



**THE OHIO STATE UNIVERSITY**

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OFFICE OF STUDENT LIFE

## **From C.V to Resume**

Career Counseling and Support Services

The Ohio State University

1640 Neil Avenue, Second Floor

Younkin Success Center

614-688-2898

[ccss.osu.edu](http://ccss.osu.edu)



# CCSS Services

## Individual Career Counseling

- Appointments and Walk-ins
  
- 1. Job Search Campaign
  - Resumes, Cover Letters & Interviewing Skills
  - Applying to Graduate School
- 2. Career Exploration
  - Career Assessments
  - Career Planning & Decision-Making
- 3. Career Counseling



# Tailoring your resume



# Resumes and Cover Letters

Focus on *tailored* content

- Think like the person who will be receiving your resume

1. Determine job target:
2. What is needed for this target position? What the employers are looking for

Lifeguard v Consultant v Instructor v Research



## Employer's Expectations: What is needed

- **Skills: Can you do the job?** Do you have the skills, aptitude, or experience the job requires?
- **Passion: Will you do the job?** Do you have the motivation and interest?
- **Fit: Will you fit in?** Will you accept the organization's way of doing things and get along with co-workers and customers?



# STEP 3 : List your strongest skills or abilities that make you a good candidate for the target job

- **SKILLS**
  - Review the Job Posting/Skills
    - Requirements
    - Preferred Qualifications
    - Job Duties

Job Posting	YOU

- Create a chart



# Your Specific Skills

Example: Target job: Health Coach

## Relevant Skills:

- Provides education on wellness topics
- Encourages adoption of positive habits
- Coordinates the distribution of health education materials
- Works collaboratively with participants and other team members

## Your Relevant Skills:

- Education on wellness
- Working collaboratively





# Transferable Skills

Remember: skills can be gained anywhere-research-volunteer-committee-job-class

1. Can include unpaid and non-university experience
  - \* Don't downplay your research
2. Grad School Classes and Projects can be used as experience

Transferable Skills: Skills that can be applied to more than one job or career area.

(TIP: <http://exploration.osu.edu/current-students/what-can-i-do-with-a-major-in>)

What skills have you developed from your experiences that might be transferable?





# Transferable Skills

Leadership

Teamwork

Initiative

Time Management

Communication Skills

Organization

Attention to Detail



# Do employers really want this?

- ❑ National Association of Colleges and Employers
  - ❑ NACE Job Outlook Survey 2014
  - ❑ Employers Rate the importance of candidate skill/qualities
    1. Ability to work in a team structure
    2. Ability to make decisions and solve problems
    3. Ability to plan organize and prioritize work
    4. Ability to verbally communicate with persons inside and outside of the organization



# Targeted Skills

<i>Skills</i>	<i>Job A</i>	<i>Job B</i>	<i>Job C</i>
<i>1-leading</i>	<i>1</i>	<i>1</i>	<i>1</i>
<i>2-analysis</i>	<i>2</i>	<i>2</i>	<i>2</i>
<i>3-public speaking</i>	<i>3</i>	<i>3</i>	<i>3</i>
<i>4-empathy</i>	<i>4</i>	<i>4</i>	<i>4</i>
<i>5-organization</i>	<i>5</i>	<i>5</i>	<i>5</i>
<i>6-swimming</i>	<i>6</i>	<i>6</i>	<i>6</i>



# Before you start

What they are seeking

1.

2.

3.

What you are offering

1.

2.

3.

Job Posting	YOU



# Constructing your resume



# Style Tips

- Write your own resume – avoid templates
- Keep it simple, use a readable font (best fonts are Garamond, Times New Roman, Arial)
- Proofread, make sure grammar & punctuation are correct
- 10/11 point font
- Aim for 1 or 2 pages, whatever they ask for
  - If 2 pages
    - Name on second page somewhere
    - Don't split experiences
    - At least a page and a half



# Construction and Content

- Structure and Flow of Resume
  - Crisp and Balanced/Uniform format
  - White space vs Filled space
  - Keyword search
  - 8-10 seconds
  - Easy to get to information-don't hide it with creativity (color, pictures)
  - Top to bottom, left to right



# Identifying Information

- Name (should be prominent)
- Present address or permanent address (targeted) (office)
- Phone number (voice mail)
- E-mail address (use your OSU account or other professional looking address)
- 1 line
- Website or LinkedIn
- \*\*\*Do not include age, marital status, religion, or other personal information, including a photo





# Job Objective/Summary (optional)

- **BOTH**
  - 1) The actual job title and the employer-be specific if possible
  - 2) How you will **benefit** the employer – not what you are seeking from the employer...2-3 things
- Usefulness



# Summary Background (optional)

- Highlights 3 - 5 bullet points summarizing your strongest qualifications for the position
  - Use Specifics
- Include how you will benefit the employer – not what you are seeking from the employer
- Answers two questions:
  - How is this person qualified?
  - Should I read the rest of the resume?



# Education

- Name and location of institution(s) attended in reverse chronological order
- Degree(s) awarded/ Majors and minors
- Anticipated or actual dates of graduation
- Only schools where received degree
- Dissertation/Thesis
- No High School – usually
- Might not lead with Education



# Education

## Optional

- GPA
- Related Coursework (4 reasons)
- Study abroad
- Awards and Honors/Dissertation/Thesis



# Education

THE OHIO STATE UNIVERSITY, Columbus, Ohio

*PhD in Exercise Science*, May 2018

GPA: 3.43

BOWLING GREEN STATE UNIVERSITY, Bowling Green, Ohio

*Bachelor's of Science in Kinesiology*, June 2012

GPA: 3.67

**The Ohio State University**

**Columbus, OH**

*Bachelor of Science in Business Administration* December 2019

Majors: International Business and Finance Major GPA: 3.5

Minor emphasis in Spanish

El Colegio de Postgraduados en Ciencias Agrarias, Texcoco, Mexico

*Agricultural Trade and Rural Development Study Abroad Program* June - August 2013



# Experience Layout

## RULE OF RELEVANCE

- Clustered Experiences-Targeted headers
  - Check off the boxes they are looking for with headers
  - Categorize based on relevance rather than paid/not paid
  - Order is Relevance-Significance-Reverse Date
  - Any experience that is particularly relevant to the job that you are applying for should be closer to the top



# Experience Layout

## RULE OF RELEVANCE

- Example: Experience v Counseling Experience

Career Counseling Experience

Higher Education Experience

Military Experience

Leadership Experience

- Can have specific and then broad



# Explaining your experiences

- Pick an experience.
- In draft form, write down everything you did -- answer the question: **“If I did not show up, what wouldn’t have gotten done?”** or **“What would someone else have to take over?”**
  - Think about all of the knowledge, skills, and abilities developed on the job.
  - Accomplishments. **Problem-Action-Result.**
- Now think back to the job posting. You know what they are looking for and what you have.
- Not everything will fit.





# Before you start

What they are seeking

1.

2.

3.

What you are offering

1.

2.

3.

Job Posting	YOU



# Skills and Tasks

- Uniform layout: Name and location of employer, (internship, volunteer, class projects exp.) dates of employment (involvement) and title
- **Winning Formula = Action verb + subject + outcome/details**
  - Outcome: to, for, resulting in, improving
  - Make it concise but vivid: Be descriptive and quantify as much as possible -- the reader should be able to “see” you doing the job
  - Do not use responsible for...



# Skills and Tasks

- Use their words
- Vary your words
- No personal pronouns
- All periods or no periods → Consistent
- Start with an overview of the org if it's unknown
  - ODU v OSU
- Use present tense for current job responsibilities and past tense for previous responsibilities



# Experience Layout

- The more that a past experience is related to the work you are seeking the more space it takes up
  - 3-7 bullets for relevant
  - 2-3 for non relevant



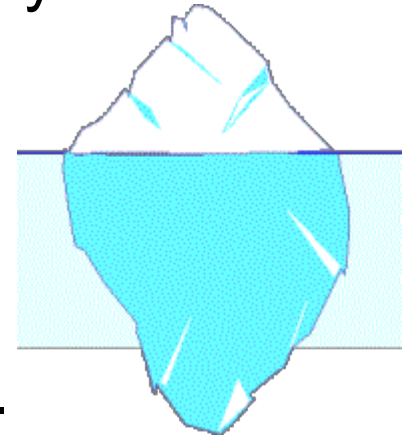
# Examples

## Conducted soil sampling

- Sampled soil and groundwater of metropolitan and suburban areas, ensuring water quality for Ohio residents

## Taught biology 101

- Delivered over 350 hours of training independently to large group audiences, ranging from 20 to 60 people per session.



## Edited monthly newsletter

- Act as sole editor for Council's 10 page monthly newsletter, including solicitation of articles and editing for content, style, and length.



## Taking the “Ivory Tower” out of teaching

### **Training Experience**

#### **Instructor**

September 20XX-January 2XXX

#### **The Ohio State University**

Columbus, OH

- Independently delivered over 350 hours of training to large group audiences, ranging from 20 to 60 people per session.
- Effectively integrated a range of presentation tools, including lecture, interactive discussion, team-building exercises, demonstrations, humor, and illustrative multi-media clips.
- Consistently received above-average audience performance evaluations relative to a group of 20 peers.
- Developed proficiency in explaining complex technical subject matter to inexperienced audiences.
- Enhanced team-working skills by facilitating multiple ongoing group projects among training audiences.



# Research

## 4 Parts

### 1. Goal

- The question that you wanted to answer

### 2. Methods and Techniques to solve the question

- Specifics! Most important part

### 3. Results

- Transferrable

### 4. Soft Skills

Don't downplay your research

Don't get too attached to your question



## Translating graduate school research experience

### Finance Experience

#### **Economics Student Researcher**

September 20XX-August 20XX

#### **The Ohio State University**

Columbus, OH

- Developed expertise in sugar, soy, and corn investment risk management and authored a report with applied suggestions for investment and lending industry experts.
- Analyzed the effects of Federal subsidy and trade regulation changes on sugar forecasts and profits, published a technical report of findings, and presented results to Sugar Association annual conference. (VS. “DISSERTATION TITLE”)
- Created a statistical prediction model for sugar prices, enhancing predictive accuracy of previous models by 10%. (Numbers and Results)
- Completed intensive training in equity valuation, forecasting models and techniques, and data analysis. (VS. “TOOK CLASSES IN...”)
- Enhanced technical writing and presentation skills through two original economics research publications and two PowerPoint-based conference presentations.
- Recruited, trained, and supervised two project team assistants.
- Collaborated with peers, as well as junior and senior colleagues, on multiple team-based finance research projects. (WORKING IN ADVISOR’S LAB)





## Brutus selling volunteer experience

### **Strategic Communication Experience**

#### **Strategic Promotions Officer**

September 20XX-Present

#### **Ohio Area Council on Aging**

Columbus, OH

- Create and implement a comprehensive strategic public relations plan, including development of media and government relations, creation of a council website, and planning for increased grass-roots education.
- Act as sole editor for Council's 10 page monthly newsletter, including solicitation of articles and editing for content, style, and length.
- Develop and maintain Council website using DreamWeaver and featuring message boards; chat rooms for Older Adults and caregivers; a catalog of advocacy and self-help resources; and a community services directory.
- Author press releases resulting in local television news coverage, over 10 published articles, and a broadcast interview with National Public Radio.
- Write speeches for Council president's community, industry, and government speaking engagements and attend meetings with government officials to advocate for policies benefiting older adults.
- Design content and graphic layout for consumer information campaign briefs focusing on Social Security reform and prescription drug legislation.



## Brutus translates grad school into coherent experience

### Gerontology Experience

**Gerontology Research Investigator**  
**The Ohio State University**

September 20XX-Present  
Columbus, OH

#### Research

- Demonstrate expertise in gerontology field through 130+ hours of formal training and preparation, resulting in SAGE Gerontology Certification.
- Apply advanced research and data analysis methods transferable to public opinion survey research.
- Author two published gerontology research reports and co-author a Social Security reform policy paper.
- Co-author a National Institutes of Medicine grant, resulting \$75,000 of program funding.

#### Leadership

- Train and supervise 6 research project team members in position duties and protocol
- Enhance public speaking skills through delivery of 10 PowerPoint-Based lectures and two national conference presentations
- Participate in work teams composed of junior and senior colleagues, collaborating in planning and execution of multiple large-scale research projects.



# Optional Sections

- Publications/Presentations\*\*\*\*\*Selected
- Additional Skills(computer/language, not soft skills)
  - Computer-Social media, Microsoft office?
- Relevant Coursework
- Honors/Awards
- Community Service/Volunteer Experience
- Leadership Experience
- Professional Memberships/Organizations
- Licenses/Certifications



# References

- List on a separate page: don't include on resume
- Copy your identifying information to the top of your reference page
- Use the same format for each reference
- Name of reference, phone number, e-mail
- Balance of academic and professional
- Consider supervisors from volunteer experiences and internships (coaches, professors, etc.)
- No family members
- List in order of who you want contacted



# Some Resume “Don’ts”

- References
- Personal pronouns
- Detailed Publications/Conferences
- Extensive Coursework
- Extraneous detail
- Bland, vague, duty-oriented content
  - e.g. “Performed various research activities”
- Irrelevant information



# Translate Credentials: Resume v CV Overview

- 1-2 pages – succinct, selective, employer-focused
- Focus on a concise summary
- Strategically tailored for each position
- The position that you are applying for guides your choice of information
- Evaluate what needs to be removed from CV



# Cover Letters



# Cover letters: general guidelines

- Tells a prospective employer what you can do for them and why you are qualified to meet their needs
  - Connector-Not a rehashing of the resume
- Opportunity to demonstrate your writing skills
- Tailor to EACH position
- Address to specific person when possible
- One page - keep at 3 to 4 paragraphs





# Elements of a cover letter

- Your return address and today's date
- Employer's contact information
  - Can remove for space
- Greeting (specific)
- Introductory paragraph
- Support/ evidence paragraph(s)
- Closing paragraph
- Signature



# Introductory Paragraph

1. Tell why you are writing (specific position or type of work for which you are applying)
2. Mention the resource used in finding out about the opening or company/organization \*optional
3. Include when you're graduating from The Ohio State University and with what degree
4. A highlight of how you match the posting attached to experiences, thesis statement:
  - *I believe that my A, B, and C make me a good fit for this position.*
  - *Gives outline of what's to come*



# Introductory Paragraph

*It is with great interest that I am applying for the position of Mechanical Engineer at Nissan. I learned about this opportunity from Kristen Hall, an Engineer in your office who highly encouraged me to apply. I am currently a Mechanical Engineering Major at Ohio State and expect to graduate in Spring of 2017. I believe that my leadership skills combined with my experience in structural design and analysis as well as electrical design make me an ideal candidate for the Mechanical Engineer position.*



# Middle Paragraph

- ❑ Prove it! Go through A, B, and C and give evidence: Use thesis as a guide
  - ❑ What you did, What you learned and How it matches them
  - ❑ Where and how you developed those skills (academic background/training, work experience, personality traits)
  - ❑ Achievements that relate to the field in which you are applying
  - ❑ **D->How it relates to them (your goals + their mission/ current projects etc.)**



# Main Paragraph

*My Bachelor's degree in Mechanical Engineering from OSU has taught me the importance of collaboration and teamwork in completing tasks efficiently and on deadline. While at OSU, I was a member of the Women in Engineering Society. These experiences advanced my leadership and communication skills through volunteer programs with the greater Columbus community. In addition, I gained considerable experience in structural design and analysis as well as electrical design through my engineering internship at Honda. What appeals to me most about Nissan is your commitment to research and development and your aspiration to be on the forefront of new technology.*



# Closing Paragraph

- Your resume is included
- Additional Skills (language, scuba)
- You'd like to further discuss the job opportunity
- How you can be reached (phone number and e-mail) to answer any questions
- Thank them for his/her time and consideration
- If employer is far away, indicate when you'll be in the area for an interview



Facebook: @osuccss  
Twitter: @CCSSatOSU  
Questions?

[Wilhelm.118@osu.edu](mailto:Wilhelm.118@osu.edu)

Career Counseling and Support Services

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