

**Step 1:** Visit  
[www.esu.optimalresume.com](http://www.esu.optimalresume.com)

**Step 2:**  
Login or  
create a new  
account using  
your **ESU live**  
**email** address

**Step 3:** Click "**Create  
New Resume**" and  
name your resume

**Step 4:**  
Choose a sample  
for your resume  
or start from  
scratch. If  
selecting a  
sample, please  
use an **ESU**  
**approved**  
**sample**

**Step 5:** Download  
Resume, give resume a  
name and save to  
computer

**Step 7:**  
Click  
Documents-  
select  
**(pending)** on  
the left hand  
side.

**Step 6:** Log onto  
**WARRIOR  
CAREERS**  
<https://esup-csm.symplicity.com>

**Step 8:** Select **(ADD NEW)** and submit your work. A Career Advisor will review the  
resume and provide feedback

# OptimalResume Help

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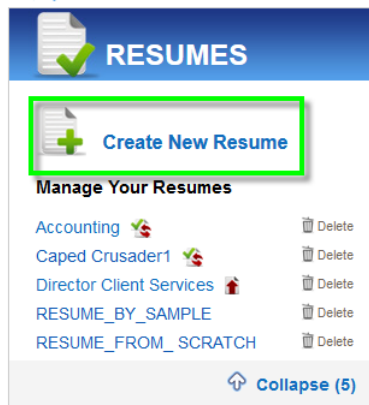
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# Getting Started

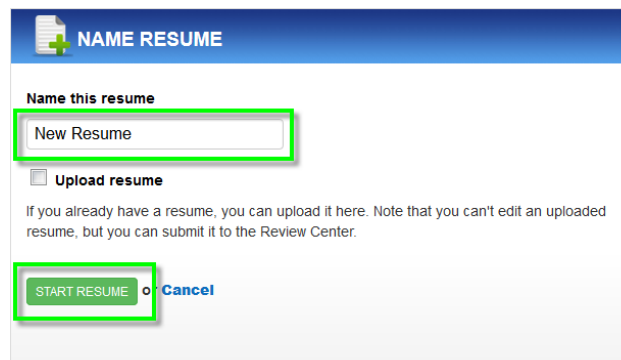
## ➤ Creating a New Resume

To begin a new Resume:

1. **Click the Create New Resume** button in your Document Center.



2. **Enter a name** for your resume (names can include any combination of letters, numbers, and spaces) and click **Start Resume**.



3. **Select how you would like to build your resume.**

## ➤ Three Ways to Build a Resume

There are three options you can use to build a resume.

**Note:** Depending upon your institution's settings you may or may not see all three options. Some institutions may have disabled one or two options.

## I. Start from Scratch

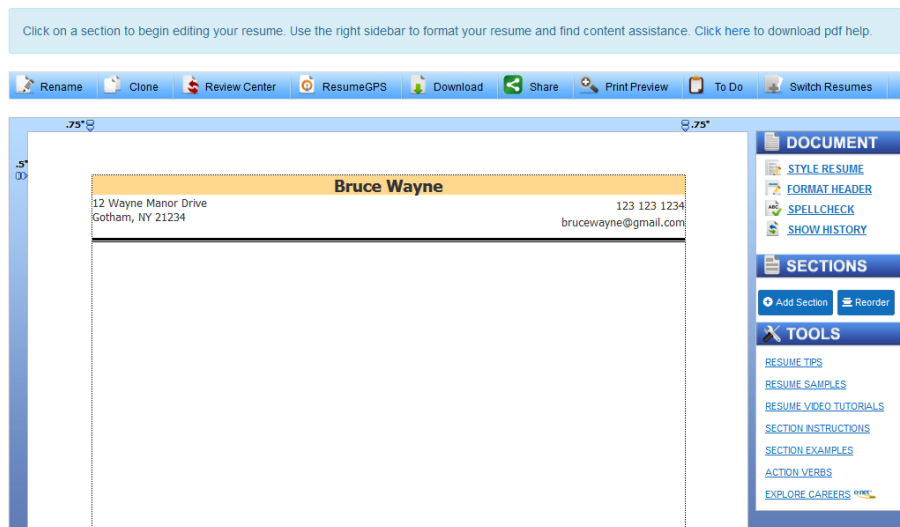
This method will essentially load a blank page (with the exception of the header information being pulled from your profile and automatically pre-loaded) and the user will have to insert section titles and content.

*To Start from Scratch:*

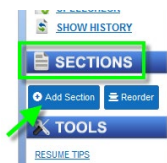
1. Click the **Continue** Button on the **Start From Scratch** box.



2. Your document will open in a default style. Since the system is not copying a sample, it will need to know what font to use, how to format the header, margins, spacing, etc. Your institution will have designated a *default* style. You will be free to change these settings and we will discuss this in the **Styling Your Resume** section on page 12.



3. Click the **Add Section** button located in the **Sections** box on the right side of the screen.



There are three types of sections:

- a. **General Section** - A general section contains a section title (e.g. 'RELATED COURSEWORK', 'HONORS AND AWARDS') and room to add a description. You might use this kind of section for, among others, a profile, skills, or honors and awards section.

Section Name

B I U abc [List Icons] [Color Icons] [Undo]

Examples Action Verbs Infobytes

SAVE or Cancel

- b. **Experience Section** – Add an experience section to display your relevant work experience. The experience section will contain a section title, employer information and room to discuss your job responsibilities and accomplishments. You can also add additional employers and jobs to the section.

Section name

Employer name Employer Location Date range

Employer URL (Optional)

Company Description

B I U abc [List Icons] [Color Icons] [Undo]

Examples Action Verbs Infobytes

Job Title

SAVE or Cancel

- c. **Hybrid Section** – A hybrid section contains a section title, organization name and date range, and a text field for additional information. You may want to use a hybrid section if you have gone to multiple educational institutions or want to discuss how you have gained skills through non-work-related activities, like clubs or associations

Hybrid section name \_\_\_\_\_

Organization name \_\_\_\_\_ Date range \_\_\_\_\_

B I U abc [font settings] [undo] [redo] [Examples] [Action Verbs] [Infobytes]

SAVE or Cancel

4. Select the appropriate section type and click **Select**.

**ADD SECTION**

Choose the type of section you want to add from the options below.

General Section	Experience Section	Hybrid Section
<p><b>Section Title</b></p> <p>[Text Field]</p> <p><b>SELECT</b></p> <p>A general section contains a section title (e.g. 'RELATED COURSEWORK', 'HONORS AND AWARDS') and room to add a description. You might use this kind of section for an objective, skills, or honors and awards.</p>	<p><b>Section Title</b></p> <p><b>Employer Job</b> [Date Range]</p> <p>[Text Field]</p> <p><b>Employer Job</b> [Date Range]</p> <p>[Text Field]</p> <p><b>SELECT</b></p> <p>Add an experience section to display your relevant work experience. The experience section will contain a section title, employer information and room to discuss your job responsibilities and accomplishments. You can also add additional employers and jobs to the section.</p>	<p><b>Section Title</b></p> <p><b>Organization</b> [Date Range]</p> <p>[Text Field]</p> <p><b>SELECT</b></p> <p>A hybrid section contains a section title, organization name and date range, and a text field for additional information. You may want to use a hybrid section if you have gone to multiple educational institutions or want to discuss how you have gained skills through non-work-related activities, like clubs or associations.</p>

5. Repeat this for each section you want to add to your document.

## II. Browse Section Sets

This method is essentially an outline and allows you to choose from a selection of Resume Types that have associated with them suggested Section Titles called **Section Sets**.

*To Browse Section Titles:*

1. Click the **Continue** Button on the **Browse Section Sets** box.

**Browse Section Sets**

Select a set of sections and build your resume

David E. Nemy  
[Address]

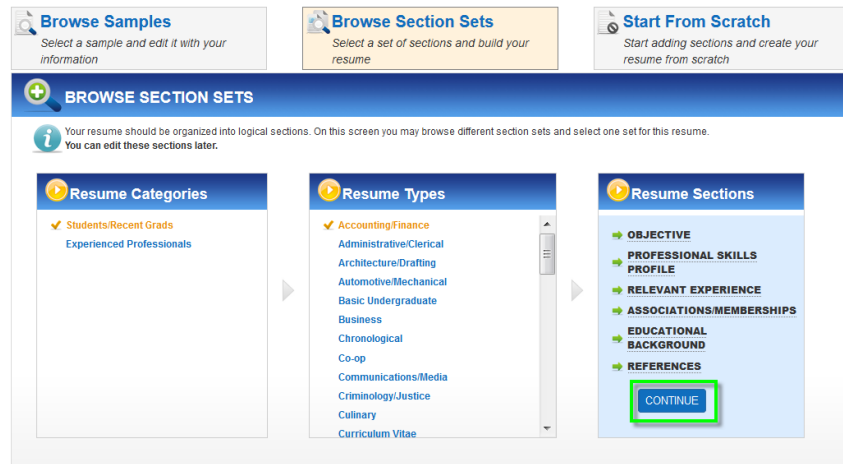
**Work Experience**

**Education**

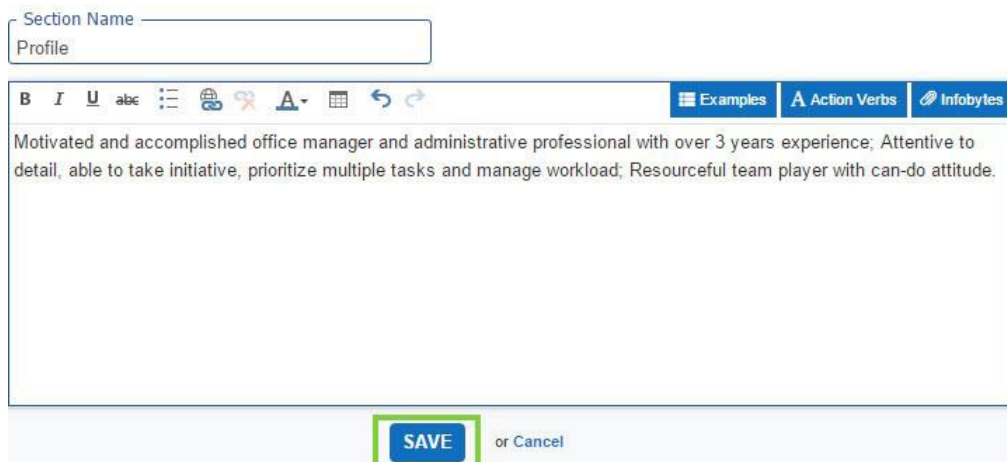
**Honors and Awards**

**CONTINUE**

2. Select a **Resume Category** and **Resume Type** to see the suggested list of **Resume Sections** (Section Set). Once you have found the desired Section Set click the **Continue** button.



3. Your document will open in a default style with the aforementioned sections pre-loaded for you. Since the program is not copying a sample, it will need to know what font to use, how to format the header, margins, spacing, etc. Your institution will have designated a *default* style.
4. Click each section to open the inline editing feature and enter your content, formatting the text using the formatting toolbar if desired, and then click **Save** to exit the editor.
5. Repeat this for each section.



### III. Browse Samples

This method starts with a complete document, with appropriate but fictitious content, from which you work backwards, editing and replacing content, to reflect your own background.

*To Browse Samples:*

1. Click the **Continue** Button on the **Browse Samples** box.



2. Select an appropriate **Category** (Job Family) and **Experience Level** that match your background. This displays samples for a variety of occupations within that Category/Job Family and Experience Level.
3. Note also the **Top 5 Tips For Writing Best-In-Class Resumes** section on the right side of the page. As the name suggests, this contains valuable tips for improving your resume, including a list of keywords or tags you can include in your resume.

**Categories**

- All Samples
- Architecture and Engineering (20)
- Arts, Design, Entertainment, Sports, and Media (15)
- Building and Grounds Cleaning and Maintenance (8)
- Business and Financial Operations (23)**
- Community and Social Service (14)
- Computer and Mathematical (17)
- Construction and Extraction (23)
- Education, Training, and Library (17)
- Family, Fishing, and Forestry (6)

**Experience Levels**

- Entry level (8)
- Mid Career (6)**
- Experienced (8)

**TOP 5 TIPS FOR WRITING BEST-IN-CLASS RESUMES**

1. **Highlight your financial contributions to the company!** Numbers are your #1 selling point, so be certain to highlight contributions you've made to increasing revenues, sales, ROI, EBITDA, gross profits, net profits and other measurements. And, of course, also be sure to include measurable reductions in operating and overhead costs, another key contributor to each company's bottom-line profitability.
2. **Highlight your performance contributions to the Co. - Read More**

**Click here to reveal the Tips**

**9 Samples**

- Accountants - EC
- Financial Quantitative Analyst
- Human Resources Specialists

**Different occupations**

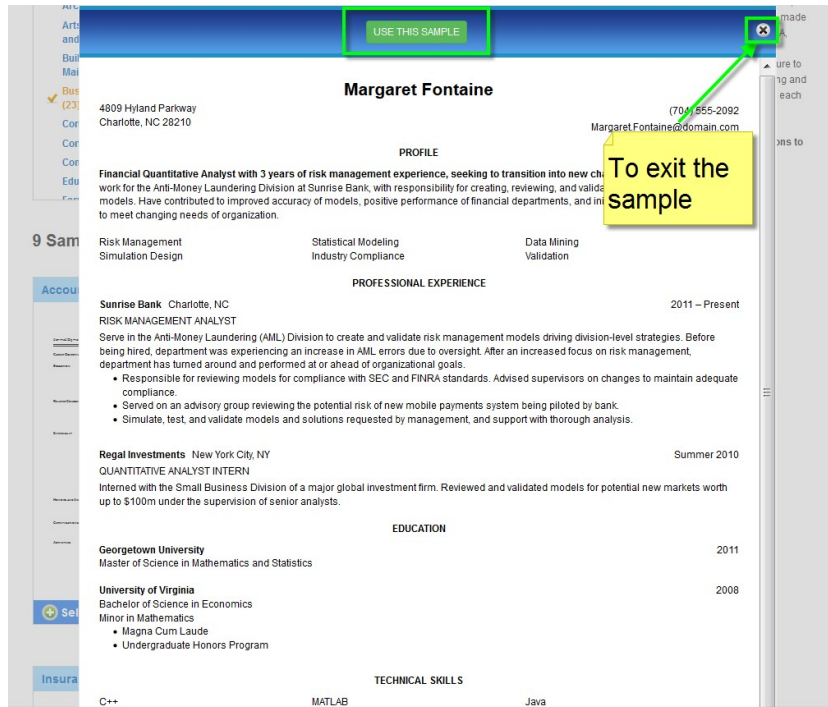
**Close**

1. **Highlight your financial contributions to the company!** Numbers are your #1 selling point, so be certain to highlight contributions you've made to increasing revenues, sales, ROI, EBITDA, gross profits, net profits and other measurements. And, of course, also be sure to include measurable reductions in operating and overhead costs, another key contributor to each company's bottom-line profitability.
2. **Highlight your performance contributions to the company!** Contributions such as gains in productivity, quality, time management and organizational efficiency are just as important as financial contributions, so be sure to highlight them as well. In addition, you'll want to include things you've done to upgrade technology, train others, eliminate a redundant task or any one of hundreds of other things you may have potentially done to improve your employer's operations.
3. **Distinguish yourself from everyone else.** If you're a "general business manager" or "business executive," you must work extra hard in your resume to distinguish yourself from everyone else with similar skills and qualifications. Clearly define what it is that you do best and be certain that it is the foundation for the resume and the brand that is you.
4. **Introduce each company.** If you've worked for IBM, General Motors, Verizon or another recognizable company, it's not necessary to explain what the company does. However, most people work for companies whose names are much less recognizable. As such, be certain to include a brief statement, or just a few words, about what each company does. When you do that, everything else on your resume is in context and makes much more sense.
5. **Integrate the "right" keywords so your resume will get selected during a keyword search.** It's important to note that although there are some common "business" keywords, there are also specific keywords for finance, human resources, purchasing, claims administration... the list goes on and on. Be certain to include the right keywords for your career. Here are just a few general business and financial operations keywords and keyword phrases that you may want to include (if appropriate to your experience and education):

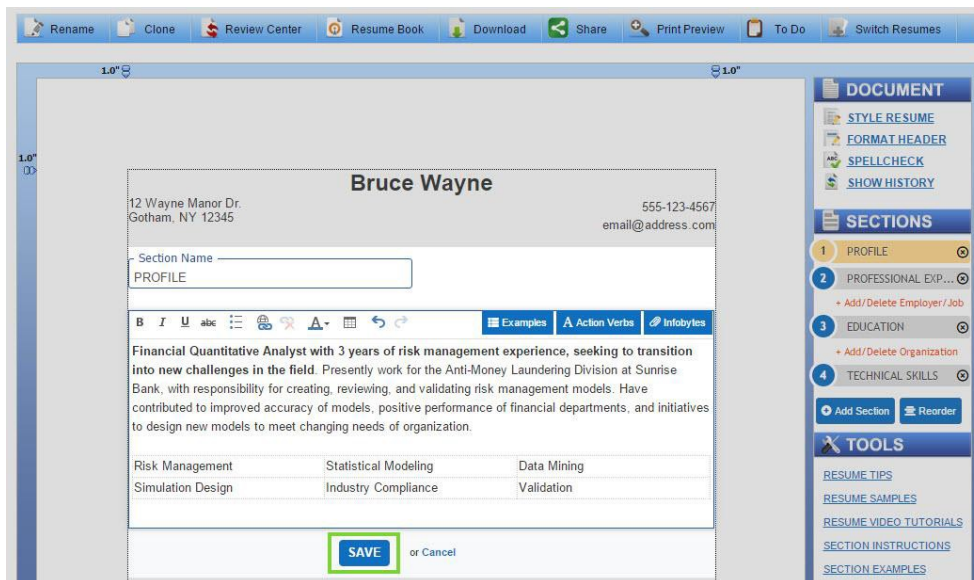
CPA, CFO, CFA, CFS, CAS, CSE, CMT, MBA, NASD Series 7, 63 and other designations  
 Asset, Portfolio Management, Arbitrage, Allocation  
 BITA, ROI, NPV, CFI, GDP, GAAP, Taxation, Sarbanes-Oxley, SOX  
 Statement, Budget and Financial Analysis  
 Restructuring  
 Business Process Design  
 Strategic Planning  
 Performance  
 Leadership  
 Communications  
 Customer Relationship Management  
 Board of Directors  
 Data Collection & Analysis  
 Cost Reduction  
 Operations  
 Organizational Development  
 Performance Improvement  
 Planning & Analysis  
 Strategy  
 Team Building  
 Team Leadership  
 Technology



- Click on a sample to magnify the view and examine the sample. If you like it, click the **Use This Sample** button (otherwise click the X to close the view and select another to examine).



- After selecting a sample, click each section to open the inline editing feature and enter your content, formatting the text using the formatting toolbar if desired and then click **Save** to exit the editor.

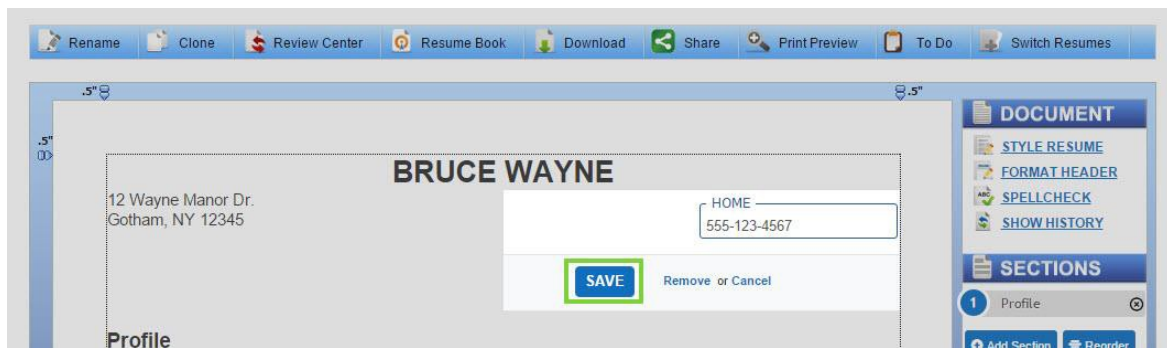


## ➤ Working with Sections

### I. The Resume Header

The **Header** is the top section of your resume that contains your contact information. If you already filled out your contact information when you registered for an OptimalResume account, the header will automatically contain that data.

You can modify or edit your header information by clicking on the desired field (phone number, address, name, etc). Once you're finished editing, click **Save** to save your work. When editing a field in the header, you also have the option to remove the field by clicking the **Remove** button.



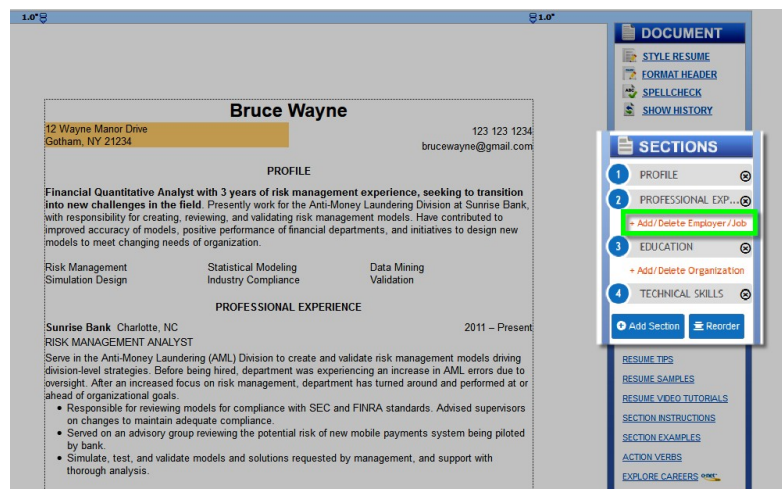
For additional options, click **Format Header** in the right-hand toolbar. For more details on the **Format Header** tool see page 14.

### II. Experience Sections

Experience sections organize your Employers, Jobs, Locations, and Date Ranges.

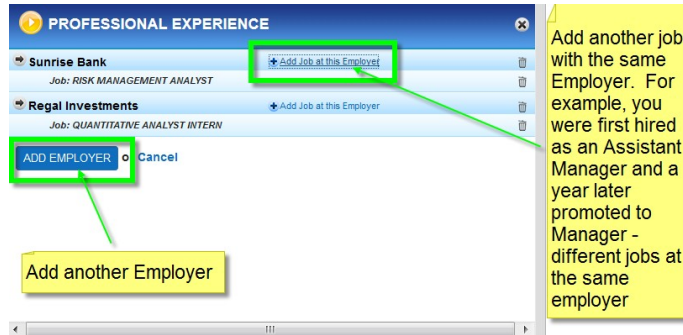
*To Add/Delete an Employer/Job:*

To add an employer to an experience section, or to add a job to an employer, click the [+ Add/Delete Employer/Job](#) link under the experience section with which you are working in the **Sections** box in right-hand toolbar.



This will display a window that makes it easy to modify your experience section.

- Click the **Add Employer** button to add another employer to the section.
- Click the **Add Job at this Employer** link beside each employer to add another job at that given employer.



When you add a new **Job** to the same employer you will be asked only for the Job Title, Job Location and Date Range

Job Title  Job location  Date range

B I U abc Examples Action Verbs Infobytes

SAVE or Cancel

When you add a new **Employer**, you will need to enter the Employer Name, Job Title, Employer Location and Date Range.

Employer name  Employer Location  Date range

Employer URL (Optional)

Company Description

B I U abc

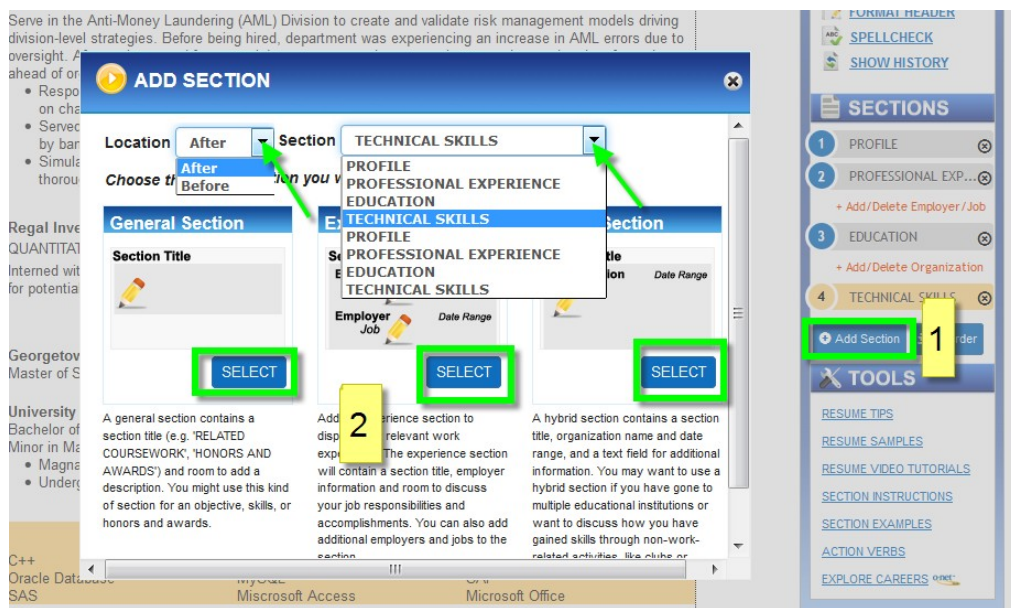
Job Title

New Employers are placed by default at the bottom of your list of Employers. New Jobs will also be placed at the bottom of the list of Jobs at that Employer.

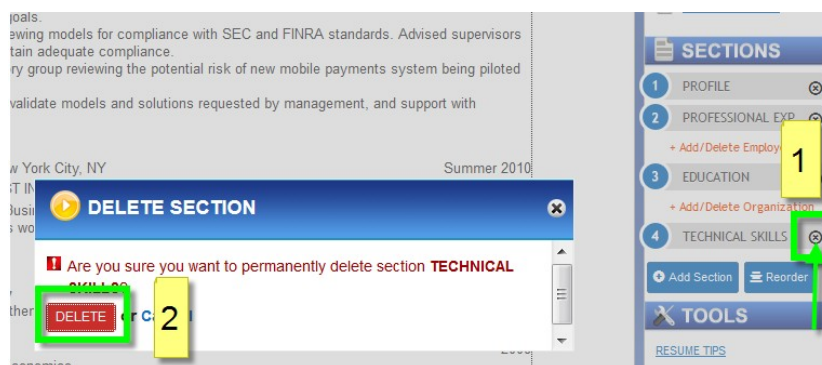
**Note:** You can use the **Reorder** button in the SECTIONS box to drag and drop the newest jobs/employers to the top of the list or to rearrange your jobs, employers, and sections into any desired order. For more information on the **Reorder** button see page 11.

### III. To Add/Delete New Section

To add a new section, click the **Add Section** button and select which type of section to insert. You can use the drop-down menu to insert the section exactly where you want it to be, otherwise it will default to the bottom of the list and you can use the **Reorder** button to drag it where you would like it to be.

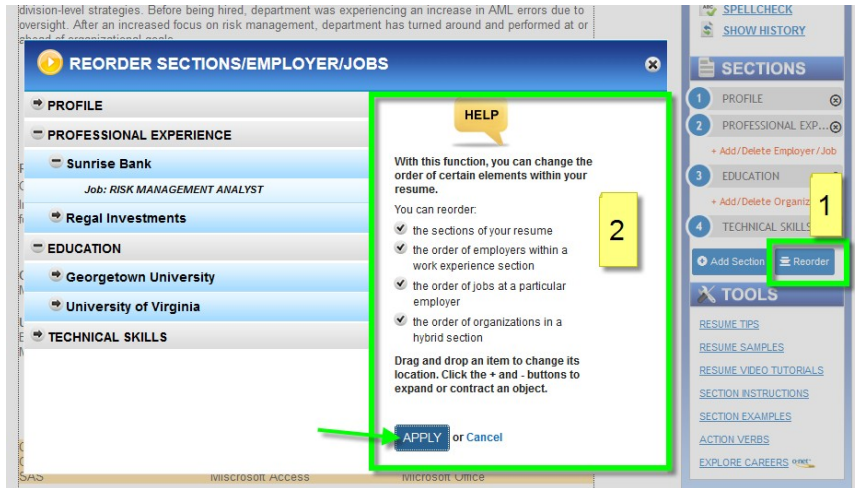


To delete a section click the X corresponding to the section and then click the **Delete** button.



#### IV. Reordering Sections

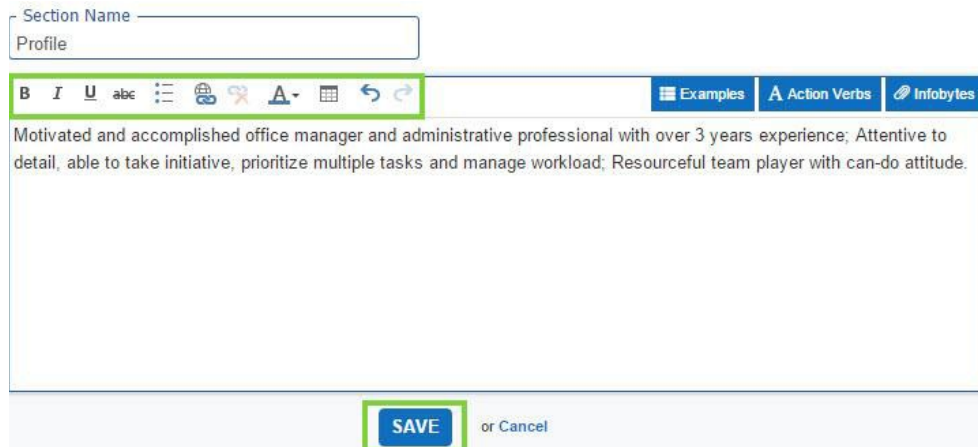
To reorder your sections, click the **Reorder** button in **Sections** box in the right-hand toolbar to display a schematic of the current layout of your sections.



Drag and drop your sections into the desired order. Note that this window also allows you to reorder employers and jobs. Click **Apply** to save your changes.

#### V. Editing Sections

Hover over any section. When the section turns orange, click on it to open the editor. When you're finished editing, click **Save** to keep your changes or **Cancel** to revert to the original content.



#### VI. Editing Tools

When entering content, you will notice a toolbar above the editing field. This bar contains helpful features to format and guide your writing.



Among the features are:

- **Bold** – bolds highlighted text.
- **Italic** – italicizes highlighted text Underline – underlines highlighted text.
- **Underscore** – underlines highlighted text.
- **Strike Through** – allows one to strike through highlighted text. This is more of an editing tool one might use to provide feedback.
- **Text Color** – allows you to change text to a color selected from the palette.
- **Bullets** – adds a bulleted list.
- **Hyperlink** – inserts, changes, or removes a hyperlink to another website.
- **Resume Table** – inserts a table into your resume. You can set the number of rows and columns for your table after clicking this button. Existing tables can be modified by clicking into the table and then right-clicking to get a menu which will allow users to add/delete rows and columns, and modify the column widths. One can also click into a cell, then right-click and change the cell properties to center, left or right justify text. Column widths can also be modified by clicking and dragging the columns directly in the text editor.
- **Undo/Redo** – removes/redoes any formatting applied to selected text.
- **Examples** – opens the Examples menu, where you can browse sample content for a specific section. Available sections are listed in the left box. Click on a section type to see examples for that section. If available, you can also click the Add button next to an example to insert that example into your editor.
- **Action Verbs** - 400+ verbs to help you describe your work experience.
- **Infobyte** – opens the Infobyte menu, where you can insert an Infobyte next to selected section. Infobytes appear only in your online resume. They are small icons that can be moused over to reveal additional information about your resume. These are a great way to elaborate on the sections of your resume without adding extra pages. There is also an Examples section specifically for Infobytes if you are unsure of what to write.

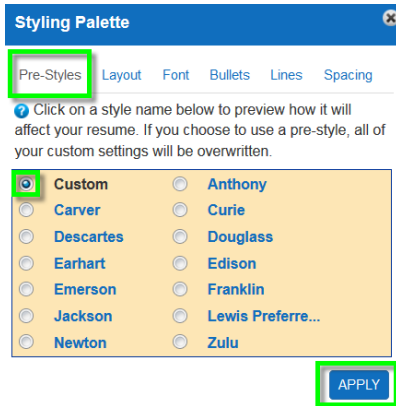
## ➤ Styling Your Resume - The Styling Palette

To style/restyle your resume, click the **Style Resume** button in the **Document** section of the right-hand toolbar. This will open the **Styling Palette**. The Styling Palette is composed of a series of tabs, most of which contain a drop down menu with various options.



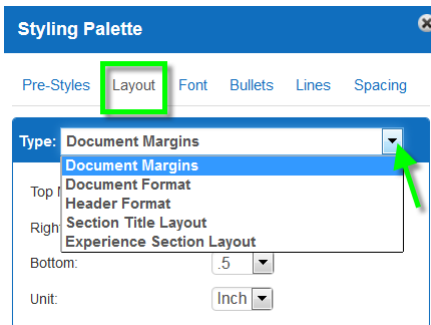
## Pre-Styles

Click on the **Pre-Styles** tab to apply a pre-made resume style. Once you decide upon the style you wish to use click **Apply**.



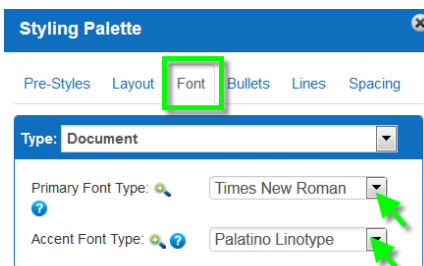
## Layout

Click on the **Layout** tab and use the drop down menu to set margins, document format (standard or two column), format your header, section titles and experience layout.



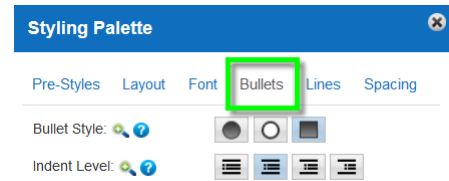
## Font

Click on the **Font** tab and use the drop downs to format your header, document, section title, employer and job fonts.



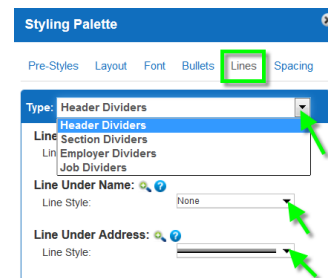
## Bullets

Click on the **Bullet** tab to format your bullet style and indent level.



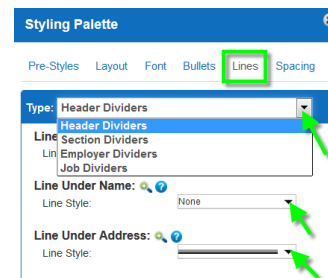
## Lines

Click on the **Lines** tab and use the drop downs to add/remove line of various styles within your header, under section titles, between sections and between employers and/or jobs within employers.

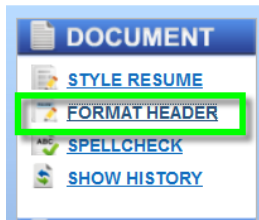


## Spacing

Click on the **Spacing** tab and use the drop downs to add/remove spacing within your header, between sections, between employers and between jobs within employers.



## ➤ Styling Your Resume – Format Header



The **Format Header** link will open the **Header Layout** option in the **Styling Palette** where you can change the appearance of your header and contact information.

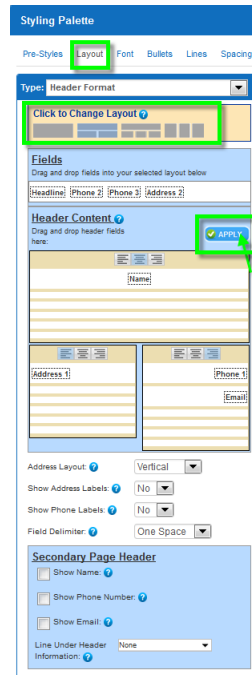
There are four header layout options.

To Format/Reformat your Header:

- Choose a header layout.
- Drag and drop individual information fields into your chosen header layout.
- Click **Apply** when you've finished arranging your information.

### Notes:

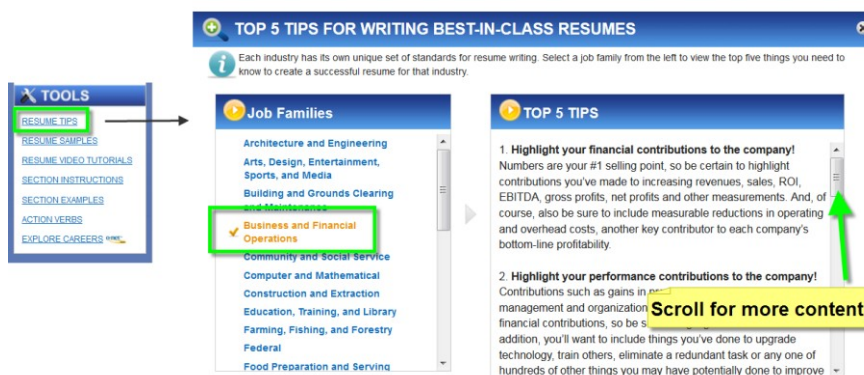
- You can display your address on a single line (horizontal) or on 2 lines (vertical).
- You can add address and phone labels.
- You can include a secondary page header.



## Document Tools

### ➤ Resume Tips

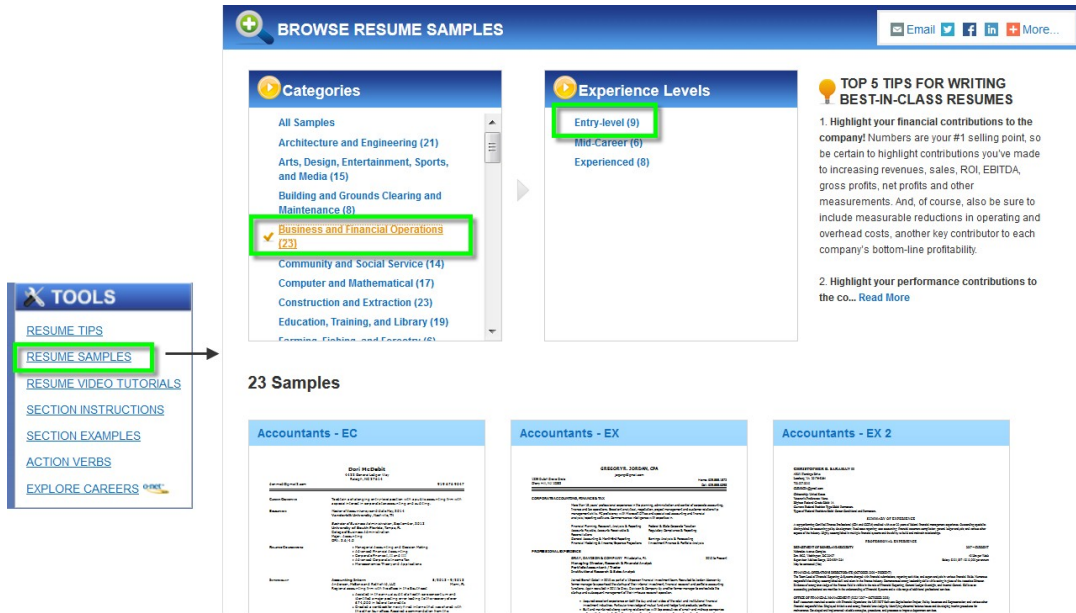
Select a job family (occupations grouped together based on type of work and skills required) and view professionally written top 5 tips for writing a successful resume for that job family. Take note of the keywords/tags.





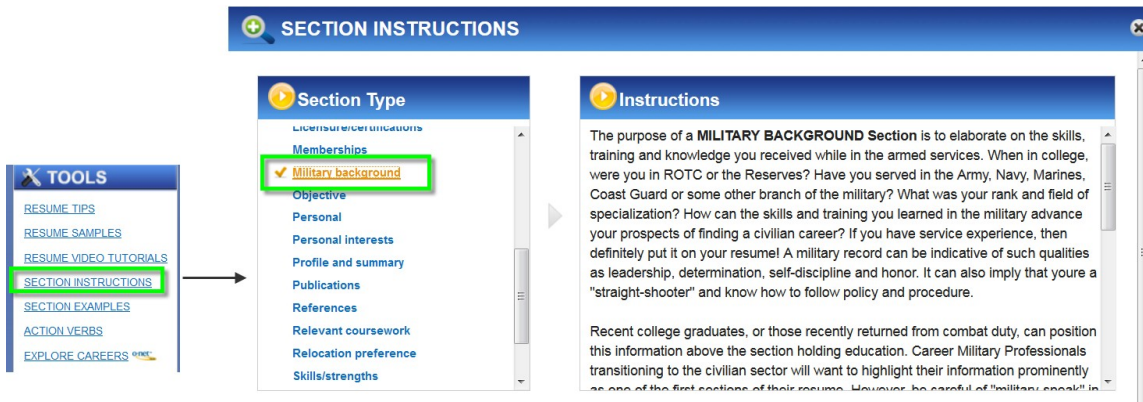
View professionally written resume samples, categorized by job family and Subdivided by experience level from Optimal's continually growing database of samples.

**Note** that your institution may have displayed their own samples, or may have chosen not to display some or all of OptimalResume's default samples.



## ➤ Section Instructions

Having trouble knowing how best to include certain information? View the instructions to learn the purpose of a section as well as tips on how best to incorporate your information into that section.



## ➤ Section Examples

View examples for each kind of section on your resume (e.g. education, experience, honors and awards).

The screenshot shows the 'SECTION EXAMPLES' tool. On the left, a 'TOOLS' sidebar contains links like 'RESUME TIPS', 'RESUME SAMPLES', 'SECTION INSTRUCTIONS', 'SECTION EXAMPLES' (highlighted), 'ACTION VERBS', and 'EXPLORE CAREERS'. The main interface has a header 'SECTION EXAMPLES' and two tabs: 'Students/Recent Grads' and 'Experienced Professionals'. Below the tabs are two panels: 'Section Type' and 'Examples'. The 'Section Type' panel lists various resume sections, with 'Objective' selected and highlighted. The 'Examples' panel displays several resume snippets, with the first one explaining the goal of an objective section: 'The goal of an OBJECTIVE Section is to effectively state your purpose. Why are you writing a resume? What position do you wish to attain? ... Read More'. Below this are several example sentences for different resume sections.

## ➤ Action Verbs

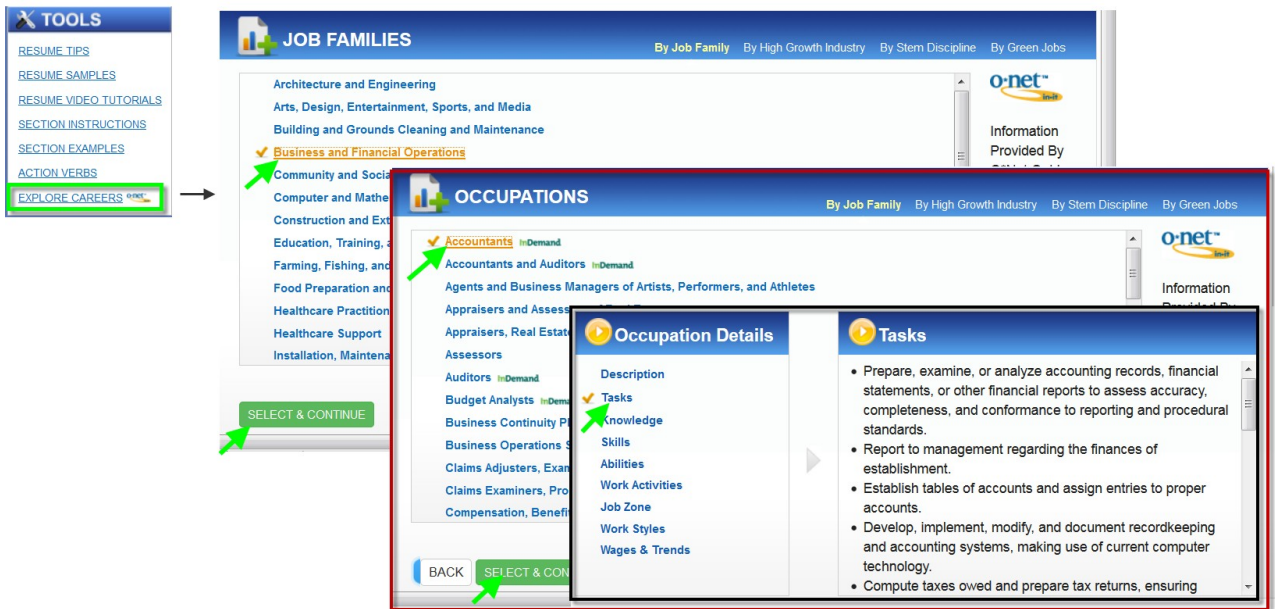
A list of 400+ action verbs to help you describe your work experience.

The screenshot shows the 'ACTION VERBS' tool. On the left, a 'TOOLS' sidebar contains links like 'RESUME TIPS', 'RESUME SAMPLES', 'SECTION INSTRUCTIONS', 'SECTION EXAMPLES', 'ACTION VERBS' (highlighted), and 'EXPLORE CAREERS'. The main interface has a header 'ACTION VERBS' and an information icon with the text: 'When possible, you should begin each description, accomplishment or job responsibility on your resume with an action verb. When you select a category, related action verbs will appear in the box to the right.' Below the header are two panels: 'Categories' and 'Action Words'. The 'Categories' panel lists 'STRATEGIC WORDS', 'ORGANIZATIONAL WORDS' (selected and highlighted), 'ANALYTICAL WORDS', and 'TACTICAL WORDS'. The 'Action Words' panel displays a list of verbs: 'accomplished', 'achieved', 'administered', 'arranged', 'assigned', 'attained', 'collaborated', 'communicated', 'consolidated', 'controlled', and 'coordinated'.

## ➤ Explore Careers

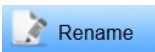
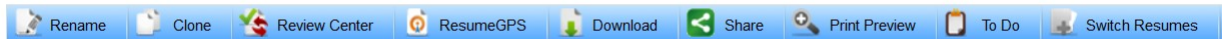
Opens a link to O\*NET, an online database that contains hundreds of occupational definitions to help students, job seekers, businesses and workforce development professionals to understand today's world of work in the United States.

Use this to research occupation-specific information like relevant tasks, skills and abilities, knowledge areas and more, to help target your resume for that occupation.



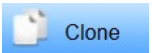
## Document Toolbar

The document toolbar allows you to manage your documents. Note that depending upon how your institution has configured their site, you may or may not see all of the buttons below.



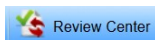
Rename

**Rename** – lets you change the name of your resume.



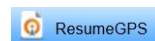
Clone

**Clone** – creates an editable duplicate copy of your resume in the Document Center, thereby allowing you to easily create multiple versions of your resume for different opportunities.



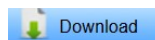
Review Center

**Review Center** (if enabled) – allows you to submit your resume (and include a message if desired) to a career counselor for feedback. Depending upon your institution’s configuration, you may also be able to select a *Review Group* and a *Reviewer* from a series of drop down menus.



ResumeGPS

**ResumeGPS** (if available) – Selecting a resume to be your *GPS resume* stores it in a resume bank and makes it available both for resume books as well as for employers who may be searching the resume bank . For more information on ResumeGPS, contact your Career Services department.

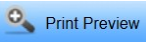


Download

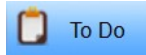
**Download** – allows you to download a hard copy of your resume into different formats: PDF, HTML, Plain Text, and Microsoft Word Compatible (.rtf). Note that if you are using a Mac and you download into .rtf format you will need to open the file using MS Word and not the default TextEdit that a Mac usually uses to open .rtf files.



**Share** – allows you to generate a link that can be copy and pasted into emails, posted on message boards, or shared on a variety of social networking sites, such as LinkedIn, Facebook, and Twitter. When clicked a downloadable web version of your resume will be displayed.



**Print Preview** – generates a PDF version of your resume allowing you to see how your resume will appear in downloadable versions. More importantly, Print Preview allows you to see whether your resume will require a second page, and if so, where it will break.



**To Do** – allows you create a to-do list. Use this to record a reminder of things you need to do, such as “proofread before sending to the Review Center”, or “add a section called Other Work Experience”.



**Switch Resumes** – Clicking this button shows all of the resumes you have created so far in the Document Center and allows you to switch the resume currently in the editing mode.

## Post-production Tools

### Editing your Resume

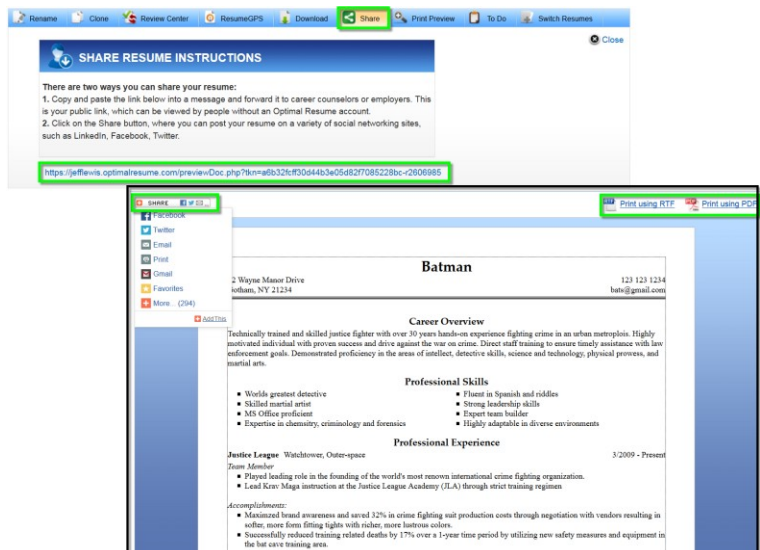


To edit a resume at a later time, click the resume’s name in the Document Center. This will bring you back to the editing page where you can save new changes to your document.

### Sharing your Resume

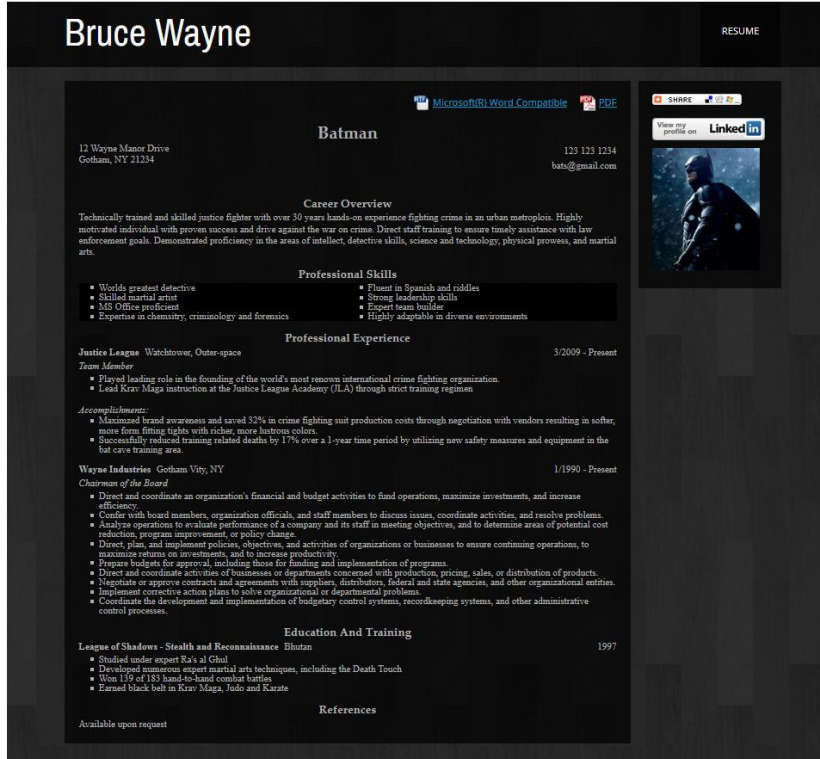
There are two ways to share your resume quickly and easily:

**The Share Button** - Copy and paste the generated link into a message and forward it to career counselors or employers. This is a public link, which can be viewed by people without an Optimal Resume account. Or, click on the Share button, where you can post your resume on a variety of social networking sites, such as LinkedIn, Facebook,





**Create an OptimalWebsite** - We recommend that you create an OptimalWebsite that contains your resume in order to easily share your resume online with employers. If you haven't already, create a website in the Website Builder and select your desired resume from the list of available resumes. For more information, refer to the OptimalWebsite help guide.



## Questions?

### ➤ Technical Support

Support is available during standard business hours, Monday – Friday, 9am – 5pm EST, toll free at 877-998-7654 or by email at [support@optimalresume.com](mailto:support@optimalresume.com).