



RESUMES

A COMPREHENSIVE GUIDE



Career Center
Sonoma State University



@SSUCareerCenter
career.sonoma.edu

WHAT IS A RESUME?

A RESUME IS A PROFESSIONAL DOCUMENT THAT PROVIDES A SNAPSHOT OF YOUR EXPERIENCES AND QUALIFICATIONS.

When applying for jobs, internships, or graduate school, you will likely be asked to submit a resume. The purpose of your resume is to showcase yourself in a way that matches the needs of the employer or admissions committee. Your resume should provide readers with a strong first impression by highlighting your most valuable qualifications - including **work experience, academic history, volunteer work, extra-curricular activities, skills, and certifications.**

Your resume will evolve over time as you gain new skills and experiences - so you should **customize your resume for different applications.** A well-crafted resume will distinguish you from other applicants, therefore increasing your chances of scoring an interview and ultimately the job!

*Resumes are meant to get you an **interview**, not the job... yet!*

Susan Psychology

(707) 664-2198 | psychologysu@sonoma.edu

EDUCATION

Sonoma State University
August 2015 - May 2019
Bachelor of Arts, Psychology

EXPERIENCE

MacRostie Winery: Hostess
August 2018 - Present

- Welcomed guests to the winery by greeting them with a glass of wine, starting their experience off well
- Organized reservations and parties both in person and over the phone, accommodating up to 450 people in a single day; mapped out seating placement and honored any special requests

Sonoma State Residential Life: Residential Assistant
August 2016 - May 2018

- Guided up to 53 residents throughout the school year by providing personal and academic support; included talking to residents about mental health or concerns of their peer's mental health, supporting residents for exceptional school work or helping them come up with goals
- Developed connections with residents by holding one on one meetings in order to learn more about their hobbies, interests and personal lives to better understand how to successfully build community
- Created and executed educational programs on issues such as mental health, social justice, sustainability, drug and alcohol use
- Worked four 24-hr on call shifts monthly, serving approximately 700 residents; responded to situations involving mental health, alcohol/drugs, weapon possession and other residential policy violations

Jeffrey Ballet School: Chaperone
May 2017 - August 2017

- Escorted dancers ages 8-18 to their various dance classes throughout New York City by using the subway system. Often taking place during rush hour escorting up to 70 dancers at once.
- Served as a confidant and acquaintance to dancers while they were away from home by organizing game and movie nights, taking them to explore the city and being on 24-hour standby
- Acted as a caregiver if a dancer was not feeling well physically or mentally
- Responded to any emergency situations and assisted the dancers to urgent care when it was necessary

COURSEWORK & CERTIFICATIONS
Service Learning Psychology 490 (Autism: Theories and Interventions)

- Observed a 12-week therapy session with a 17-year-old boy on the autism spectrum and helped form a treatment plan
 - Assisted a preschool teacher in a classroom of 10 kids on the Autism spectrum by facilitating stations that worked on fine motor and cognitive skills, monitoring recess and play time and organizing song circle
 - Helped kids cope with overstimulation and self-injurious actions by redirecting or acting as a buffer
- Service Learning Psych 313 (Careers in Psychology)
- Worked with at risk youth on a farm by helping teach them proper social skills and better ways to re-direct their emotions
 - Taught students about responsibility and reward for actions through caring for the life on the farm.
- Certifications and Trainings: Red Cross CPR, Fire safety, Safe Space, QPR (Suicide Prevention Training), NCI (non-violent crisis intervention)

GETTING STARTED

Haven't written a resume before?

Begin by brainstorming your professional and academic history. What kinds of jobs have you held? Have you participated in any clubs? Are there any community service events you've been a part of? What qualifies you to be a successful candidate?

I have a resume... but it could be improved!

Consider any new experiences you've gained since the last time you edited your resume. Evolve your resume in a way that makes it relevant to the position(s) you're applying for.

Visit the Career Center to review your resume with a Career Advisor!

LAYOUT & FORMAT

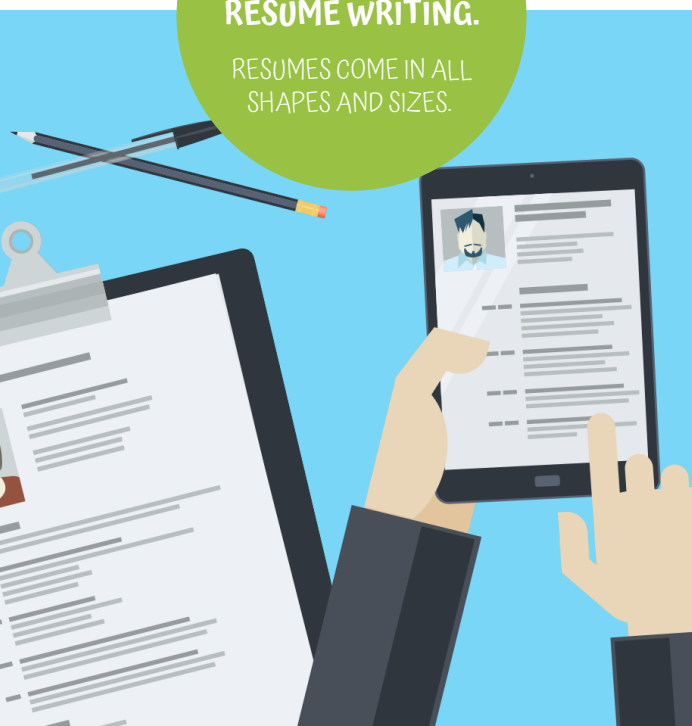
The way your resume is organized and formatted can effect the amount of attention it will receive. Your resume should have several sections with **clear headings** to identify each section.

Generally, resumes should be **no longer than one page***. Your resume should be concise and easily readable. If your resume is too long, it is unlikely that it will be read completely. This also means **you can use bullet points and phrases** instead of complete sentences and paragraphs.

To help organize the information on your resume, utilize **bold**, underlined, or *italicized* text.

THERE IS NO ONE
CORRECT FORMAT TO
RESUME WRITING.

RESUMES COME IN ALL
SHAPES AND SIZES.



*Some resumes might exceed one page depending on its specific purpose. Some industries will accept longer resumes depending on the job. For general and first-time resumes, it's best to keep your resume to one page.

NAME
CONTACT INFORMATION

EDUCATION

WORK EXPERIENCE

VOLUNTEER EXPERIENCE

SKILLS/CERTIFICATIONS

HELPFUL TIPS

- ✓ List your experiences from **most recent to oldest**.
- ✓ Use an **easy-to-read**, professional font.
- ✓ Format margins to be between **.5" and 1"**.
- ✓ List the most important/relevant sections towards the top.
- ✓ Make sure your resume is **free of spelling and grammar errors!**
- ✓ **Avoid the use of abbreviations.** Spell out any acronyms.
- ✓ Be thorough, but **concise!** Don't use more words than you need to.
- ✓ Include the **start and end dates** of each position you've held.
- ✓ Make your resume look full by utilizing the entire page. Avoid large gaps or blank spaces.

CONTENT

WHAT SHOULD I INCLUDE ON MY RESUME?

Include any experience that is relevant to the position you are applying for. Be sure to describe your tasks and responsibilities in a way that shows you are qualified. **See "Writing Achievement Statements" on the next page to help craft your resume writing.**

If you feel that your work history is not directly related to the job you are applying for, **chances are you've gained some skills that can be transferred to different jobs**, like customer service skills, organization skills, leadership skills, and more.

If you feel that you lack professional or formal work experience - don't worry! Experience is not limited to formal paid jobs. On your resume, you can list academic achievements, internships, classwork, volunteer work, extra-curricular activities, sports, study abroad, and more.

TAILORING YOUR RESUME

You should tailor, or customize, your resume to match each different job you apply to. For example, if you are applying for a marketing position, you want to strategically place your marketing experience towards the top. As you tailor your resume, you can eliminate irrelevant or unrelated experience to keep it concise. **You don't have to list every job you've ever done** - only include the ones that are most relevant to the position you're applying for.

ON AVERAGE, EMPLOYERS
SPEND SEVEN SECONDS
READING A RESUME.

SO STAY CONCISE
AND RELEVANT!

Source: Ladders Eye-
Tracking Study, 2018.

BUT I'VE NEVER HAD
A JOB BEFORE!

I'VE ONLY EVER
WORKED IN RETAIL!

RESUME-WORTHY CONTENT

RELEVANT COURSEWORK

VOLUNTEER EXPERIENCE

ACADEMIC ACHIEVEMENTS

LEADERSHIP EXPERIENCE

EXTRA-CURRICULAR ACTIVITIES

PROJECTS AND RESEARCH

SPORTS EXPERIENCE

CLUBS & AFFILIATIONS

AWARDS & CERTIFICATIONS

WRITING ACHIEVEMENT STATEMENTS

An achievement statement is a formula used to help write the details of your tasks and responsibilities for each experience listed on your resume. **Integrating achievement statements into your resume highlights the value of your previous experiences.**

ACTION VERB

+

PROJECT/TASK

+

RESULTS

=

ACHIEVEMENT STATEMENT

INSTEAD OF WRITING:

"MAINTAINED OFFICE EQUIPMENT."

TRY:

"IMPLEMENTED OFFICE INVENTORY MANAGEMENT SYSTEM RESULTING IN A 25% DECREASE IN SUPPLY COSTS FOR THE COMPANY."

ACHIEVEMENT STATEMENT BREAKDOWN:

ACTION VERB

Use a creative and unique verb to describe the action you took.
(See next page for a list of action verbs.)

PROJECT/TASK

Describe the project or task you were responsible for.

"IMPLEMENTED OFFICE INVENTORY MANAGEMENT SYSTEM RESULTING IN A 25% DECREASE IN SUPPLY COSTS FOR THE COMPANY."

RESULTS

Include the effects of your work. How did your work make a difference? Quantify using numbers or percentages if possible.

RESUME CHECKLIST

FIRST IMPRESSION

- Do you want to read it? What stands out in a 10-second scan?
- Is it brief and easy to read (skim-able)?

LAYOUT AND APPEARANCE

- Are headings easy to find and consistent in capitalization or bold-face?
- Do you have balanced margins and a balanced used of white space?
- Is your font easy to read and size 10-12?
- Is your resume 1 - 2 pages?

FORMAT AND ORGANIZATION

- Have you included expected graduation month and year, degree and major/minors?
- Is the information in each section listed in reverse chronological order?
- Have you included at least three sections: name and contact information, education, experience?
- Are all sections formatted consistently?

CONTENT

- Did you utilize achievement statements where possible to formulate your bullet statements?
- Is your most relevant experience or skills near the top?
- Could the resume be shortened and still present the same qualifications?

CONTENT RELEVANCE (AKA TAILORING!)

- Is your resume tailored to the job description?
- Does the content stress relevant skills, accomplishments and results?
- Did you list relevant volunteer experience, extracurricular activities, or projects?
- Does the resume include all information necessary to demonstrate ability to do the job?

ACTION VERBS

Accelerated
Achieved
Acquired
Administered
Allocated
Analyzed
Appraised
Assembled
Assessed
Assisted
Attained
Audited
Awarded
Balanced
Budgeted
Built
Calculated
Chaired
Clarified
Coached
Completed
Computed
Controlled
Convinced
Coordinated
Counseled
Demonstrated
Designed
Developed
Diagnosed
Directed
Discovered

Doubled
Earned
Educated
Effected
Eliminated
Enabled
Engineered
Evaluated
Examined
Exceeded
Executed
Expanded
Expedited
Explored
Fabricated
Facilitated
Familiarized
Forged
Fostered
Founded
Guided
Handled
Headed
Hired
Identified
Improved
Increased
Initiated
Innovated
Inspired
Interpreted
Introduced

Invented
Investigated
Launched
Led
Maintained
Managed
Mapped
Mastered
Measured
Mentored
Mobilized
Motivated
Navigated
Negotiated
Operated
Orchestrated
Organized
Originated
Outperformed
Overcame
Overhauled
Oversaw
Participated
Partnered
Pioneered
Planned
Presented
Produced
Programmed
Projected
Provided
Qualified

Quantified
Reached
Recruited
Referred
Regulated
Rehabilitated
Reinforced
Remodeled
Repaired
Represented
Researched
Resolved
Responsible for
Revitalized
Showcased
Solved
Spoke
Strategized
Strengthened
Succeeded
Supported
Surpassed
Surveyed
Targeted
Taught
Tested
Tracked
Trained
Transformed
Upgraded
Verified
Wrote

SAMPLE RESUME

FRANKIE FRESHMAN

1801 E. Cotati Ave, Rohnert Park, CA 94928 | (707)664 2198 | freshmanf@sonoma.edu

EDUCATION

Sonoma State University (Rohnert Park, CA) Expected Graduation Date: May 2023
Pre-major, considering Psychology

Recipient: CSU Future Scholars Scholarship

EXPERIENCE

Sales Assistant Oct. 2017 – Aug. 2018
Forever 21 (Pleasanton, CA)

- Provide outstanding customer service in a fast-paced retail environment
- Created merchandise displays for storefront and changed weekly based on direction from headquarters
- Awarded "Employee of the Month" award in April 2018

Childcare Provider June 2015 – Aug. 2018
Various Private Households (Alameda County, CA)

- Supervised and cared for up to 3 children at a time, ages 6 months to 12 years
- Demonstrated responsibility and trustworthiness at all times
- Communicated openly with parents about expectations and concerns

ACTIVITIES AND HONORS

Sonoma State University
• Snowboarding Club, Member Oct. 2018 - Present

Castro Valley High School
• National Honor Society June 2017
• Senior Class Treasurer Aug. 2017 - June 2018

TECHNICAL AND LANGUAGE SKILLS

- Proficient in Microsoft Word, Publisher, PowerPoint, and Excel
- Bilingual in English/Spanish

SAMPLE RESUME

MOLLY MARKETING

(707) 664- 2198 • mmarketing@ sonoma .edu • www.linkedin.com/mollymarketing

PROFESSIONAL SUMMARY

Wine Business student with marketing focus. Skilled in marketing research, analytics, outreach and event coordination. Ability to engage diverse clients and stakeholders through effective outreach and social media campaigns. Dependable, motivated, and creative team member eager to learn and contribute fresh perspectives.

EDUCATION

Sonoma State University

Bachelor of Science in Business Administration
Concentration - Wine Business Strategies
GPA: 3.67 Dean's List- 4 semesters

Expected Graduation: May 2020

University of Florence, Italy

Wine Studies and Enology Semester Abroad Program

Jan. 2019 - May 2019

MARKETING EXPERIENCE

Marketing Consulting Project | Avignonesi Winery (Tuscany, Italy)

Jan. 2019 - May 2019

- Collected primary and secondary market research for Italian winery
- Developed and administered test market surveys and analyzed results using SPSS software
- Collaborated with a team of four students on project from inception through completion, including a final presentation to Winery Director and management team

Marketing Intern | Gloria Ferrer Vineyards (Sonoma, CA)

Aug. 2018 - Dec. 2018

- Implemented social media campaign targeted to over 1,500 people to inform them of wine club incentives
- Assisted Wine Club Manager with planning and executing annual wine club event which saw increased attendance by 200 (total 350 attendees) due to social media and outreach campaign
- Created an accompanying 15- page marketing outreach guide and presented to winery marketing management staff

WORK EXPERIENCE

Administrative Assistant | Napa Health Clinic (Napa, CA)

June 2019 - Present

- Provide administrative and customer service support in a high volume public health clinic
- Process new member patients and insurance claims
- Efficiently answer heavy call volume with 16 incoming lines

SKILLS & KNOWLEDGE

Software: Adobe (Indesign, Photoshop) Social media (Instagram, Facebook, LinkedIn, Twitter)

Writing: press releases, feature articles, published in The Press Democrat and The SSU STAR

Marketing Materials: brochures, promotional items

Coursework Highlights: Branded Wine Marketing, Research Methods, Public Relations Management

LEADERSHIP & INVOLVEMENT

Sonoma State Wine Club
Orientation Leader, Sonoma State University

Aug. 2018 - Present
June 2018 - July 2019