



CAL STATE LA

CALIFORNIA STATE UNIVERSITY, LOS ANGELES

Resume Fundamentals for Professionals

Success depends upon previous preparation, and without such preparation there is sure to be failure. -Confucius



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Agenda

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Purpose of the Resume

The purpose of a resume is to provide a summary of your skills, abilities and accomplishments. It is a quick advertisement of who you are. It is a "snapshot" of you with the intent of capturing and emphasizing interests and secure you an interview.

In addition, a resume can used for the following:

- Applying to graduate school
- Volunteering
- Scholarships
- Networking

Chronological Format

- **Characteristics**: the most common and readily accepted form of presentation, presents information in reverse order (most recent experience listed first), offers a concise picture of you as a potential employee
- **Advantages**: easy to write, emphasizes steady employment records, format is familiar
- **Disadvantages**: calls attention to employment gaps, skills are difficult to spot unless in most recent job

Chronological Resume Sample

110 Morningside Drive City, State, Zip Code	Phone: (xxx) xxx-xxxx Email: sullivan@xxxx.com
Brian P. Sullivan	
Objective	A management position in retailing involving selection of merchandise.
Experience	1999 - present Morgan's Department Store City, State Assistant Manager Conducted meetings with staff of six. Assigned and scheduled duties and responsibilities. Previewed and purchased merchandise.
	1997-1999 R & M Enterprises City, State Management Trainee Gained product knowledge. Developed customer skills and improved sales techniques. Fully responsible for inventory control, monetary transactions, and special projects.
	1996-1997 Amy March, Inc. City, State Aide to President Organized procedures for purchasing, credit approval, and invoicing. Worked with buyers in showroom, planning and implementing fashion shows.
Education	1998-2000 State University City, State Bachelor of Science Degree Business Administration, Concentration in Management
	1996-1998 Johnson County Community College City, State Associate of Arts Degree
	1992-1996 Central High School City, State High School Diploma Honors: Honor Roll, Student Ambassador, Captain of the Men's Wrestling Team, Treasurer of the Young Business Leader's Club
Activities & Affiliations	2000 - present Rider Ridge Community Association City, State President. Organize community events. Keep residents informed of zoning changes and other relevant county news.
	1999 - 2000 Delta Sigma Pi Business Fraternity City, State Was a member of the Delta Sigma Pi fraternity which is geared toward students who are pursuing careers in business. Took part in annual events such as float preparation and philanthropy events for cancer research and Odyssey of the Mind.
	1998 - 2000 Boy Scouts of America, local troop City, State Leader. Supervised 30 boys. Organized programs and supervised trips. Elicited almost 100 percent parent participation.
Awards/Honors	5/1/2000 Citizen Scholarship Bar Association Scholarship in the amount of \$750.00 awarded for outstanding volunteer service.
	4/26/1996 All State State Wrestling Association Was named to the All State wrestling team after the state tournament.
References	Available upon request.

Source: <https://www.pinterest.com/pin/313703930273172951/>

Functional Format

- **Characteristics**: focuses on the specific strengths and skills important to the employers
- **Advantages**: brief and well structured, focuses on skills not history and de-emphasizes a spotty work history
- **Disadvantages**: no detailed work history, content may appear to lack depth

Functional Resume Sample

MICHAEL EXAMPLE

(615) 537-1036
1111 KARMA LANE, GALLATIN, TN 37066
SUPPORT@CPRESUMES.COM

Results-driven and highly qualified Marketing Professional with a proven track-record of generating new business through strategic negotiation while cultivating new relationships with key decision makers. Adept at developing and supervising marketing strategies, managing accounts, analyzing market conditions, and ultimately generating high levels of revenue. Currently seeking a management position in Marketing which will effectively utilize all acquired skills and abilities, bringing 8+ years of related experience as follows:

KEY STRENGTHS

- Marketing/Sales Strategy
- Client/Vendor Relations
- Team Building/Leadership
- Project Management
- Account Management
- Market Research/Analysis
- Client/Employee Training
- Budget Management
- Business/Revenue Growth
- Advertising Campaigns
- Relationship Building
- Online Marketing

CORE COMPETENCIES

Marketing

- ✓ Generating business growth through client acquisition, increasing sales volume, and by driving sales through effective prospecting techniques.
- ✓ Cultivating and nurturing relationships with clients to provide product and service information, including features, advantages, and profitability, as well as to ensure repeat business.
- ✓ Selling interactive marketing solutions to further develop the awareness and presence of client companies.
- ✓ Assessing the client's needs and local market to develop effective traditional/online advertising plans.
- ✓ Creating materials to showcase company capabilities and provide new leads to increase business.

Management

- ✓ Supervising marketing strategies for accounts with combined monthly billings in excess of \$1M.
- ✓ Directing and supervising the execution of global marketing events and quarterly/annual meetings.
- ✓ Leading teams in partnering with top marketing vendors to bring services to clients.
- ✓ Developing and implementing training courses to further educate clients.
- ✓ Liaising between clients and internal teams to communicate client expectations/guidelines.
- ✓ Managing vendor relations, budgets, production timelines, and projects from inception to completion.

PROFESSIONAL PROFILE

Prime Interactive, Raleigh, NC Mar. 2009 – Jul. 2009
Account Executive

- Led a sales team in prospecting for new clients and conducting interactive marketing needs analysis to further develop a client's online marketing presence.
- Reviewed needs analysis with prospects that featured Organic and paid search results, Social Media Marketing, Email Marketing and Display advertising.

The King Partnership, Raleigh, NC Jan. 2008 – Feb. 2009
Account Manager

- Planned and created marketing solutions for Automotive retail clients.
- Successfully led the agency in diversifying from its traditional advertising channels to include Social Media Marketing and Mobile Text Marketing strategies that increased Marketing ROI for our clients and generated additional revenue sources for the company.
- Managed a group of associates to ensure that all project deliverables were achieved.

Carlson Marketing Worldwide, Troy, MI Feb. 2001 – Mar. 2007
Senior Project Manager – Ford Motor Company Account

- Coordinated the development of multiple Event, Web based training and print projects for Ford Motor Company Marketing initiatives.
- Collaborated with both internal and external clients to ensure project specifications, deadlines, and budget guidelines were met or exceeded.

Source:http://cdnresumes.livecareer.com/thumbnails/california/28432765_49480417.jpg

Combination Format

- **Characteristics**: marries the best aspects of a chronological resume and functional resume
- **Advantages**: shows off a strong employment record with upward mobility, showcases relevant skills and abilities and supportive employment records, emphasizes transferable skills
- **Disadvantages**: work history is on the second page and employer may not read that far.

Combined Resume Sample

MARJORY C. KRAMER

5000 Germania Ave. ■ Flatland, Texas 79000
(800) 932-4488 ■ (800) 489-3330 Cell
mck44@hotmail.com

PROFILE

- BBA in Finance
- Organized time manager; astute; detail-oriented
- Reliable leader; assume ownership of responsibility
- Excellent written and oral communicator; good listener
- Pleasant demeanor; perceptive; easily establish trust and rapport
- Superior work ethic includes diligence, availability, loyalty, and punctuality
- Broadminded and open to change; tolerant and flexible

EDUCATION

SUPERIOR UNIVERSITY, Lubbock, Texas 2001 – 2004
Bachelor of Business Administration (BBA) in Finance expected 5/04
Overall GPA: 3.6

Relevant Coursework:

Economics	Financial Statement Analysis	Portfolio Management
Investments	Intermediate Accounting	Real Estate Finance
Corporate Fin. I & II	Principals of Money, Banking & Credit	Managerial Communications

Projects:

Investments – Tracked a virtual portfolio on Internet. Received A on project.
Financial Statement Analysis – Chose and analyzed NASDC company performance. Received A.

HONORS

- Presidents List: Summer II 2001, Fall 2002; Dean's List: All other semesters.
- Golden Key International Honor Society and National Society of Collegiate Scholars, 2002
- Alpha Lambda Delta Honor Society and Phi Eta Sigma Honor Society, 2003 – Present
- McFadden Leaders Scholarship and Metro Alumni Scholarship

WORK HISTORY

SEA BASS RESTAURANTS, Flatland & Rock Cove, Texas 2001– Present
Cashier (2004), Bartender (2004), Server (2001 – 2003), Hostess (2001)
Ensure superior customer service. Handle payment transactions, cash out each server, and balance drawer daily. Also trained new servers and hostesses as well as coordinating hostess schedule.

- Praised for add-on sales, teamwork, congeniality, and accommodating attitude.

MISS PETITE STORES, Rock Cove, Texas 1999 – 2000
Sales Associate
Assisted customers in retail clothing store, handling cash and credit transactions. Developed excellent sales techniques and repeat clientele. Gained experience marketing and promoting sales.

ORGANIZATIONS AND VOLUNTEER ACTIVITIES

The Finance Association	2002
The Marketing Association (Can Food Drive)	2002
Beta Alpha Psi (Habitat for Humanity and Race for the Cure)	2001 – Present

COMPUTER SKILLS

PC literate with working knowledge of Microsoft Word, Excel, PowerPoint, Access, Outlook, Windows 98/2000/ME/XP, and the Internet.

Source: <https://www.pinterest.com/pin/273734483579650280/>

Action Verbs?

Action Verb List for Resumes & Cover Letters Management Skills	Communication Skills	Research Skills	Technical Skills	Teaching Skills	Financial Skills	Creative Skills	Helping Skills	Clerical or Detail Skills	Other Verbs
administered analyzed assigned attained chaired consolidated contracted coordinated delegated developed directed evaluated executed improved increased organized oversaw planned prioritized produced recommended reviewed scheduled strengthened supervised	addressed arbitrated arranged authored collaborated convinced corresponded developed directed drafted edited enlisted formulated influenced interpreted lectured mediated moderated negotiated persuaded promoted publicized reconciled recruited spoke translated wrote	clarified collected critiqued diagnosed evaluated examined extracted identified inspected interpreted interviewed investigated organized reviewed summarized surveyed systematized	assembled built calculated computed designed devised engineered fabricated maintained operated overhauled programmed remodeled repaired solved upgraded	adapted advised clarified coached communicated coordinated demystified developed enabled encouraged evaluated explained facilitated guided informed instructed persuaded set goals stimulated trained	administered allocated analyzed appraised audited balanced budgeted calculated computed developed forecasted managed marketed planned projected researched	acted conceptualized created customized designed developed directed established fashioned founded illustrated initiated instituted integrated introduced invented originated performed planned revitalized shaped	assessed assisted clarified coached counseled demonstrated diagnosed educated expedited facilitated familiarized guided motivated referred rehabilitated represented	approved arranged catalogued classified collected compiled dispatched executed generated implemented inspected monitored operated organized prepared processed purchased recorded retrieved screened specified systematized tabulated validated	achieved expanded improved pioneered reduced (losses) resolved (problems) restored spearheaded transformed

Resume Types Comparison

Comparison Table

	Chronological	Functional	Combination
Focal point	Work experience	Skills	Both
Work experience	Detailed	Not detailed	Detailed
Time on each position	Present	Not present	Present
Skills	Not present	Present	Present
Use for changing career	Not convenient	Convenient	Not convenient
Layout	Professional / Traditional	Creative / Non-conventional	Midpoint between professional and creative
Main Benefit	Shows information recruiters want to know about job positions and activities	Displays key skills needed for the new position	Includes the best features of both formats: work history, skills, and achievements
Main Downside	The lack of experience is more obvious than in other formats	Recruiters may not favor it, as it isn't straightforward about previous jobs	May be redundant

Source: <http://www.potentialessential.com/return-to-work>

Content Guidelines

- Identifying Information
- Career Objective
- Summary of Qualifications (Career Highlights)
- Work Experience
- Education
- Special Categories
 - Research
 - Publications
 - Certifications
 - Leadership
 - Conference Presentations
 - Community Services
 - Professional Memberships

Resume Do's and Don'ts

- Target your audience
- Grab your audience attention
- Highlight your accomplishments
- Talk results
- Use action verbs
- Appearance count
- Watch length
- Be honest
- Avoid resume templates
- How far back do you go?
- Watch for grammatical and spelling errors
- Avoid using excessively same action verb
- What not to include?
- Unusual email addresses and funky outgoing messages on your phone
- Email resume to oneself; don't save on USB

Electronic Resume

- Plain is good. Fancy is bad
- Don't use templates
- Avoid PDF
- Never mix different font types or font sizes
- Keep information and elements at the left margin. Centering, columns, and even indenting may change when the resume is optically scanned
- Use keywords

Summary Review

- Resume type will vary on your strategy approach, experience, and skills
- Chronological resume focuses on the candidate's work experience
- Functional resume focuses on the candidate's skills
- Combination resume uses both work history and skills to capture the employer's attention
- Dispel the notion of one size fits all
- Remember you have the flexibility to move content around when needed
- Avoid templates if possible
- Target your audience
- Familiarize yourself with action verbs
- Revise resume often
- Be mindful when submitting company electronic resumes

Questions?



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