

Resume Writing Guide: Business Careers

RUBRIC • HELPFUL HINTS • SAMPLES



Anisfield School of Business
ASB 513

At the most basic level, a resume should be one page, formatted consistently, evenly spaced, easy-to-read, and free of grammar, spelling and punctuation errors. A well-written resume reflects your brand, communicates your qualifications, and answers the question: “Why should I hire you?”

*This Resume Writing Guide includes a **RESUME RUBRIC**, outlining three levels of resume writing mastery: Stellar (3), Passable (2), and Unacceptable (1). Read these descriptions carefully and compare your resume to each of the corresponding components. A resume will be considered “Approved” by the Cahill Center when a ranking of 3 is achieved in each component.*

FIRST AND LAST NAME

Phone: (000) 000-000 Email: user@email.com
LinkedIn Profile or e-Portfolio link

OBJECTIVE | PROFILE | SUMMARY

Develop an authentic and distinctive expression of one's brand in three to five phrases. Identifies the opportunity (role, industry and/or position) sought and summarizes the skills and accomplishments detailed in the resume. The description is keyword rich and targeted to the qualifications highlighted in the job description.

TECHNICAL | PROFESSIONAL SKILLS | CERTIFICATIONS

Includes relevant skills with intermediate to expert level of ability. Skills are listed in order of relevance, grouped by type and concisely detailed within each type (e.g. Languages: JavaScript, SQL, HTML).

EDUCATION

Ramapo College of New Jersey, Mahwah, NJ, *Month Year Start – Month Year End*
Anisfield School of Business – AACSB Accredited (*For ASB Students Only*)
Bachelor of *Science or Arts* in Major – Concentration or Minor
GPA: 3.X / 4.0

Institution Name, City, ST, *Month Year Start – Month Year End*
Degree conferred (if applicable)

Study abroad, research, academic honors / awards and relevant courses may be listed.

WORK EXPERIENCE

Most Recent Organization, City, ST, *Month Year Start – Month Year End or "Present"*

Title

Bullet points:

- begin with action verbs
- are listed in order of importance
- detail accomplishments and quantifiable results
- are free of first person references, contractions or abbreviations.

Previous Organization, City, ST, *Month Year Start – Month Year End*

Title

Bullet points:

- begin with past tense action verbs
- are listed in order of importance
- detail accomplishments and quantifiable results
- are free of first person references, contractions or abbreviations.

ACTIVITIES / VOLUNTEER EXPERIENCE

Organization Name, City, ST, *Month Year Start – Month Year End or "Present"*

Details all involvement with organizations, activities and volunteer work which reflect the qualifications highlighted in the job description or mission of the employer. Includes the name of the organization, location, position(s) held (if applicable), and dates of involvement.



Resume Rubric

	Stellar Resume (3) <i>Will likely land an interview</i>	Passable Resume (2) <i>Needs improvement</i>	Unacceptable Resume (1) <i>Will not be pass initial screening</i>
Visual Appeal & Accuracy	Effective use of white space (acceptable margins, ≥ 0.5 inches), consistent formatting and font size for ease of reading / scanning. Section headings are common and prominent. Free of spelling, grammar and punctuation errors.	Too little or too much white space. Information is not easily found as formatting is inconsistent OR information is in a template. Choice of formatting (Bold, Italic or Underline) may be distracting to reader. One or two typos / grammatical errors present. Unnecessarily runs to second page.	Resume appears cluttered and is difficult to read. Formatting is inconsistent or distracting. Multiple fonts are used and / or font size is too small. Uncommon section headings. Numerous typos and grammatical errors are present.
Contact Information	Includes legal name, street address (<i>optional</i>), Ramapo or professional email address and phone number. Name is in a larger font or bold to stand out. Links to a LinkedIn profile or e-portfolio may be included.	Includes legal name, street address (<i>optional</i>), and phone number. Email is too personal. Name does not stand out.	Information is missing. An inappropriate or unprofessional email address is included. Information is included in text boxes or the document header.
Objective Profile Summary	Authentic and distinctive expression of one's brand in three to five sentences. Identifies the opportunity (role, industry, position) sought and summarizes the skills and accomplishments detailed in the resume. Keyword rich and targeted to the qualifications highlighted in the job description.	Identifies the opportunity, but has not been customized to a particular role. May contain filler phrases. Lacks keywords specific to industry or role.	Does not identify the opportunity (role, industry, position) sought. Too wordy. Focused on the desires of the applicant rather than the employer.
Education	Includes the name of the institution, city and state, full name of degree, major/concentration, date of completion and GPA if greater than 3.0. Listed in reverse chronological order. Ramapo College of New Jersey is listed first. Study abroad, research, academic honors / awards and <u>relevant</u> courses may be listed.	Contains most of the required information. Dates may be missing. Listed in reverse chronological order. Ramapo College of New Jersey is listed first. May include some coursework or classroom experience unrelated to the position sought.	Missing information related to the institution, city and state, full name of degree, major/concentration or date of completion. Not listed in reverse chronological order. Ramapo College of New Jersey is listed after another institution. Study abroad, research and courses do not demonstrate transferable skills or competencies.
Experience	Work experience is well-organized and presented in reverse chronological order. Details include the name of the organization, location, title, and dates of employment. Bullet points are listed in order of importance; begin with action verb; and detail accomplishments and quantifiable results. Free of first person references, contractions or abbreviations.	Work experience is organized and presented in reverse chronological order. Bullet points begin with weak action verbs or not listed in order of importance. Too little or too much information may be presented. Bullet points define tasks rather than describing skills or accomplishments.	The section is disorganized. Missing information related to the name of the organization, location, title, and dates of employment. Little to no demonstrated transferable skills, competencies or accomplishments. Bullet points are phrased inconsistently, do not begin with action verbs or have first person references.
Tailored Sections			
Technical / Professional Skills and Certifications	Includes relevant skills with intermediate to expert level of ability. Skills are listed in order of relevance, grouped by type and concisely detailed within each type (e.g. Languages: Java Script, SQL, HTML). Positioned after Objective/Profile/Summary and before Education.	Not Applicable	Skills are irrelevant or outdated. Proficiency is not indicated. Poorly organized or wordy.
Involvement	Details all involvement with organizations, activities and volunteer work which reflect the qualifications highlighted in the job description or mission of the employer. Includes the name of the organization, location, position(s) held (if applicable), and dates of involvement.	Lists organizations, activities and volunteer work. May be missing location of the organization, position(s) held (if applicable), and dates of involvement.	Disorganized listing of organizations, activities and volunteer work. Involvement not related to the role is listed. Missing information regarding location of the organization, position(s) held (if applicable), and dates of involvement.

Resumes are approved when a score of 3 is awarded in each section.

Students should critique their resume using this rubric before submitting for review.

PROFILE/SUMMARY STATEMENTS TUTORIAL AND EXAMPLES

A Profile is an authentic, distinctive expression of your personal brand. Your profile statement should:

- identify who you are and the opportunity (role, industry, position) sought
- summarize the skills and accomplishments detailed in the resume
- contain targeted keywords relevant to the qualifications outlined in the job description(s)

TIP: Try writing your Profile Statement last!

SAMPLE 1:

Motivated and results-driven management major seeking an internship in logistics or project planning. Strong time management and customer service skills. Experienced in event creation, execution, and budgeting. Familiar with MS Project. Highly competent in MS Excel and Access.

SAMPLE 2:

Goal-oriented problem solver and team player with strong leadership and interpersonal skills, seeking entry-level finance opportunity. Business acumen includes data analysis, strategic research, and report generation. Advanced skill in the following technologies: QuickBooks, Salesforce, pcFinancials and BusinessPLUS.

SAMPLE 3:

Creative content writer with proven experience using social media to increase awareness of and donations to local non-profit organizations. Collaborative in nature, equally able to manage projects independently. Seeking summer internship in public relations.

SAMPLE 4:

Help Desk Analyst recognized for providing customer-focused support to quickly and efficiently resolve hardware and software issues. Proficient in the installation and configuration of both PC and Mac operating systems. IT Management major with Global Communications minor seeking full-time position in emerging mobile technologies.

TRANSFERABLE SKILLS

Consider your roles and responsibilities in the classroom, at your part-time job, and in your student/community activities. You may think you lack professional experience, but what you may not realize is that you have already developed *transferable skills* - abilities you learned in one setting that are applicable in another!

COMMUNICATION

Speaking effectively	Expressing ideas	Using media to present ideas
Editing/Writing	Facilitating group discussion	Responding appropriately to feedback
Negotiating/Persuading	Reporting information	Using various styles of communication
Public speaking	Listening attentively and objectively	Providing appropriate feedback

CRITICAL THINKING/PROBLEM SOLVING

Analyzing data	Gathering information	Developing evaluation strategies
Identifying problems	Formulating questions	Extracting important information
Defining needs	Forecasting/predicting	Designing an experiment or model
Identifying resources	Drawing conclusions	Setting and meeting deadlines

HUMAN RELATIONS/INTERPERSONAL

Listening	Developing rapport	Interacting effectively with others
Being sensitive	Conveying feelings	Being willing to take risks
Motivating others	Providing support for others	Teaching/instructing others
Being patient	Cooperating	Working in diverse or multicultural setting

WORK SURVIVAL

Cooperation	Implementing decisions	Evaluating strengths and weaknesses
Organizing	Enforcing policies	Discerning appropriate behaviors
Attending to detail	Working effectively under pressure	Taking initiative in job-related duties
Enlisting help	Accepting responsibility	Making decisions

ORGANIZATION/MANAGEMENT/LEADERSHIP

Handling details	Initiating new ideas/tasks	Organizing people/tasks to achieve goals
Coordinating tasks	Coaching/mentoring	Evaluating progress of others
Managing conflict	Motivating/leading people	Analyzing tasks
Conducting meetings	Selling ideas or products	Encouraging and inspiring
Managing groups	Delegating responsibility	Developing goals for an organization

FINANCIAL MANAGEMENT

Fundraising	Developing a budget	Accurately estimating expenses/income
Assessing	Calculating	Ensure timeliness of payments
Investing	projecting	Keeping accurate/complete records

Adapted from Missouri State Career Center

See next page for turning transferable skills into bullet points with action verbs!

ACTION VERBS: DEMONSTRATE WHAT YOU HAVE ACHIEVED

= "I" _____

COMMUNICATION/MARKETING

Addressed	Composed	Edited	Interpreted	Proofread	Solicited
Advised	Conferred	Enlisted	Interviewed	Publicized	Spoke
Advertised	Contacted	Explained	Introduced	Published	Suggested
Arranged	Conveyed	Handled	Lectured	Recruited	Summarized
Authored	Corresponded	Influenced	Planned	Referred	Trained
Clarified	Demonstrated	Informed	Presented	Reported	Translated
Collaborated	Discussed	Instructed	Projected	Scheduled	Wrote

COUNSELING/TEACHING

Advocated	Clarified	Counseled	Fostered	Mentored	Supported
Aided	Coached	Demonstrated	Guided	Motivated	Treated
Answered	Comforted	Encouraged	Instilled	Referred	Tutored

CREATIVITY

Acted	Created	Developed	Illustrated	Modeled	Produced
Adapted	Customized	Drafted	Initiated	Performed	Revised
Composed	Edited	Established	Integrated	Planned	Revitalized
Conceptualized	Designed	Founded	Launched	Presented	Shaped

FINANCE/RESEARCH

Administered	Calculated	Estimated	Generated	Maintained	Reconciled
Analyzed	Computed	Evaluated	Identified	Marketed	Reduced
Assessed	Detected	Examined	Improved	Measured	Researched
Audited	Determined	Explained	Increased	Netted	Streamlined
Balanced	Developed	Forecasted	Inspected	Operated	Surveyed
Budgeted	Devised	Formulated	Interpreted	Projected	Systematized

LEADERSHIP/MANAGEMENT

Appointed	Enforced	Hired	Moderated	Prioritized	Spearheaded
Approved	Enlisted	Influenced	Monitored	Produced	Sponsored
Authorized	Ensured	Initiated	Motivated	Promoted	Staged
Chaired	Facilitated	Inspired	Negotiated	Recommended	Started
Considered	Founded	Instituted	Operated	Recruited	Streamlined
Coordinated	Generated	Instructed	Originated	Represented	Strengthened
Directed	Governed	Integrated	Oversaw	Responded	Taught
Disseminated	Headed	Led	Presided	Reviewed	Trained

ORGANIZATION

Arranged	Collected	Executed	Maintained	Prepared	Routed
Assembled	Developed	Formalized	Monitored	Processed	Scheduled
Catalogued	Disseminated	Implemented	Operated	Recorded	Updated
Charted	Distributed	Initiated	Organized	Reorganized	Validated
Classified	Examined	Installed	Planned	Reviewed	Verified

TECHNICAL

Adapted	Computed	Converted	Engineered	Installed	Restored
Applied	Conserved	Debugged	Fabricated	Operated	Solved
Built	Constructed	Designed	Fortified	Programmed	Standardized

Adapted from Quintessential Careers, www.quintcareers.com/action_skills.html

UPLOADING AND UPDATING YOUR RESUME ON THE ARCHWAY

UPLOADING:

In the upper left corner, go to My Account -> My Documents



Under RESUMES & REFERENCES, find resumes and click add. Choose file, add document name, and SAVE.

A screenshot of the 'RESUMES & REFERENCES' section. On the left, a sidebar shows 'RESUMES' with a red dashed circle around 'Add' and 'No Documents Found'. Below it, 'REFERENCES' also has 'Add' and 'No Documents Found'. The main area has a heading 'Upload a Document' and instructions. Below this, there's a 'Document Name' field, a 'Choose File' button, and a 'Save' button. Red arrows point to the 'Add' button in the sidebar, the 'Choose File' button, and the 'Save' button.

UPDATING:

Review feedback (via email), make necessary changes, and UPDATE on the Archway.

Pending Documents

Status	Category	Type	Document	Date Submitted	Action
Needs Revision	Resumes	New	Resume	1/31/2015	View Download Update Remove

Choose your new edited file, type the document name, and SAVE.

A screenshot of the 'Upload a Document' form. It includes instructions, a 'Document Name' field, a 'Choose File' button, and 'Save' and 'Cancel' buttons. Red arrows point to the 'Document Name' field, the 'Choose File' button, and the 'Save' button.



ASB Career Pathways

The **Career Pathways Program** is an integral part of your studies in the Anisfield School of Business. The Program consists of three modules focused on skills critical for career success.



BADM 001 Module 1: Career Exploration

- Establish Career Readiness
- Sign up for Self-Assessment Session
- Review Results with Career Advisor



BADM 002 Module 2: Written Communication

- Write Professional Resume
- Establish a LinkedIn Profile
- Tailor Cover Letter to Specific Opportunity



BADM 003 Module 3: Interview Practice

- Research Prospective Employer
- Develop Elevator Pitch
- Practice Interview

Visit the ASB Career Pathways webpage for details on each module.

www.ramapo.edu/asb-career-pathways

All Program components are offered through the Cahill Career Development Center and reviewed/approved by an ASB Career Advisor.

For more information:
201-684-7675 • ASB 513

