

# Creating Effective Resumes and CVs

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- RESUME
  - French for *summary*



- Curriculum Vitae
  - Latin for *course of life*



# Resume or CV: Which is for you?

## RESUME

## CV

### Context

Jobs outside of Academia

Jobs in Academia (often)

### Length

Short (1-2 pages)

Length variable  
(can be several pages)

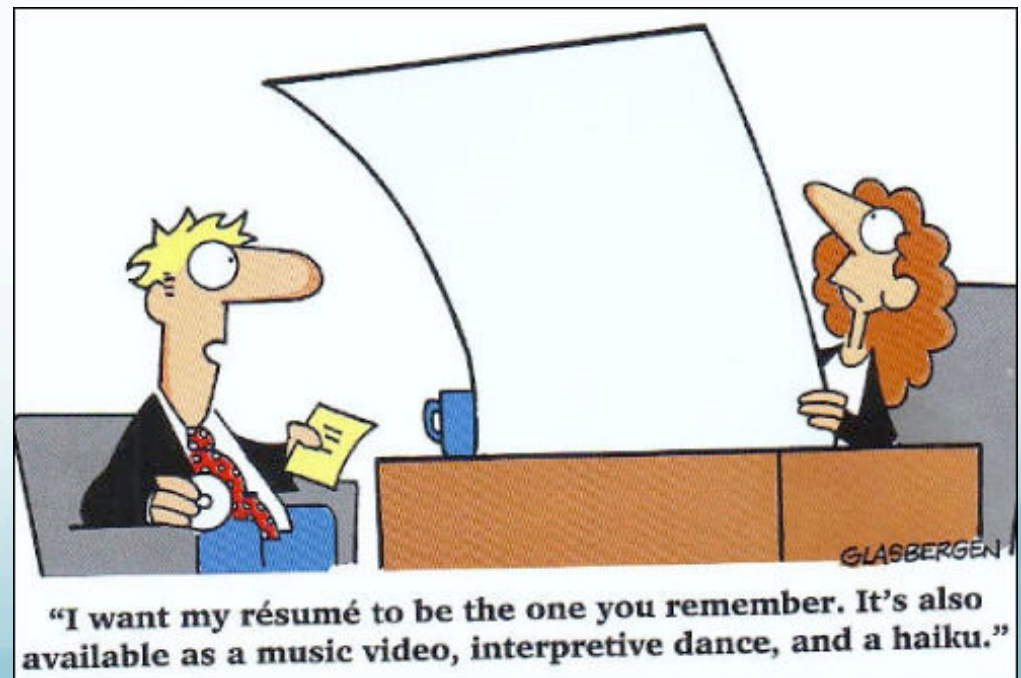
### Includes

Only experience relevant  
to job application

All academic experiences,  
research, and teaching

# Typical Format - Resume

- Contact Information
- Professional Experience
- Education
- Affiliations
- Skills



# Typical Format - CV

- Contact Information
- Education (list details of thesis, etc.)
- Employment History
- Awards/Fellowships/Grants
- Meeting Abstracts
- Publications



# Points to remember before you begin

- This is your first impression to a potential employer
- Tailor your resume to EACH position, you should have multiple versions of your resume
- Present information in an organized fashion
- Keep the formatting simple
  - Don't use too many indents, extra lines, fonts
- Place name at top of each page
- **Use keywords**
- **Proofread** (and have an experienced person read it)

# Things to Highlight

- Honors/Awards
- Research Experience
- Leadership Roles
- Language skills
- Specialized computer skills
- Community service/Volunteer work





# UROP and your Resume

- Highlight your research experience
- Discuss specific goals achieved and skills gained
- In your cover letter, discuss why your research experience makes you a better candidate for the job





# Common Resume Mistakes

- Typos
- Too loooooong or too short
- Using too many pronouns (I, me)
- Including too much personal information (hobbies, extraneous interests, etc.)
- Not including a cover letter
- Having an unprofessional email address (e.g., surfergirl@gmail.com, smokespot@hotmail.com, 756SEX345@bu.edu, etc)
- Taking an informal tone

# More Common Mistakes

- Including basic skills
  - i.e., Proficient in Microsoft Word
- Focus on your accomplishments, don't just list your job responsibilities
  - You should list specific achievements
- **Too** MANY design ***elements***
- Don't include your picture



# Resumes and Social Media

- Many companies use online recruiting resources
- Companies can and will look for your online presence (Personal blogs, Facebook, LinkedIn, Twitter, Google, etc.)
- Don't send a hard copy of your resume unless it is requested by or can be accepted by the employer



# The Cover Letter

- State the position for which you are applying
- Convince reader to look at your resume
- Address it to a real person (not Dear Sir), if you can
- Directly relate your background to the specific position
- State why you want the position and what you can bring to it
- Highlight the best examples of your work and your most noteworthy accomplishments
- Provide requested information that may not be in resume (date available, for example)
- Show your personality, but remain professional

# The Job Search

- Network! Network! Network!
- Individual company or university websites
- Boston University Office of Career Services
- Online databases (monster.com, higheredjobs.com, craigslist.com, LinkedIn, etc.)



# Final Thoughts

- You “sell yourself” with a resume or CV
  - the goal is to be invited for an interview
- Be aware of “keywords” and “phrases”
- If possible, have an employee of the company handle the submission of your resume/CV
- Send to a friend or colleague for review
- Reformat to PDF when submitting online



## Susan Edwards, M.D.

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### BUSINESS DEVELOPMENT / CLINICAL EXPERTISE / PRODUCT COMMERCIALIZATION

New Business Leadership and Clinical Expertise Improving Hospital Productivity and Performance  
*Strategic Market Penetration / Technology Procurement / New Product Launches / Go-to-Market Programs*

Clinical Expertise & Oversight	Business & Technology Advancements
Recognized for the ability to contribute thought leadership to the development of innovative clinical systems, enabling the delivery of highly effective patient care. Translates requirements into specifications for systems and integrates knowledge with research.	Led the development and deployment of solutions that cluster information in disease and episodic categories for benchmarking clinical severity and variance analysis. Trained medical professionals in advanced life saving protocols and techniques.
<b>Leading Strategist and Innovator in Large-Scale Initiatives</b>	
<ul style="list-style-type: none"><li>Led the development of strategies in connection with information technology planning, management, and integration into clinical information systems, including a computerized physician order entry and clinical analytical databases to facilitate performance improvement and outcomes management.</li><li>Championed the design, implementation, and ongoing improvements to operations support systems of clinical and administrative information solutions. Collaborated with technology staff to ensure clinical requirements were integrated into new systems.</li><li>Advocated for the adoption of innovative systems and processes to support infrastructure, medical informatics concepts, experience, and knowledge were integrated with clinical and business needs.</li></ul>	

### VALUE DRIVERS

Clinical &  
Administrative  
Leadership  
Project Management  
Technical &  
Business Solutions

Articulate leader well versed in developing strategic roadmaps in collaboration with senior leadership to develop, plan, and implement innovative solutions to exceed levels of patient care and management. Serve as a subject matter expert regarding medical informatics trends, experiences and approaches. Utilizes physician advisory groups to explore innovations in clinical systems to support excellence in advancements in research and patient management. Generates consensus for the practical application of new ideas and best practices.

### PROFESSIONAL EXPERIENCE

Director, Commercial and Business Development • 2004 to Present  
OVERHILL DEPARTMENT OF ANESTHESIA, PERIOPERATIVE INFORMATICS, New York, NY

**Key Challenge:** Recruit business and technology partners for software enhancement and redesign efforts. Successfully commercialize system for use within the hospital network.

- Commercialized Overhill Perioperative Information Management System (VPIMS / Vigilance) software to Company in Birmingham, Alabama.
  - Successfully identified and secured \$2.5 million in external funding for the Company start-up venture.
  - Realized \$1.2 million in lost and unbilled services subsequent to the system's implementation. Instituted 'operative reminders', including preoperative antibiotics, which reduced surgical site infections by 50%+.
  - Identified and recruited partners to facilitate targeted and effective software enhancements and updates to meet the needs of a dynamic hospital environment. Dashboard provided real-time schedule, OR and PT status.
  - Created a sales pipeline and marketing strategy, which facilitated the adoption of and implementation of the system at ABC University Hospital, ABC Children's Hospital, DEF Surgery Center, Five Oaks Surgery Center, Wellness / Spring Hospital, and Hot Springs Surgery Center.



## CHRIS JONES

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<b>EDUCATION</b>	<b>UNIVERSITY OF ILLINOIS</b>	Urbana-Champaign, IL
	MBA, Finance Dean's Scholarship	May 2005
	<b>AMERICAN UNIVERSITY</b>	Washington, DC
	BS, Business Administration/Finance Magna Cum Laude, Phi Theta Kappa Honor Society	May 2000

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<b>EXPERIENCE</b>	<b>MORGAN STANLEY</b>	Menlo Park, CA
	<b>Investment Banking Senior Analyst, Mergers/Acquisitions</b>	July 2002 – July 2003
	<ul style="list-style-type: none"><li>• One of two senior analysts selected from over thirty candidates</li><li>• Developed financial models and company valuations using methodologies including pro-forma merger analysis and discounted equity valuation</li><li>• Analyzed financial and strategic rationales of potential mergers in technology industry in conjunction with client's senior management teams</li><li>• Representative transactions: Advised Xilinx in acquisition of RocketChips for an undisclosed amount; advised Macromedia on \$360 million acquisition of Allaire</li><li>• Advised private equity firm on potential \$600 million investment in leading semiconductor company (pending)</li></ul>	
	<b>MERRILL LYNCH</b>	New York, NY
	<b>Investment Banking Analyst</b>	June 2000 – June 2002
	<ul style="list-style-type: none"><li>• Lead analyst in more than \$2.3 billion in lead-managed and co-managed public and private offerings of debt and equity and M&amp;A transactions</li><li>• Designed integrated financial models to forecast financial growth, analyze pro forma effects of M&amp;A activity, define capital raising scenarios, and value entities</li><li>• Analyses included discounted cash flow; company comparables; and internal rate of return and weighted average cost of capital</li><li>• Assisted senior bankers and client senior management in execution of a variety of capital markets transactions, primarily in technology industry</li></ul>	
	<b>DEUTSCHE BANK AG LONDON</b>	London, England
	<b>Financial Analyst Intern</b>	June 1999 – August 1999
	<ul style="list-style-type: none"><li>• Participated in all stages of public equity offering process including development of financial models, writing internal committee memo, and drafting registration</li><li>• Prepared business presentations and marketing materials</li><li>• Created financial models detailing projected cash flow, accretion/dilution analysis, comparable analysis, structuring issues, and pricing parameters</li></ul>	

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<b>ADDITIONAL</b>	Fluent in Spanish Co-Chair, Merrill Lynch Philanthropic Advisory Committee, 2001 President, Business Leadership Association, American University, 2000 Outstanding Intern Award, Deutsche Bank AG London, 1999
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Your Contact Information

Your Name

Your Address

Your City, State, Zip Code

Your Phone Number

Your Email Address

Date

Employer Contact Information

Name

Title

Company

Address

City, State, Zip Code

Dear Mr./Ms. Last Name:

First Paragraph:

The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for. Include the name of a mutual contact, if you have one. Be clear and concise regarding your request. Convince the reader that they should grant the interview or appointment you requested in the first paragraph.

Middle Paragraphs:

The next section of your cover letter should describe what you have to offer the employer. Make strong connections between your abilities and their needs. Mention specifically how your skills and experience match the job you are applying for. Remember, you are interpreting your resume, not repeating it. Try to support each statement you make with a piece of evidence. Use several shorter paragraphs or bullets rather than one large block of text.

Final Paragraph:

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up. State that you will do so and indicate when (one week's time is typical). You may want to reduce the time between sending out your resume and follow up if you fax or e-mail it.

Respectfully yours,

Handwritten Signature *(for a mailed letter)*

Typed Signature