



Resume Writing for the Recent College Graduate

Housekeeping Notes

Join the audio portion that works for you:

- **“Use Phone” audio** select “I will call in” from the drop-down menu and then a toll free number, access code, and participant ID number will be provided to you. Use the speaker on your phone to listen to the webinar.
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More Housekeeping Notes

- Webinar Support:
Office of Career Services: 407-646-2195
- Q&A: Please send questions to presenter.
- Quick Survey, PowerPoint slides, online resources, and any additional materials will be made available after webinar.

In today's webinar...

We will help you develop a resume that is...

- visually attractive
- easy for employers to review
- targets relevant/transferable skills and experiences
- demonstrates enthusiasm and interest in a specific career field

Resume Function

- The purpose of a resume is to progress you to the next step in the hiring process, usually an interview.
- A poorly planned and sloppy resume can sabotage an otherwise well qualified candidate.
- A well organized and well thought out resume can overcome other deficiencies in your application.
- Generic resumes are hardly ever appropriate in today's job searches.

Step 1

Focus on Content

It is easy to feel overwhelmed by the many components of a resume when first writing a professional resume. It is best usually to start by focusing on what you want to share with the employer about yourself. Remember, the key is to develop a resume that looks like it was specifically designed for a specific position or position type rather than a generic resume that could be used for anything and is specific to no field. **Begin by looking at the job description and description of the employer.**

Job postings, as well as company information, can provide a good insight into what the employer is looking for and what you should highlight on your resume.

Often, you can find specific skill sets, education and experience that the employer is seeking under the qualifications section as well as in the job description itself.

ROLLINS COLLEGE NACElink CAREER SERVICES MANAGEMENT SYSTEM
software by simplicity

Job or Internship Postings
NACElink Network
Powered by Symplicity

Students searching for undergraduate internship opportunities should use the **Advanced Search** tab. Search criteria can include: paid/unpaid, credit required, major/minor credit etc.

Account Executive, Orlando, Radio Disney
The Walt Disney Company

Posted: Aug 01, 2012
SALARY To be Discussed **DESIRED START DATE** September 1, 2012

DESCRIPTION
Radio Disney in Orlando, FL seeks an Account Executive to sell local advertising, sponsorships and events in the Orlando market. Radio Disney is part of the Disney ABC TV Group.

 Employer Profile

WANT THIS JOB?
Apply

Important Dates
Posted On:
Aug 01, 2012
Applications Accepted Until:
Nov 01, 2012

POSITION TYPE
Full-time Entry Level, Full-time Experienced

JOB FUNCTION
Advertising/PR/Marketing, Business Analysis/Development, Event Planning, Sales

LOCATION
City
Celebration
State/Province
Florida
Country
United States

QUALIFICATIONS
Basic Qualification: A minimum of 1 year of experience in a sales or business development role

Preferred Qualifications: A minimum of 3 years of experience in a sales or business development role

- Experience selling advertising, sponsorships, promotional programs or fundraising
- Experience developing business in media – Radio, TV or other
- Experience generating clients through cold calling
- Experience developing a marketing/events strategy for clients and executing against that plan

CONTACT INFORMATION
Michele Bastone
Station Manager
610 Sycamore Street #220
Celebration, Florida 34747
United States

michele.bastone@disney.com
(407)566-2033 Ext# 227

NACElink CAREER SERVICES MANAGER

NACElink Network is a collaboration between NACE, Symplicity, DirectEmployers and your college/university.
NACElink Privacy Policy | NACElink User Agreement

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United States

Key Points to Address on Resume

- Sales
- Event Planning
- Experience
- Fundraising
- Experience with TV, Radio or other media
- Marketing strategy

Other Relevant Information

- This position seems focused on local advertisers in the Orlando market
- You will be applying to the station manager

Align Resume with Job Posting

Since we now have a list of what the employer is looking for, our task is to think about...

- Of all the “things” the employer is looking for, which do I have, and
- How do I best show this on my resume
- You may also be able to discern other key qualifications that are not apparent in the job description but that you feel are important in the career field or industry.

A Word About Relevant Experience

So, you think you have no “relevant” experience?

- Consider skills/knowledge you developed when working previous jobs, organizational involvement or volunteering
- Is any of this transferrable to the position for which you are applying?
- Consider how you can describe those skills, that knowledge or experience that is most transferrable from your previous experience to the job for which you are applying.

Step 2

Create the Framework

- Develop your section heading titles appropriate to your content
- Be mindful of the order of your sections. You will want your most relevant/impressive information to come first.
- Consider the length appropriate for your resume. This may dictate what information to include or what information to omit.

Standard Section Headings

While the terminology may be changed, most all resumes will have the following standard section headings.

- Objective
- Education
- Work Experience
- Skills

Alternative Section Headings

You may choose to include other section headings as well. While there are no limits to what they could be, you will want them to be somewhat relevant to the job for which you are applying. Common additional headings include the following.

- Related Experience
- Career Field Specific Experience
- Community Involvement
- Leadership Experience
- Honors and Recognitions
- Certifications

Step 3

Developing the Sections

Pull information together to support your section headings, keeping in mind that...

- Across the sections, you should format information as consistently as possible.
- Within each of the sections that include dated material that everything is in reverse chronological order.
- Supporting information under each entry (bulleted descriptions) should be ordered from most relevant to least relevant, keeping your target audience in mind.

Identification/Heading

Cynthia Ladle

cladle@go.com

2349 Bluebonnet • Houston, Texas 77030 • (713) 669-3309

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2349 Bluebonnet

Houston, Texas 77030

713.669.3309 (cell)

cladle@go.com

The Objective



OBJECTIVE

An events coordinator position with Eileen Gillian and Associates that utilizes my experience in marketing, writing and special event planning.



OBJECTIVE

An entry-level position in public relations utilizing public speaking skills as well as sales and management background.



OBJECTIVE

A challenging position where I can help people and help the company succeed.



OBJECTIVE

To obtain an entry-level position in a Fortune 500 company.

Education

EDUCATION

Rollins College, Winter Park, FL, May 2012

Bachelor of Arts in International Business; Minor in Australian Studies

- GPA 3.35
- President's List and Dean's List
- Omicron Delta Kappa (National Leadership Honor Society)
- Rollins in Sydney Program Participant, Sydney, Australia, Summer and Fall 2010

EDUCATION

Rollins College, Winter Park, Florida, May 2012

Candidate for Bachelor of Arts in Sociology; Minor in Communication

- GPA: 3.2
- Accelerated Management Program participant (Anticipated MBA graduation: April 2013)

Sydney University, Sydney, Australia, June 2010 – July 2010

Coursework included Australian art, Aboriginal studies, Australian politics and economics

Work Experience

WORK EXPERIENCE

Dillard's Department Store, *Sales Associate*, Orlando, FL, Summer 2009 - Present

- Sell over \$3,000 in men's apparel per week
- Greet over 200 in-store guests per day
- Record receipt of, price and stock merchandise in the men's furnishings department

Wells and Rogers Public Relations, *Special Events Intern*, Orlando, FL, May 2012 – July 2012

- Coordinated receptions and business meetings for two Fortune 500 companies
- Wrote press releases and created public service announcements
- Published and distributed monthly employee newsletter
- Designed direct mailing advertisements for clients with a combined target audience of over one million

Stone Mountain Parks and Recreation, *Tennis Instructor*, Houston, TX, Summers 2009 and 2010

Joe's Crab Shack, *Server*, Houston, TX, Summer 2008

Related Experience

RELATED EXPERIENCE

Massey Persons Brinati Communications, *Events Intern*, Maitland, FL, August 2011 – Present

- Write press releases for clients and compiled publicity packets
- Assist in design and maintenance of company's web site – www.mpb.cc
- Research prospective clients and create marketing plan with other interns
- Accompany account executives during client presentations
- Co-presented public relations campaign for Kimberly's Closet – a specialty-clothing store

Winter Park Art Festival, *Public Relations Volunteer*, Winter Park, FL, Fall 2011

- Designed press releases and media packets for members of the Central Florida media
- Wrote copy for flyers and newsletters distributed to local colleges
- Assisted Promotions Director with pricing and organizing events
- Acquired new sponsors by meeting with Winter Park business owners
- Negotiated parking permits with Rollins College and local vendors

Rollins College Office of Admission, *Student Diplomat*, Winter Park, FL, August 2009 – May 2011

- Served as student representative for prospective students and their families
- Led tours of the campus to college visitors
- Hosted prospective students during weekend stays
- Participated in information panels for prospective students

Community Involvement, Activities & Leadership

COMMUNITY INVOLVEMENT & LEADERSHIP

Rollins Outdoor Club, Winter Park, FL, August 2009 – May 2012

- Served as *Vice President*, coordinating meetings and supervising various social, recreational and outdoor educational programs for over 125 members
- Served as *Activities Chair* (October 2009 – May 2010), organizing recreational events such as canoeing, snorkeling, camping, and cycling
- Represented Rollins at the NSEE national convention in Miami, FL

Varsity Tennis Team, *Captain* (2010-2011), Rollins College, September 2008 – March 2011

Habitat for Humanity, *Volunteer*, Winter Park, FL, Spring 2010

- Collaborated on a team dedicated to constructing a home for qualified family within the community
- Assisted in raising over \$5,000 to help provide home furnishings

Good Shepherd Soup Kitchen, *Volunteer*, Houston, TX, Summer 2009

Skills

SKILLS

Computer: Experienced in MS Word, Excel, PowerPoint, Outlook, Access and Adobe PageMaker

Language: Proficient in Spanish

SKILLS & CERTIFICATIONS

Computer: Advanced in Microsoft Word, Excel, Publisher; Adobe Photoshop; C++, Java, BASIC

Language: Proficient in Spanish

Other: Certified to administer and interpret the Myers-Briggs Type Inventory (MBTI)

Step 4

Review

Now that your resume is put together with content, structure and organization in place, you will want to review it. To help gain a more objective perspective, step away from it for a while then come back and re-read it. Try to look at it from the perspective of the hiring manager for the position. Do you see anything that needs to be changed?

Cynthia Ladle

cladle@go.com

Until May 13, 2012: 1502 Panther Creek Court, Apt. 26 • Winter Park, Florida 32792 • (321) 876-6058 (cell)
Permanent Address: 2349 Bluebonnet • Houston, Texas 77030 • (713) 869-3309

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Skills **Computer:** Experienced in MS Word, Excel, PowerPoint, Outlook, Access and Adobe PageMaker
Language: Proficient in Spanish

- Format counts
- Use a 10-12 font size for the body of the resume
- Don't use unique or overly stylized fonts
- The structure should be one that helps the employer identify key information quickly
- Have others proofread your resume before submitting it
- Resume should fit on one or two pages
- Save as PDF before emailing or uploading

Online Resources

Downloadable Resume Writing Guides
(entry-level/recent graduate and experienced)

www.rollins.edu/careerservices/resumesandcoverletters

Resume Samples

www.rollins.edu/careerservices/resumesandcoverletters/samples.html

Alumni Resources

www.rollins.edu/careerservices/alumni

Alumni Resume Review Service

Alumni are more than welcome to have their draft resumes reviewed by the Office of Career Services staff.

- Send resume, in Word format, to careerservices@rollins.edu
- Reviews by email typically take 48 hours
- If possible, send description of position along with resume



Questions





Email follow up questions to Ray Rogers
rrogers@rollins.edu