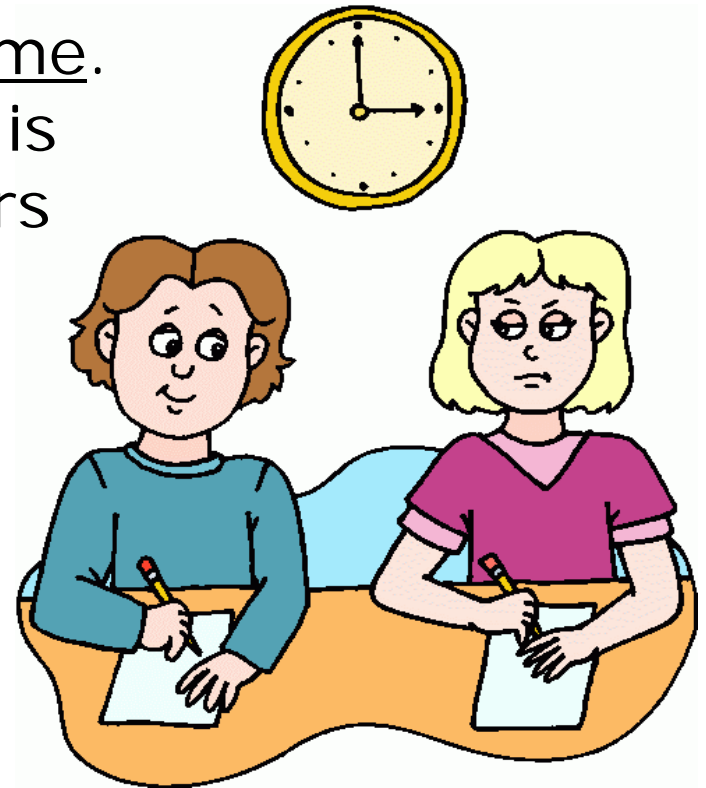
It's all in the details



- Do not use personal pronouns
- Double check your spelling, grammar and punctuation
- Print your resume on a good printer and use heavy (18 to 24 pound) neutral-colored paper

The whole truth, and nothing but the truth . . .

Never ever include false information on your resume. With the technology that is available today, employers can easily check on your background.

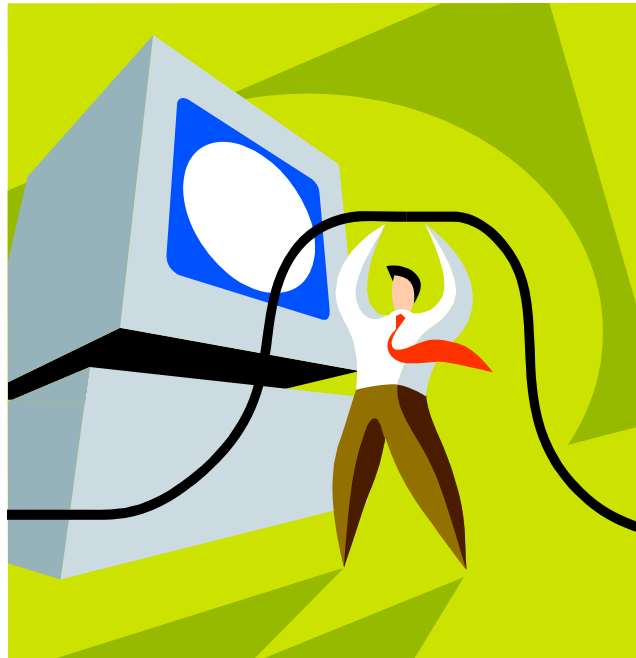




How to Submit Your Resume

- It can be mailed. (Send it flat, unfolded, with no staples, in large envelope).
- It can be faxed.
- It can be given to someone in person.
- It can be e-mailed as an attachment.
- It can be copied into the body of an email.

Electronic Resumes





Plain Text (E-mailable) Resumes

- Every job candidate needs a separate plain text document version of his/her resume ready to email to those employers requiring them.
- Why not just email the traditional resume? Because the employer's computer may not be able to fully translate it – and it could look like a muddled mess when opened.

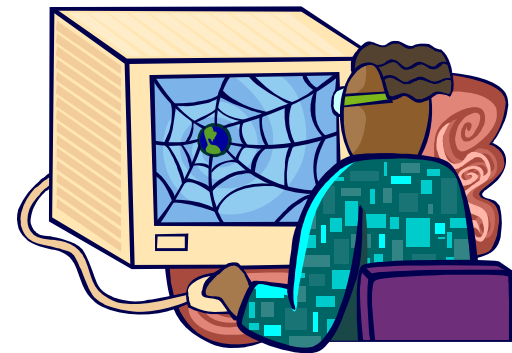


Things to Know about E-mailable Resumes

- This resume is left-justified with no enhancements – no bold, bullets or tabbing.
- This version of your resume will probably be longer than a page but that's OK – the reader just scrolls down.
- When emailing this resume, always remember to put something specific on the subject line (such as, "Resume from Sue Scott for Museum Curator Opening") or it might not be opened.

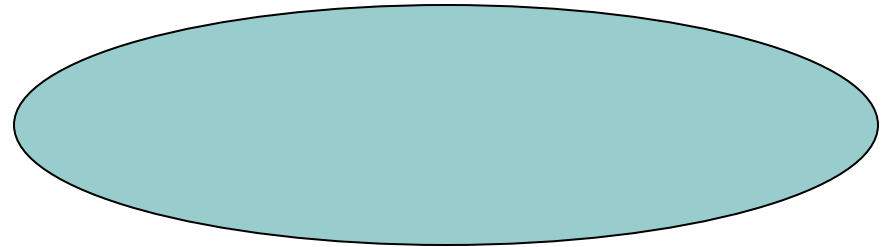
Other Resume Options

- Your resume as a pdf file.
- HTML or web resumes. Can include photos, links, streaming video.



Scannable Resumes and Keywords Part 1

- Large companies may scan your resume, looking for what they call “keywords.”
- You can identify keywords for your profession by reviewing job postings for your target jobs and noting qualifications, technical expertise, industry jargon and personality traits that are being sought after.



Scannable Resumes and Keywords Part 2

- Here is an example of a keyword-laden summary statement for a Sales Representative:

Achievement-oriented sales professional with five years of success in personal and commercial insurance. Skilled in developing marketing strategies and providing excellent customer service....bilingual – Spanish...team player...special projects...increased sales.

- Keywords can be written in text or can be part of a list.

Sample – Plain Text (E-mailable) Resume

GEORGE A. STEIN
211 Sierra Vista Avenue
Sierra Madre, CA 91745
(626) 555-1163
gstein@aol.com

OBJECTIVE

Entry level audit position within a public accounting firm.

EDUCATION

BS BUSINESS ADMINISTRATION, Option: Accounting
June 2006
California State University, Los Angeles
GPA: 3.75

PROFESSIONAL DEVELOPMENT

CPA review course (June 2006)
Scheduled for CPA exam (November 2006)

MAJOR COURSEWORK

Advanced Accounting; Cost Accounting; Auditing Principles
Financial Budgeting; Business Law; Tax Accounting

WORK EXPERIENCE

ACCOUNTANT, Pasadena Honda, Pasadena, CA
2003 to 2006

- * Examined inventory level and cost.
- * Supervised accounts payable and receivable staff.
- * Managed company's cash flow by governing surplus and deficit.
- * Issued all checks for company's expenses.
- * Posted entries into journals, including sales, purchases, cash disbursement, insurance, payroll, parts and accessories.
- * Processed all stages of payroll for hourly and salaried employees, and commissions to salespersons.

HONORS AND ACTIVITIES

Dean's List, 2002 - 2006
Member - Beta Alpha Psi (CSULA chapter)
Member – CSULA Accounting Society. Treasurer – 2004/05

REFERENCES available upon request.

Cover Letters



The Cover Letter Part I

- The cover letter “covers” your resume and is an additional opportunity to sell yourself.
- DON'T merely repeat what is on the resume.
- The cover letter **must be tailored** to the employer and the job opening for which you are applying.
- Realize that the employer may view this letter as a writing sample, so your grammar, spelling, punctuation and style must be perfect!

The Cover Letter Part 2

- 1st paragraph: Indicate the job title in question, and you might add how you found out about the job opening.
- 2nd paragraph: Write about how you would be able to fit the job in question and bring special value to the workplace. Show your knowledge of the employer, and be enthusiastic about your career field and the job for which you are applying. Sell yourself!

The Cover Letter Part 3

- 3rd paragraph: Sum yourself up, thank the reader, and let them know you will contact them directly if you don't hear anything within a prescribed time period.
- Use the same higher-quality paper you are using for your resume, and remember to submit it with your resume with no folds or staples.

Sample – Cover Letter

3200 Lincoln Avenue
San José, CA 95125

March 12, 1999

Mr. Robert McClintock
Personnel Office
Avalon Department Store
1275 Sunset Boulevard
San Diego, CA 92110

Dear Mr. McClintock:

- 1** I enjoyed meeting you last Thursday at San José State University's Career Expo and am extremely interested in becoming a member of your Buyer Team. In particular, I enjoyed hearing about Avalon's training program and am pleased that your buyers also serve as department store managers.
- 2** My academic program at San José State University prepared me well for a career in retailing. I will be graduating in May with a bachelor's degree in Business Administration with a concentration in Marketing. As you will note on the enclosed resume, I supplemented my formal course work with an internship at Drew's Department Store and with summer and holiday jobs in retailing. This experience coupled with my academic background makes me an excellent candidate for your Buyer Team.
- 3** Again, thank you for your time. I would very much like to meet with you to further discuss my interest in Avalon. My phone number is (408) 555-9392 and my email address is kbaxter@email.sjsu.edu. I will call you in two weeks to check on the status of my application.

Sincerely,



Kenneth Baxter

Enclosure



Summary of the most important points

- Main purpose of the resume – to get an interview
- Choose a resume format – there are basically 3 types
- Required resume elements – personal info, objective, education, work experience
- Tailor your resume to the particular job you are applying for!
- Know how an e-mailable resume differs from the traditional formats
- Use the cover letter to sell yourself and add value to your resume

You can view this Power Point at:

www.calstatela.edu/univ/cdc/docs/resumewritingppt.pdf

Need further resume advice?

Call the Career Center to schedule an appointment with a counselor for a resume critique.

(323) 343-3237

Remember – a good resume gets you the interview!

GOOD LUCK!

