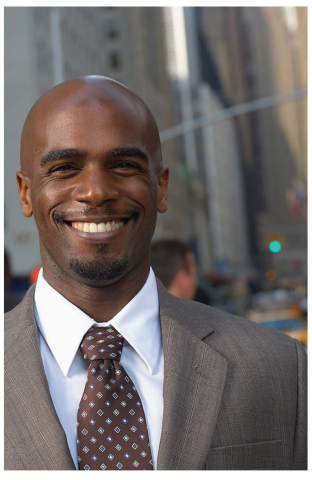
Career Development Services

at Florida Gulf Coast University

Resumé Writing Guide



FLORIDA GULF COAST UNIVERSITY

Resume Writing Guide ◆ 2014 - 2015

Table of Contents

2 Writing Your Resume
7 Resume Action Words
10 Sample Resume

Career Development Services

Florida Gulf Coast University
10501 FGCU Blvd S.
Fort Myers, FL 33965-6565
(239) 590-7946
Email: careercenter@fgcu.edu
Website: http://studentservices.fgcu.edu/careers/

FGCU Career Development Services supports the mission of the University and the Division of Student Affairs by promoting student learning and development and helping students fulfill their career expectations. Within this context, we assist students in developing and implementing career, education, and employment plans and decisions.

Overview of Services

Job and internship search advising, including resume/cover letter assistance and preparation for employment interviews and salary negotiation.

Advising on career and major selection, including assessments, major and career information, and assistance in the decision-making process.

Graduate school planning, including assistance with resume/CV/personal statements, graduate school research, and preparation for interviews.

Campus student employment, through the use of a web-based job listing system, College Central Network.

Writing Your Resume

What is a resume and why is it important?

A resume is a document that summarizes your professional qualifications. It is also usually the first impression an employer has of you to assess whether or not you are a good "fit" for a position, and how well you compare with other candidates. **The bottom line?** It is critical that your resume has the right look and content to get you noticed and considered for an interview.

Step-By-Step Resume Building Guide

IMPORTANT NOTE: While there is not necessarily one "right" way to write a resume, FGCU Career Services attempts, through this guide, to capture many of the preferences employers express about resumes.

STEP 1: Developing Your Content - "Make a List"

The two main elements of a resume are **content** and **design**. Configuring your content comes first. Open a Word document and make a list of your experiences and qualifications using the guide below:

- ❑ **Education** - Include the following:
  - Start with "Florida Gulf Coast University" and follow with the names of other four year or community colleges you have received degrees from
  - Name of the degree you are pursuing and when you expect to graduate ("May 2015")
  - Minors and/or concentrations
  - Academic recognitions, such as Dean's List or Honor Society
  - GPA if it is higher than a 3.0
  - Study abroad experiences
  - For those students with **no related** work experience, consider including a listing of coursework within your major or any major projects that are *highly related* to the field you are pursuing.

  *Generally speaking, you **do not** include high school on our resume. **Exception:** First and second year students can include high school activities such as clubs, sports, student government, etc. Remove high school information when you start your junior year, unless it is directly related to your career goal.*

- ❑ **Employment:** Include every job you have ever had. You can refine this list later. Start with your current or most recent job and list all in reverse-chronological order.
  - State the name of the employer and position title(s)
  - Location: city, state (country if abroad)
  - Dates of employment: month and year
  - DO NOT include the name and contact information for your supervisor

- ❑ **Internships or Field Experiences:** Record in the same format as your work experience.

- ❑ **Extracurricular Activities:** For example: membership in student clubs, fraternity/sorority, Student Government, etc. Make special note of leadership and executive roles.

- ❑ **Volunteer and Community Service:** Utilize Service Learning hours! List any additional community service as well.

- ❑ **Honors, Awards and Memberships in Professional Associations** (if any)

- ❑ **Related Skills:** Only include specific 'hard skills' like technical (computer software, database, programs) or language skills. DO NOT list 'soft skills' like organizational, communication, teamwork, etc.

STEP 2: Accomplishment Statements - "Marketing You!"

Now it is time to build ***accomplishment statements*** (bulleted descriptions) into your job and internship experiences (and extracurricular activities, if applicable)

A well-formulated accomplishment statement has two parts:

1) The results or benefits that came as a result of your work, stated in terms of the value added
2) The action you took to achieve those benefits or results (what steps you took or techniques you used)

The goal is to not replicate the description duties in a job description. Use the checklist below to help with this process:

- ☐ ***Action-oriented*** – This is critical. Each sentence should begin with an "action" verb, such as *coordinated, collected, planned, maintained, promoted, prepared, provided, merchandised, etc.* Refer to the "Actions Verbs" section on page 7.
- ☐ ***Accomplishment-based*** – Were you ever recognized as employee of the month? Did you exceed your sales goals? Were you ever given additional responsibilities like training new staff? Touch on your exceptional performance.
- ☐ ***Measurable*** – Quantify as often as possible: $ in sales, # of team members, % decrease in spending, etc.
- ☐ ***Detailed*** Don't expect the recruiter to figure out what you did. Tell them! If you planned events, describe them and their outcomes. If you developed web pages, give links and details.
- ☐ ***Industry verbiage*** – If you are pursuing a career in a particular field, your resume should contain words common in that industry either through your work experience (preferably) or education. Use the position description of the job you're applying to to determine which words to use

Quick Tips:

- State the benefit first, then describe what you did to accomplish that result
  - Good: "Developed a marketing strategy that increased student involvement by 15%"
  - Stronger: "Increased student involvement by 15% through a creative marketing strategy"
- Use proper tense
  - Current jobs: use present tense ("coordinate")
  - Previous jobs: use past tense ("coordinated")
- Do not refer to yourself by using the word, "I"; it is assumed the resume is about you
- When one action resulted in multiple results, put them all in one statement
  - "Established recycling program that increased student awareness of environmental issues by 34% and decreased amount of trash each month by 10%"
- Don't go into great detail for jobs in which the nature of work is evident by the job title (for example: cashier, server, delivery truck driver, landscaper)
- Avoid wordiness and unnecessary adjectives

Examples:

- Saved $60 a year in service charges by acquiring a checking account at a new bank for College Council
- Instituted residence hall tutoring program that increased average overall GPA from 2.9 to 3.3
- Increased membership in ABC student club by 50% for the 2012-2013 year through creative advertising
- Presented training for new campus-wide email system to approximately 30% of the student body

It may be helpful to:

- **Ask yourself some questions about each of the experiences:**
  - What did you do?
  - How did you do it?
  - How well did you do it?
  - What skills did you use to do it?
  - Why did you do it?
  - How much and how many?

- **Think of a time when you:**
  - Increased profits
  - Reduced costs
  - Reduced errors
  - Reduced conflict
  - Reduced losses
  - Improved quality
  - Improved teamwork
  - Made things smoother
  - Made things easier
  - Increased efficiency or speed
  - Foresaw a need
  - Foresaw a problem
  - Foresaw an opportunity
  - Found an easier solution
  - Found a cheaper solution
  - Accomplished the same with less
  - Accomplished more with the same
  - Accomplished more than others
  - Prevented a problem
  - Protected against a hazard
  - Provided new resources
  - Solved a chronic problem
  - Developed a new procedure
  - Created something from scratch
  - Overcame obstacles
  - Received an award

STEP 3: Organize Your Content – "From the Top Down"

Recruiters usually spend about 30 seconds scanning your resume. Therefore, you need to capture their attention right away. The order of heading sections should be arranged with most relevant and marketable information on top. This is typically your education and related work experiences.

- If you have related work experience, separate experience into 'Related Experience' and 'Other Work Experience.' List 'Related Experience' first
- Within each section, list your experience in reverse chronological order, meaning your most recent jobs should be at the top. Include month and year.
- For summer or holiday jobs, use "Seasonal" to cover multiple years (e.g. Seasonal 2008-2010)
- In most cases, it is a good idea to list all or most of your work experiences, even if they are unrelated. Those jobs reflect positively on your work ethic and responsibility. Most employers do not want to hire someone that hasn't worked before, so if jobs aren't on your resume, they can't assume anything about your past work experience.

Identifying Your Transferable Skills

Another benefit of including unrelated work experience is that it allows you to communicate your ***transferable skills***. Your goal is to demonstrate how your previous experience **TRANSFERS** to the position you are seeking. While it is true that more experienced workers typically have more to say, students often undersell themselves in this area.

Here are examples of different positions and the transferable skills gained from each:

Job or Experience	**Transferable Skills to Highlight**
Administrative Assistant	scheduled and coordinated team meetings, coordinated multiple projects simultaneously, developed divisional reports on a monthly basis
Committee Member for Special Event	worked in a team environment, achieved fundraising goal of $1,000
Public Relations Intern	developed and distributed press releases, researched social media

Job or Experience	Transferable Skills to Highlight
Retail Associate	presented merchandise, resolved customer problems, awarded "Associate of the Month" 3 times
Sports Team Captain	maintain personal discipline, motivate team of 25 Members, set and obtained team goal
Restaurant Server	ensured customer satisfaction, multi-tasked under pressure, presented new menus to team every month
Creative Writing Club Member	wrote and edited a variety of articles and essays, designed and proofed quarterly student publication
Dance Club President	organized and led weekly rehearsals, promoted club through group presentations to local high school audiences of 100+
Childcare Provider (babysitter)	planned activities, tutored on reading skills for 3 children ages 3-5 years
Sorority Member	oriented new members, followed and implemented organization guidelines for 40 members
Marching Band Member	scheduled daily, weekly and monthly rehearsals, organized instrument transportation and insurance

What about an "Objective"?
In most cases, an objective is not needed. An objective should only be used if you hand your resume to multiple prospective employers at a job or internship fair. In these instances, be specific about what you are looking for. For example: "To obtain an internship for the summer of 20XX, utilizing my proficiency in C++ and JavaScript."

STEP 4: Design Your Resume – "Keep It Simple"

As we stated before, an employer only scans your resume briefly. This means you need to present your credentials in an easy-to-read format. **Start with a blank Word document. DO NOT use a template.** Why?

- Template resumes don't usually display the information the way recruiters like to read them
- It may convey to the recruiter that you are not proficient in Word, unprofessional and unsophisticated
- Templates can be difficult to modify as you gain more experience

Suggested design guidelines:

- Use a common and professional font (e.g. Times New Roman, Calibri or Arial) throughout
- Aside from your name, text size should be consistent throughout and no smaller than 11pt
- Use bullet points for lists (like when describing your role using accomplishment statements)
- Margins should be consistent (1" or ½") and content should fill the page – MINIMIZE WHITE SPACE
- Keep your resume to one page. Exceptions include the field of education, workers with over 15 years of experience, and those with graduate degrees
- Do not list your references or include the phrase, "References available upon request"; create a separate document for references if necessary

#1 Formatting Rule: BE CONSISTENT - in your margins, font, layout, etc.

STEP 5: Review, Revise and Proof

No spelling or grammatical errors. ***For highly competitive positions, a mistake on your resume may preclude you from further consideration.*** Proof your resume several times and have others proof it too. Do not rely on spellcheck.

STEP 6: Managing Your Resume Document –"Which Format When?"

The resumes of potential candidates find their way to recruiters in many ways. Some recruiters may search online job sites like College Central Network or CareerShift.com. You might submit your resume as an attached email document or upload it to a company website. You may even deliver it directly into the hands of potential employers at a career fair or networking event. In all cases, it is important to select the correct file format.

Sending a resume via email: The preferred file format is a **PDF** attachment. Cover letters should be included in the body of your email and/or attached separately. Name your files professionally and include your name, document type, and position or company name. This will help you and the employer to stay organized. For example: PatSymthResume_Stantec or PatSymthCoverLetter_Sales Associate

Presenting a resume in person: In this case, file format is not as important as the quality of the printing and paper. Consider using a heavier paper stock and be sure the print quality is clear. Resume quality directly reflects upon your professionalism. The campus bookstore sells resume paper.

Uploading a text-based version of your resume (Also known ASCII or Scannable resume): You may need to save your resume as a "Plain Text" file. Large corporations often use a scanning process to review and track resume submissions. While this resume format is not necessarily attractive, the use of plain text and key words can help your resume be identified by databases.

NEVER INCLUDE THE FOLLOWING INFORMATION IN YOUR RESUME:

- Age
- Gender
- Ethnicity
- Race
- Marital status
- Family Situation (number of children)
- Social Security Number
- University Identification Number (UIN)
- Photos

In most cases, hobbies and interests are not included either, unless they related DIRECTLY to the position you are pursuing.

Resume Action Words

Administrative & Management Skills

Administered	Developed	Initiated	Organized	Reorganized
Advised	Diagnosed	Inspired	Originated	Represented
Analyzed	Directed	Installed	Oversaw	Responded
Approved	Disseminated	Instituted	Performed	Reviewed
Assigned	Enforced	Instructed	Pioneered	Routed
Authorized	Ensured	Integrated	Planned	Scheduled
Chaired	Examined	Launched	Presided	Sponsored
Consolidated	Executed	Lectured	Prioritized	Streamlined
Contracted	Explained	Managed	Processed	Strengthened
Controlled	Governed	Mentored	Produced	Supervised
Coordinated	Guided	Moderated	Promoted	Taught
Counseled	Hired	Monitored	Recommended	Terminated
Delegated	Implemented	Motivated	Redirected	Trained
Determined	Influenced	Negotiated	Referred	Validated

Communication and Creativity Skills

Abstracted	Critiqued	Innovated	Perceived	Reported
Acted	Demonstrated	Integrated	Performed	Revitalized
Addressed	Designed	Interpreted	Persuaded	Scheduled
Arbitrated	Developed	Interviewed	Planned	Screened
Arranged	Developed	Introduced	Presented	Shaped
Assessed	Directed	Invented	Produced	Sold
Authored	Edited	Launched	Projected	Spoke
Briefed	Enabled	Lectured	Proofread	Stimulated
Built	Enlisted	Led	Publicized	Summarized
Clarified	Facilitated	Manipulated	Published	Synthesized
Composed	Fashioned	Mediated	Read	Taught
Conceptualized	Formulated	Merged	Realized	Trained
Conducted	Generated	Modernized	Reasoned	Translated
Constructed	Helped	Motivated	Reconciled	Visualized
Corresponded	Imagined	Negotiated	Recruited	Wrote
Costumed	Influenced	Obtained	Rectified	
Created	Initiated	Painted	Remodeled	
Systematized	Tabulated	Validated		

Financial Skills

Adjusted	Computed	Economized	Maintained	Researched
Administered	Conciliated	Eliminated	Managed	Reshaped
Allocated	Decreased	Exceeded	Marketed	Retailed
Analyzed	Detailed	Financed	Merchandised	Saved
Appraised	Developed	Forecast	Planned	Secured
Audited	Disbursed	Funded	Projected	Sold
Balanced	Dispensed	Gained	Purchased	Solicited
Bought	Distributed	Generated	Reconciled	Sourced
Budgeted	Doubled	Increased	Reduced	Specified
Calculated	Downsized	Invested	Reported	Supplemented

Helping Skills

Adjusted
Advanced
Advised
Aided
Arbitrated
Assisted
Attended
Augmented
Backed
Balanced
Boosted
Braced
Cared
Clarified
Collaborated
Comforted
Consoled
Consulted
Contributed
Counseled
Demonstrated
Developed
Diagnosed
Directed
Encouraged
Expedited
Facilitated
Familiarized
Fostered
Furthered
Guided
Helped
Instilled
Led
Liaised
Listened
Mentored
Ministered
Negotiated
Nourished
Nursed
Nurtured
Obliged
Promoted
Provided
Reassured
Reclaimed
Rectified
Redeemed
Reeducated
Referred
Reformed
Rehabilitated
Related
Rendered
Repaired
Represented
Served
Serviced
Settled
Spoke
Stabilized
Streamlined
Supplied
Supported
Translated
Treated
Tutored
Unified

Research Skills

Administered
Amplified
Analyzed
Applied
Articulated
Assessed
Audited
Augmented
Balanced
Calculated
Charted
Clarified
Collected
Compared
Compiled
Composed
Concentrated
Conducted
Constructed
Consulted
Critiqued
Decided
Detected
Determined
Diagnosed
Discovered
Documented
Drafted
Edited
Evaluated
Examined
Exhibited
Experimented
Explored
Extracted
Extrapolated
Focused
Forecast
Found
Gathered
Generated
Identified
Integrated
Interpreted
Interviewed
Invented
Investigated
Located
Measured
Observed
Obtained
Organized
Perceived
Pinpointed
Planned
Prepared
Processed
Proofread
Recognized
problems
Researched
Reviewed
Riveted
Screened
Studied
Summarized
Surveyed
Synthesized
Systematized
Unearthed
Wrote

Sales Skills

Arbitrated
Catalogued
Centralized
Consulted
Dissuaded
Documented
Educated
Established
Expedited
Familiarized
Identified
Implemented
Improved
Increased
Influenced
Inspired
Installed
Integrated
Interpreted
Investigated
Judged
Launched
Lectured
Led
Liaised
Maintained
Manipulated
Marketed
Mediated
Moderated
Negotiated
Obtained
Ordered
Performed
Planned
Processed
Produced
Promoted
Proposed
Publicized
Purchased
Realized
Recruited
Reduced
Reported
Researched
Resolved
Restored
Reviewed
Routed
Saved
Served
Set goals
Sold
Solved
Stimulated
Summarized
Surveyed
Translated

Teaching skills

Acquainted	Communicated	Effected	Guided	Originated
Adapted	Conducted	Empowered	Harmonized	Persuaded
Adopted	Coordinated	Enabled	Implemented	Presented
Advised	Counseled	Enacted	Influenced	Responded
Answered	Decided	Encouraged	Informed	Revolutionized
Apprised	Delegated	Enlarged	Initiated	Set goals
Augmented	Delivered	Enlightened	Innovated	Stimulated
Briefed	Demonstrated	Expanded	Installed	Summarized
Built	Designed	Explained	Instituted	Trained
Certified	Developed	Facilitated	Instructed	Translated
Charted	Directed	Fomented	Integrated	Valued
Clarified	Dispensed	Formulated	Invented	
Coached	Distributed	Generated	Lectured	
Collaborated	Educated	Grouped	Listened	

Technical Skills

Analyzed	Developed	Formed	Marketed	Reduced
Broadened	Devised	Generated	Mastered	Researched
Charted	Drafted	Improved	Modified	Restored
Classified	Edited	Increased	Molded	Revamped
Communicated	Educated	Inspected	Operated	Streamlined
Compiled	Eliminated	Installed	Packaged	Supplemented
Computed	Excelled	Instituted	Pioneered	Surveyed
Conceived	Expanded	Integrated	Prepared	Systematized
Conducted	Expedited	Interfaced	Processed	Trained
Coordinated	Fabricated	Launched	Programmed	Upgraded
Designed	Facilitated	Lectured	Published	Wrote
Detected	Forecast	Maintained	Reconstructed	

SAMPLE RESUME

IN TERMS OF "SUMMARY STATEMENTS" OR"OBJECTIVES" TYPICALLY WE DO NOT RECOMMEND THEM SINCE THE COVER LETTER IS A GOOD PLACE TO DISCUSS YOUR SPECIFIC CAREER GOALS. HOWEVER, EXPERIENCED JOB SEEKERS MAY HAVE A "SUMMARY OF QUALIFCATIONS."

PAT A. SMYTHE

100 North 20th Street – Fort Myers, FL 34567
(239) 000-000 – psmythe@eagle.fgcu.edu

Dates flush with right margin

Include GPA > 3.0

EDUCATION

Florida Gulf Coast University, Fort Myers, FL — Expected May 20XX
Pursuing a Bachelor of Arts Degree in Communication — GPA: 3.4/4.0

- Dean's List 20XX
- Relevant coursework: *Advanced Public Speaking, Journalism, Organizational Communication Behavior, Communication and Conflict, and Nonprofit Public Relations*

University of Florida, Gainesville, FL
Completed 30 hours of general education coursework

EDUCATION
LIST THE DEGREE YOU ARE CURRENTLY PURSUING.
ACCEPTABLE TO LIST COURSEWORK IN MAJOR.
INCLUDE GPA IF 3.0 OR BETTER.
INCLUDE DEAN'S LIST OR OTHER ACADEMIC AWARDS.

RELATED EXPERIENCE

Gulf Coast Cruise Liner, Naples, FL
Community Relations Intern / Newsletter Editor — August 20XX– December 20XX

- Drafted and distributed 10 press releases to print media about company's work with local charities
- Developed a list of 20 contacts at local radio and television stations for event coverage
- Represented the com
- Created quarterly co
- Coordinated speakin
- Constructed 5 P
- Revamped content of
- Designed graphics layout for new company brochures and created advertising literature to distribute to upscale residential communities
- Researched competitors to identify gaps in the marketplace and suggest sales opportunities, which helped increase revenues by over 8% from the previous year

ACTION VERBS
DON'T JUST LIST RESPONSIBILITIES.
QUANTIFY WITH NUMBERS, DATES OR PERCENTAGES.
START EACH SENTENCE WITH AN ACTION VERB.
Use the position description to your advantage and tailor this section

RELATED SKILLS

- Proficient in a variety of business computer applications, includi
  Dreamweaver, InDesign, and Photoshop
- Bilingual – conversational Spanish

CHRONOLOGICAL ORDER
START WITH MOST RECENT JOB
LIST MONTH AND YEAR
USE "SEASONAL" FOR SUMMER OR PART TIME HOLIDAY JOBS

OTHER WORK EXPERIENCE

The Beachside Restaurant, *Server* — December 20XX – Present

- Selected as February
- customer service
- entation a

LIST "RELATED SKILLS" IF YOU HAVE THEM – NOT EVERYONE DOES.
MUST BE SPECIFIC SKILLS YOU HAVE TRAINING OR EXPERIENCE IN

re, *Sales Associate*, — August 20XX – May 20XX

- e Community Relations Manager in hosting author book signings and special events
- d to be cross-trained in all other areas of the store in order to provide additional support and to those departments as needed

rks & Recreation, *Summer Camp Counselor*, Naples, FL — Seasonally (20XX – 20XX)

EXTRACURRICULAR ACTIVITIES
LIST LEADERSHIP ROLES SUCH AS COMMIITEE CHAIR OR VICE PRESIDENT.

DO NOT LIST HOBBIES OR PERSONAL INTERESTS

CAMPUS AND COMMUNITY INVOLVEMENT

- Florida Gulf Coast University Student Government – Public Relations Committee
- Habitat for Humanity, Volunteer Coordinator-Developed schedule and organized reception table