

RADFORD UNIVERSITY

Center for Career and Talent Development

Radford Resume Guide



2019-2020

10 Tips for Creating a Resume that Tells Your Story

1. Start with a blank Word document

Companies quickly read and filter resumes, by using Application Tracking Software (ATS). It is difficult for the software to read custom templates, images, charts, graphs, columns, headers and footers. Keep your resume simple to ensure that it will be reviewed!

2. Choose a clean easy-to read font

A few good choices to consider are Arial, Calibri, or Times New Roman. Use a larger font size for your name (16-18) and font sizes of 10 – 12 work well for the body of your resume.

3. Organize and prioritize

Follow a simple format that employers can quickly review to understand your story. Put your name and contact information at the top of the page, and then use these simple headings: **Education, Work Experience, Leadership & Engagement**, and **Skills** to organize your information.

4. Use keywords

Resumes are scored and filtered by using keywords. Customize your resume to highlight your skills and qualifications by using key words that are relevant to your field or position.

5. Focus on accomplishments

Write accomplishment statements that begin with an action verb to state what you did, how you did it, and the results (quantify when possible).

6. Prioritize and focus

Your resume is your “advertisement”. Select the information that will best tell your story and help the employer understand why you are the best fit for the position.

7. Do your research

Learn what the employer is looking for by researching the organization and the position. Tailor your resume to highlight the skills, knowledge and experience that you have and they need.

8. Get expert advice & proofread

Check for spelling, grammar and punctuation errors. Ask your career coach, experts in the field, faculty, and friends, to review your resume and provide feedback.

9. Submit your resume

Follow all formatting instructions in detail, when submitting your resume electronically. When sending as an attachment, send as a PDF so that the formatting stays as you created it.

10. Upload your resume in Handshake

Upload your resume in Handshake (Your Name tab -> Documents) and complete your Profile. You are now ready to apply for jobs and internships!

YOUR NAME

Contact Number | Email Address | City, State
LinkedIn Short URL (if applicable) | E-Portfolio or Personal Website (if applicable)

EDUCATION

Name and location of college/university attended, as well as month and year of graduation. Include your degree, major(s), concentrations and minor areas of study, as applicable.

Radford University, Radford, VA Graduation Month & Year
Bachelor of [degree] in **[major]**; Concentration in **[concentration]**
Minor in **[minor]**
Honors / Scholarships [if applicable]
GPA [if 3.00 or higher]

Other information you may want to include:

- Other colleges/universities attended (in reverse chronological order)
- Related Courses
- Study abroad
- Certifications

WORK EXPERIENCE

List your work experience in reverse chronological order. Include jobs, internships, co-ops, student teaching, clinical experience, fieldwork and research.

Place of Employment, City, State Month & Year – Month & Year
Job Title

Describe your experiences and job responsibilities in detail. List accomplishments and include skills, technology, or techniques learned. Use action verbs and key words that are relevant to the position.

LEADERSHIP AND ENGAGEMENT

Use this section to highlight clubs, organizations, and offices held. Include activities such as athletics, competitions, and projects that illustrate relevant skills. Describe your role and competencies developed (i.e. leadership, teamwork, interpersonal communication).

Organization, Location Month & Year – Month & Year
Role / Position Held

List your leadership and engagement experiences in reverse chronological order and in the same format as your work experience.

SKILLS

Highlight technical skills and proficiencies (i.e. industry specific applications, techniques, knowledge base). Include relevant certifications and languages in this section.

Note: Provide a list of references who can speak to your strengths and accomplishments. List your references on a separate page and share upon request.

Jessica Espinoza

540-123-4567 | mespinoza2@radford.edu | Virginia Beach, VA

EDUCATION

Radford University, Radford, VA

May 2021

Bachelor of Science in **Communication**; Concentration in **Public Relations**

Minor in **Marketing**

GPA 3.20/4.00

WORK EXPERIENCE

Vineyard Vines Clothing Company, Leesburg, VA

June 2017 – Present

Retail Associate

- Support company sales objectives by providing product suggestions and sharing promotions.
- Train 10 new staff members in sales techniques and proper cash register operations.
- Provide excellent customer service to approximately 300 customers annually.
- August 2018 Employee of the Month Recipient

Radford University Harvey Knowledge Center, Radford, VA

September 2018 – May 2019

Marketing Student Assistant

- Created promotional print media flyers and posters using Canva, Photoshop and InDesign.
- Produced new social media strategies and campaigns resulting in a 43% increase in Facebook followers and a 125% increase in Instagram followers.
- Acquired hands-on experience in program planning by assisting in workshop logistics and scheduling.

LEADERSHIP AND ENGAGEMENT

Frisbee Club, Radford University

September 2017 – Present

Communications Chairperson (August 2018 – May 2019)

- Designed and managed Frisbee Club website and created social media (Facebook, Twitter, Instagram) to promote awareness and increased club membership by 30%.
- Successfully compete as a team member in competitions within the university and with neighboring teams.

Consumer Behavior Class Project, Radford University Department of Marketing

January 2019 – May 2019

Consulting Team Member

- Consulted with a retail clothing client to study the effects of their current advertising strategy on consumer purchasing behavior.
- Researched best practice in social media advertising to increase sales in a retail environment, and prepared and presented a competitive analysis to the client.

SKILLS

Technical Skills: InDesign, Photoshop, Canva

Certifications: Microsoft Office Specialist (MOS) Excel Certified

Languages: Fluent in Spanish

Accomplishment Statements

Accomplishment statements are building blocks for telling your story. Use them to build impactful resumes, CVs, cover letters, personal statements.

Here's how to write a compelling achievement statement:

Think of an accomplishment – something that you are proud of in a job, volunteer experience, internship, research project, team project, etc.

Use this formula to create a descriptive accomplishment statement that employers will love!

Action + Project + Results = Success

A = Action start with a strong action verb that describes your action or role
P = Project or Product describe your project of purpose
R = Results state your outcome or “win,” using numbers to quantify, when possible

Here's are a few examples:

Sustainability Internship Team Member:

Established a sustainable process to reduce campus food waste, as part of a team project, that resulted in re-directing 100+ meals daily to a local food kitchen.

Club or Organization Philanthropy:

Organized a fraternity fundraising event, attended by over 500 students, resulting in \$3000 donation to a local relief effort.

Career Readiness Competencies

All employers desire these “must have” competencies and skills for professional success. Build these skills in to your Work Experience and Leadership & Engagement accomplishment statements:

- ✓ Critical Thinking & Problem Solving
- ✓ Oral & Written Communication
- ✓ Teamwork and Collaboration
- ✓ Leadership
- ✓ Digital Technology
- ✓ Global & Intercultural Fluency
- ✓ Professionalism & Work Ethic
- ✓ Career Management (ability to identify and articulate your strengths, knowledge, and experiences, and identify areas for growth.)

Action Verbs

Show off your accomplishing using descriptive and compelling action words. No matter what duty or accomplish you are trying to show off, these action verbs will make your resume way more exciting.

What You Did	Verbs to Describe it
Led a project	Chaired, Controlled, Coordinated, Executed, Headed, Operated, Orchestrated Organized, Oversaw, Planned, Produced, Programmed
Envisioned a project or program	Administered, Built, Charted, Created, Designed, Developed, Devised, Founded Engineered, Established, Formalized, Formed, Formulated, Implemented, Incorporated, Initiated, Instituted, Introduced, Launched, Pioneered, Spearheaded
Saved time or resources	Conserved, Consolidated, Decreased, Deducted, Diagnosed, Lessened, Reconciled, Reduced, Yielded
Increased efficiency, sales, or satisfaction	Accelerated, Achieved, Advanced, Amplified, Boosted, Capitalized, Delivered, Enhanced, Expanded, Expedited, Furthered, Gained, Generated, Improved, Lifted, Maximized, Outpaced, Stimulated, Sustained
Changed or improved something	Centralized, Clarified, Converted, Customized, Influenced, Integrated, Merged, Modified, Overhauled, Redesigned, Refined, Refocused, Rehabilitated, Remodeled, Reorganized, Replaced, Restructured, Revamped, Revitalized, Simplified, Standardized, Streamlined, Strengthened, Updated, Upgraded, Transformed
Managed a team	Aligned, Cultivated, Directed, Enabled, Facilitated, Fostered, Guided, Hired, Inspired, Mentored, Mobilized, Motivated, Recruited, Regulated, Shaped, Supervised, Taught, Trained, Unified, United
Brought in people or resources	Acquired, Collaborated, Forged, Navigated, Negotiated, Partnered, Secured
Supported customers or clients	Advised, Advocated, Arbitrated, Coached, Consulted, Educated, Fielded, Informed, Resolved
Researched	Analyzed, Assembled, Assessed, Audited, Calculated, Discovered, Evaluated, Examined, Explored, Forecasted, Identified, Interpreted, Investigated, Mapped Measured, Qualified, Quantified, Surveyed, Tested, Tracked
Wrote or communicated	Authored, Briefed, Campaigned, Co-authored, Composed, Conveyed, Convinced Corresponded, Counseled, Critiqued, Defined, Documented, Edited, Illustrated Lobbied, Persuaded, Promoted, Publicized, Reviewed
Oversaw or regulated	Authorized, Blocked, Delegated, Dispatched, Enforced, Ensured, Inspected, Itemized, Monitored, Screened, Scrutinized, Verified
Achieved something	Attained, Awarded, Completed, Demonstrated, Earned, Exceeded, Outperformed, Reached, Showcased, Succeeded, Surpassed, Targeted

Source: 185 Powerful Action Verbs that Will Make Your Resume Awesome

<https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>

Does your resume have “Wow” Factor?”

Criteria	Your Resume will “Wow” the employer, if:	Comments / Notes
Header	<ul style="list-style-type: none"> ○ Contact information includes your name, phone number, email, city, state ○ Other links may include: LinkedIn short URL, E-portfolio, your website 	
Education	<ul style="list-style-type: none"> ○ Education listed in reverse chronological order (most recent first) for all colleges where you received a degree, certificate, or at least one year of coursework. ○ Do not include High School. ○ Key Elements: <ul style="list-style-type: none"> Name of College/University(s), City, State Graduation Month & Year or years attended if not a degree Degree, Major, Concentration (if applicable); Minor (if applicable) ○ May also include: <ul style="list-style-type: none"> ○ GPA if over a 3.00 ○ Distinctions such as Honors, Awards, Student Athlete, Study Abroad ○ Academic Certifications ○ Related Courses if limited relevant experience 	
Experience	<ul style="list-style-type: none"> ○ Includes relevant jobs, internships, co-ops, student teaching, clinical experience, field experience, research experience ○ Listed in reverse chronological order (most recent first) ○ List organization name and location, starting/end dates, and your title or role ○ Use bulleted format and: <ul style="list-style-type: none"> ○ Use strong action verbs, key words, quantifiers ○ Includes specific accomplishments, skills / tools / techniques 	
Leadership & Engagement	<ul style="list-style-type: none"> ○ Includes clubs, volunteer, competitions, presentations, relevant projects ○ Lists name of organization or experience, start and end dates, and title or role ○ Uses bulleted format to describe roles, accomplishments, and skills learned 	
Skills	<ul style="list-style-type: none"> ○ Relevant technical skills, proficiencies, credentials, and certifications ○ Languages, if fluent 	
The Bottom Line	<ul style="list-style-type: none"> ○ Information is accurate with no spelling, grammar, or punctuation errors ○ Font is easily readable and appropriate size (no smaller than 10 point) ○ Resume format is scannable by Applicant Tracking Software (ATS) ○ Resume is targeted for the position or industry (match key words and skills) ○ References are listed on a separate page (not on your resume). 	

OVERALL COMMENTS:

Cover Letter Tips

Personalize your story to show your excitement for the position and tell the employer why you are perfect for the role.

Here's how to write a cover letter that will make you shine!

- **Take the opportunity to tell your story:** Even if a cover letter is not required, always write one!
- **No templates please!** Employers can spot cover letter templates a mile away. Begin with a blank word document and make the cover letter your own.
- **Do your research:** Learn what the employer is looking for by researching the organization and the position. Tailor your cover letter to highlight the skills, knowledge and experience your related skills and why you are a great fit for the position.
- **Write well and Proofread:** Check for spelling, grammar and punctuation errors. Employers use your covers letter as an example of your writing style.
- **Sending via email:** If you are sending your resume and cover letter electronically, save them both as PDFs and attach to the email. In the body of the email, write a brief "cover letter" indicating that your resume and cover letter are attached.

Cover Letter Format:

- **Header:** Follow proper letter format as illustrated in the example.
- **Address and Greeting:** Determine the name of the hiring manager. Search the company website or call the Human Resources office and ask for the information.
- **Paragraph 1:** Identify the position and the company and how you learned about the position. Introduce yourself, why you are interested in the position, and why you are a strong candidate. [Never begin with "My name is"]
- **Paragraph 2:** Share skills and experiences that are relevant to the position. Tell how you can bring value to the organization. Use the position description to confirm desired qualifications.
- **Paragraph 3:** Conclude by reiterating your interest in the position and indicate how you will follow up. End with a thank you!
- **Closing and Signature:** Use a standard closure such as "Sincerely" or "With best regards," sign your name, and then type your name below your written signature.

YOUR NAME

Phone Number | Email Address
Street Address, City, State ZIP

Date (Month, Day, Year)

Contact or HR Director's Name and Title

Employer's Name

Address

City, State ZIP

Re: List Job Title and Position #, if applicable

Dear Mr. / Ms. (Contact or HR Director's Last Name):

Begin your cover letter by expressing your interest in the position (name the position and company.) State how you learned of the position. Introduce yourself – from your research, express why you are interested in the position and in the company, and why you are a strong candidate. [Never begin with "My name is..."]

Use the body of your letter to talk about who you are and what you've done. Read the job description and think about how you fit into the position. Explain to the employer how you qualify for the position using key words and language from the description. You may break this information in to 1-2 paragraphs to expand upon and fill in details from your resume. Use this space to thoroughly explain your experiences and how they qualify you for this position. [Your letter should not exceed 1 page in total length.]

In the closing paragraph, thank the reader for her/his time and consideration of your application. Reiterate your experience /qualifications and interest in the position. "Ask" for an interview by stating that you welcome a chance to further discuss your skills and experiences. State that you look forward to hearing from them soon. [Show your enthusiasm!]

Sincerely,

(signature in blue or black ink)

First and Last Name

Cover Letter Example

George Mitchell

123 Main Street, Apt 28, Virginia Beach, VA 12345

gmitchell87@radford.edu 757-123-6987

February 22, 2019

Ms. Ruth Johnson
Program Manager
Youth Villages
234 King's Parkway
Baltimore, MD 23498

Dear Ms. Johnson,

It was a pleasure to speak with you at the Radford University Career and Internship Fair. As you suggested, I followed up by reviewing the Youth Counselor Internship position, posted in Handshake. I am completing my Bachelor of Science degree in Psychology in May 2021, and I am interested in pursuing a career in counseling and social services. My education, along with my camp counseling experience, have provided me with the skills and knowledge base to contribute to the Youth Villages program.

I have worked as a residential camp counselor for Outward Bound, for the past two summers, working with at-risk teens ages 14-20, during 3, three-week camp sessions. As a camp counselor, I received extensive training and built skills in creating an affirming community, encouraging positive behaviors, mediating conflicts, and crisis intervention. During my second year, I served in a lead counselor role, mentoring and assisting with the training of 10 first-year counselors. This experience reaffirmed for me that my talents are well served working with youth, and seeing the students modeling positive interactions with their peers, was very rewarding.

I believe in the "Reach, Teach, and Mentor" philosophy of Youth Villages and would value the opportunity to join you as a summer intern. I look forward to the opportunity to meet with you to learn more about the program and how I can best support the work of the team. I am available to speak with you, at your convenience. Thank you again for your consideration.

With best regards,

Marc Mitchell