



**MOREHEAD STATE
UNIVERSITY**

CAREER SERVICES

CAREER GUIDE

Your complete guide to career planning and job searching

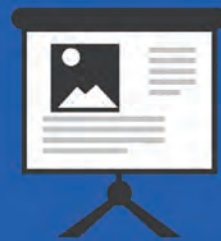
EXPLORE.



CONNECT.



EXPERIENCE.



SUCCEED!



2019-2020

A resource of Morehead State University Career Services
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GET YOUR RESUME NOTICED

Use relevant accomplishments and details to ensure your resume gets attention. Here are examples to get you started.

ORIGINAL:

“CUSTOMER SERVICE EXPERIENCE”

Improvements:

- Provided service to an average of 55 customers an hour in a front-line food service setting.
- Assisted patrons in the selection of designer garments and used up-sell techniques to ensure daily sales goals achievement.
- Answered over 40 calls an hour and greeted walk-in clients seeking directions to one of the 10 area offices.

ORIGINAL:

“CASHIER EXPERIENCE”

Improvement:

- Managed an average of \$850 in cash and credit card receipts per sales shift.

ORIGINAL:

“HELPED CHECK-IN CLIENTS”

Improvement:

- Registered patients at 45-bed clinic, in compliance with HIPPA guidelines, using the UniStar Management System (USMS).

ORIGINAL:

“HELPED WITH ALL DUTIES”

Improvements:

- Scheduled 15 events per week. Met with event organizers to assess audio/visual needs and room layout requirements. Briefed a 10-person set-up crew on customer specifications.
- Co-trained two new sales associates on use of the Megalock Security System and crisis management protocols.

RESUMES

THE PURPOSE OF A RESUME

A resume is your personal “marketing brochure.” Its purpose is to land you an interview. Employers often have hundreds of resumes to review and initially spend only about 15-to-20 seconds with each. In order to get noticed, your resume should be focused and easy to read. Here are some basic tips:

- Use headings to clearly organize your content.
- Use bulleted lists rather than writing in complete sentences.
- Be specific about your skills and accomplishments.

QUICK RESUME GUIDELINES

- Avoid templates.
- Keep it to one page.
- Use standard fonts, size 10 to 14, such as: **Arial, Calibri, Verdana.**
- Be consistent in formatting throughout the document.
- Make headers and contact information larger than body text.
- Use action verbs to begin bullet points where possible.
- Create a separate reference page.

COMPOSING YOUR RESUME

- Never use a template — this is your marketing brochure and should spotlight you. Templates look generic and could be ignored by employers.
- High school activities/information should be left out unless you are a freshman.
- When describing your experiences, utilize action verbs and be sure to include specific numbers, amounts or other details to help an employer understand what you have accomplished.
- Use professional terminology. Using nouns, verbs and phrases common to your chosen field demonstrates that you are informed and qualified.
- Do not use first person (“I” or “me”) when writing your resume.
- Never use an abbreviation on first use (unless it is very common in your field); use the full phrase, then in (parenthesis) put the abbreviation. Example: Adron Doran University Center (ADUC). When the phrase is used next, all you need is the abbreviation without parenthesis.
- Once you have created your resume, have someone proofread it. Spell checkers may not catch all errors. Career Services can help.

RESUME BLITZ

Our Resume Blitz gives you the opportunity to find out what employers think of your resume and receive multiple opinions. Bring your resume for instant feedback and advice from professional recruiters. This event is held each fall and spring semester.

RESUMES

THE ACE METHOD - A simple formula you can follow to construct accomplishment-oriented bullet points is the "ACE" Method, which stands for Action, Challenge and End-result. Start your bullets with action verbs. Applied to your resume, the ACE Method allows you to:

- **Action:** Discuss what you did to address the challenge.
- *Challenge:* Identify a responsibility or issue at work – the challenge itself.
- End-Result: Showcase the positive outcome of that action.

While this may seem like a lot to fit into one bullet point, you'll be surprised by how easily ACE can be implemented. Consider the example below:

Developed new filing and organizational practices, saving the company \$3,000 per year in contracted labor expenses.

ACE EXAMPLES

BASIC: Serve patrons at a restaurant.

ACTION-ORIENTED: Memorized restaurant's wine stock and the meals they should accompany, leading to daily wine sales averaging \$150, fully 20% higher than company average.

Write patrons' food orders on slips, memorize orders or enter orders into computers for transmittal to kitchen staff in a 110-seat restaurant.

BASIC: Answered office telephone line and organized files.

ACTION-ORIENTED: Organized over 1,600 paper files into a new database in Excel.

Answered incoming calls (avg. 40/day) resolving issues with both customers and billing department.

BASIC: Care for patients and monitor vitals.

ACTION-ORIENTED: Provide direct quality care to patients including daily monitoring of temperature, blood pressure, insulin drips, catheters for up to 20 patients per day.

Led and mentored 10 newly licensed nurses in developing and achieving professional expertise.

BASIC: Classroom teacher in 2nd and 3rd grade reading and math.

ACTION-ORIENTED: Increased students' scores in standardized tests by 24% in literacy and 35% in math.

Educated an average of 18 students in 2nd and 3rd grade, and received the "Best Teacher Award."

BASIC: Worked on projects with engineers.

ACTION-ORIENTED: Redesigned loading ramp with cost efficient materials to ensure safety of laborers. Collaborated with vendors, engineers and laborers to gather necessary information to implement solution.

MATCH THE WORDING ON YOUR RESUME TO THE JOB DESCRIPTION.

Be sure to include the professional terminology that you see in the position descriptions in your bullets. Applicant tracking systems (a.k.a. computers) are often the first to review your resume and scan for keywords. You can ensure your resume ranks highly by carefully crafting your bullets with keywords.

RESUMES

Use active language to describe your work experience, skills and accomplishments. Using action verbs to begin bullet points will allow an employer to see your accomplishments with just a glance at your resume.

ACHIEVEMENT

Achieved
Completed
Delivered
Enhanced
Increased
Negotiated
Obtained
Produced
Secured

COMMUNICATION

Addressed
Authored
Clarified
Communicated
Composed
Convinced
Corresponded
Edited
Explained
Informed
Interpreted
Lectured
Marketed
Persuaded
Presented
Promoted
Reported
Translated
Wrote

CREATIVE

Acted
Conceptualized
Created
Designed
Developed
Fashioned
Founded
Illustrated
Instituted
Integrated
Invented
Performed
Revitalized
Shaped

FINANCIAL

Administered
Allocated
Analyzed
Appraised
Audited
Balanced
Budgeted
Calculated
Computed
Developed
Forecast
Planned
Projected
Researched

HELPING

Assessed
Coached
Counseled
Educated
Facilitated
Guided
Referred
Represented

INITIATIVE

Devised
Established
Formulated
Generated
Initiated
Introduced
Launched
Originated
Redesigned
Set up
Started

LEADERSHIP

Accomplished
Conducted
Demonstrated
Drove
Expanded
Guided
Implemented
Improved
Inspired
Led
Succeeded
Surpassed

MANAGEMENT

Assigned
Chaired
Contracted
Consolidated
Coordinated
Delegated
Directed
Evaluated
Executed
Managed
Oversaw
Supervised
Trained

PROBLEM SOLVING

Analyzed
Corrected
Eliminated
Reduced
Reshaped
Reorganized
Resolved
Reviewed
Revised
Simplified
Solved
Streamlined
Tackled
Utilized

RESEARCH

Collected
Critiqued
Diagnosed
Examined
Extracted
Identified
Inspected
Interviewed
Investigated
Organized
Summarized
Surveyed
Systematized

TEACHING

Adapted
Advised
Clarified
Coached
Coordinated
Enabled
Encouraged
Evaluated
Facilitated
Guided
Informed
Instructed
Stimulated

TEAMWORK

Assisted
Collaborated
Contributed
Cooperated
Mediated
Participated
Partnered
Planned
Prioritized
Recommended
Scheduled
Strengthened

TECHNICAL

Assembled
Built
Calculated
Computed
Designed
Devised
Engineered
Fabricated
Maintained
Operated
Programmed
Remodeled
Repaired
Solved

RESUME HEADER CATEGORIES:

CHOOSE THE RESUME HEADERS THAT BEST REFLECT YOU!

Education: Education, Education and Credentials, Related Training, Study Abroad, Professional Seminars, Licenses and Certifications, Academic Projects, Related Coursework, Publications, Presentations

Skills and Qualifications: Languages, Relevant Skills, Technical Expertise, Areas of Expertise, Capabilities, Key Qualifications, Skills and Qualifications, Marketing Skills, Core Competencies, Summary of Abilities, Career Highlights

Experience: Work History, Work Experience, Recent Experience, Relevant Experience, Teaching Experience, Volunteer Experience, Campus Leadership, Community Involvement, Career Highlights, Academic Experience, International Experience, Career Profile, Internships, Military Service, Extracurricular Involvement

Affiliations, Memberships and Awards:

Professional Memberships, Professional Associations, Achievements, Awards/Recognitions, Notable Achievements, Honors, Fellowships, Awards

JOB DESCRIPTION LANGUAGE VS. RESUME LANGUAGE

Language used in a resume should differ from that in a job description. A job description defines what the job does while a resume needs to summarize your skills and accomplishments in that job. Take time to “convert” job descriptions to resume entries. Here are examples:

Job Description: • *Manage office appointment schedule.*

Resume: Scheduled appointments for 12 consultants using Microsoft Outlook, averaging 120 appointments per week.

Job Description: • *Supervise work crew.*

Resume: Managed a team of 20 craftsmen including carpenters, plumbers and masons, while completing a \$20 million condominium project.

RESUMES

There's no one way to do a resume. Pick and choose the style and elements that work best for you from these samples.

- 1 An objective can be beneficial if your career goals aren't clear in your resume content.
- 2 Even if you haven't earned it yet, include your degree.
- 3 Focus on your activities if you don't have work experience.
- 4 Don't forget to include volunteer work/community service.

Tip: Employers only spend 15-to-20 seconds skimming your resume.

Sally S. Smith
100 Soaring Eagle Lane | Morehead, KY 40351
(606) 555-5555 | sally_smith_email.com

EDUCATION
Morehead State University Morehead, Kentucky
Bachelor of Social Work (BSW) GPA: 3.43 Expected May 2019
Relevant Courses: Sociology of Punishment, Substance Abuse Treatment Issues, Death and Dying, Family Systems and Therapy, and PTSD in Military Personnel.
Relevant Project: Poster Project "Post Deployment Family Trauma and Treatment"

- 1
 - Interviewed family members at two Army bases utilizing qualitative inquiry / storytelling
 - Assisted Dr. Jones in identifying symptoms and resilience attributes in families
 - Presented poster at the Kentucky National Guard Health Symposium November 12, 2017
 - Participated in a therapy team to create treatment and support plans for military families

EXPERIENCE
Veterans Hospital, Outpatient Psychiatry Department Ft. Pain, Georgia
Full-time field placement – Internship May 2018 – August 2018

- 2
 - Conducted intake assessment for at-risk military personnel returning from deployment utilizing Clinical Assessment of Depression (CAD)
 - Reviewed Personal History Checklist (PHC) and HIPPA forms with clients
 - Observed individual treatment sessions between psychiatric physician and clients
 - Created and facilitated group sessions with family members that promoted self-advocacy
 - Referred family members to government resources for military personnel
 - Developed and maintained a resource directory for military families which resulted in a 25% year-to-year increase in referrals
 - Recorded counseling notes in SOS Case Manager to ensure accurate data collection

Camp Ojibwa Anytown, Ohio
Camp Counselor Summers 2015, 2016, 2017

- 3
 - Lived in the bunk-house and supervised 15 girls, each summer
 - Planned and led out-door activities for seventh and eighth grade campers in order to facilitate team-building and social-skills development
 - Awarded "Counselor of the Year" in 2017

Bobby's Barb-b-que Mytown, Kentucky
Assistant Manager September 2013 – May 2015

- Trained 15 new employees with focus on delivering excellence in customer service
- Coordinated employee availability and organized work schedules in order to optimize efficiency

Cashier/Server

- 4
 - Served an average of 45 customers per hour while maintaining 100% accurate register balances
 - Passed state mandated health inspection training with A rating

PROFESSIONAL INVOLVEMENT
MSU National Association of Social Workers August 2015 - present
Project Chair Elected May 2016

- 5
 - Organized and facilitated the #BackpackForSnacks project at a local middle school to promote healthy eating habits
 - Raised \$2,350 to purchase food to fill 125 backpacks with healthy food for underprivileged children

MSU Nature Eagles August 2015 – May 2019
Member

- Co-organized "Eco-Olympics," which had 88 faculty, staff and students participants
- Secured \$350 in monetary prizes from community members

Richard Resume
4040 Eagle Lane; Morehead, KY 40351
(606) 555-5555
student@moreheadstate.edu | www.linkedin.com/in/RichardResume

- 1 **Objective:** To join the *Bank of America Financial Advisor Summer Development Program*

Education

- 2 *Morehead State University*, Morehead, KY Anticipated Graduation: May 2020
Bachelor of Business Administration (Finance) GPA: 3.0
Relevant Courses:
 - Quantitative Analysis for Business
 - Entrepreneurship & Innovation
 - Principles of Managerial Accounting

- 3 **On-campus Involvement**

Finance Club Morehead State University
Founding Member Spring 2018 – present

- Completed paperwork to be recognized as official organization, recruited 50 members and developed mission and bylaws.
- Secured \$1,075 in the first year from member dues, campus fundraisers and solicitation of local businesses, resulting in a 20% increase in year-to-year revenue.
- Grew the club's investment portfolio to \$3,200 in the club's second year.
- Organized visits to the Federal Reserve Bank and Chicago Board of Trade by booking hotels, securing transportation and acquiring travel insurance for 14 club members.

Students in Free Enterprise Morehead State University
Member Fall 2017-present

- Researched, developed and presented a seminar on Asia-Pacific investment in Kentucky for the regional Kentucky Student Finance Association conference.
- Volunteered at the Browning Orchard Festival, providing entertainment for 800 visitors.

Football Team Morehead State University
Defensive Back Fall 2016-present

- Dedicated an average of 25 hours/week to practice, weight lifting, travel and games.
- Mentored 12 freshmen (gave campus orientation & reviewed NCAA policies)
- Nominated for Morehead State University Athlete of the Year.

- 4 **Community Engagement**

Special Olympics Lexington, KY
Volunteer Summer 2017

- Supervised and motivated 6 athletes at the Summer Special Olympics

McBraver Elementary School Morehead, KY
Volunteer Summer 2017

- Read books to first grade students on a weekly basis to promote literacy

- 1 Class projects can be valuable experience.
- 2 Be as specific as possible and use industry terminology.
- 3 Include any special recognition.
- 4 List multiple positions if you have been promoted.
- 5 Elaborate on your activities.

Tip: Track when and where you've sent your resume and follow up.

Resume samples

CHRIS M. SAMPLE
(Preferred pronouns: He/Him/His)

123 Mountain Drive
Morehead, KY 40351

(606) 555-7777
csample@moreheadstate.edu

EDUCATION

Morehead State University Morehead, KY
Bachelor of Science in Engineering Technology Anticipated December 2020

- Design and Manufacturing emphasis
- Cumulative GPA, 3.2
- College of Engineering Academic Scholarship (full-tuition award)

Coursework: Manufacturing & Fabrication, Robotics Systems, Material Science

Course project: Tool & Equipment Design (spring 2018) – Designed & tested rotor. Developed prototype and presented results to a faculty panel.

SKILLS

- Classroom practice with 3D modeling
- Familiar with lean manufacturing principles
- Software – AutoCAD, SAP
- Languages – CNC, HTML, C++, .NET framework
- Continuous improvement mindset

EXPERIENCE

Widget Company Louisville, KY
Supply Chain Intern January 2017- August 2018, January 2018 - present

- Designed a new layout for unloading zone that resulted in enhanced time efficiencies.
- Researched and tested 12 GPS systems. Based on this research, a single uniform GPS system was bought for all company vehicles (32 total trucks/cars).
- Implemented lean projects to increase efficiency in dock operations and storage; increased storage capacity by 36%.
- Consulted with safety experts to reduce operator related damages; reduced bent pins on motors saving \$50,000 per quarter.

Unknown Public Library Owensboro, KY
Library Technician Summer 2017 and 2018

- Developed database in Access that tracked book availability, leading to improved catalog accuracy.
- Assisted an average of 120 patrons, daily, by answering questions and checking in/out books while delivering prompt, friendly service.
- Managed reservation schedule for two new meeting rooms in response to need for additional space.
- Trained two new workers in electronic reserves scanning, leading to 20% increase in available digitized records.

LEADERSHIP ACTIVITIES

Association of Technology, Management and Applied Engineering (ATMAE)
Morehead State University Chapter August 2017 - present

- *Vice President:* Developed a financial incentive strategy that increased membership by 10%. Created an alumni network consisting of 28 current engineering professionals in three states.
- *Secretary:* Documented meeting and other activities. Filed registration paperwork with the national office and Morehead State University Student Activities.

- 1 GPA is optional but relevant.
- 2 Focus on your most relevant courses.
- 3 Provide a quick snapshot of your specific skills.
- 4 Quantify what you've done when possible.
- 5 Be descriptive with section headings to highlight your skills.

Tip: Include your most impressive sections and content at the top of your resume.

- 1 There isn't one correct way to set up contact information. Be sure to include a professional email address and phone number.
- 2 A functional format allows you to pull together skills from similar jobs or courses.
- 3 Use action verbs.
- 4 Only use this limited work history format on a functional resume.
- 5 Volunteering in the community can be a resume builder.

Tip: A functional format may be for you if you have:

- A long work history.
- Unrelated work experience.
- Many similar jobs.

SUSIE MARKETER
1234 Maple Avenue · Morehead, KY · 40351 · (606) 555-2746 · career.counselor@moreheadstate.edu

QUALIFICATIONS

Writing Skills

- ~ Wrote six press releases and circulated them to local newspapers.
- ~ Researched and conceived articles for blog, resulting in 25% increase in subscribers.
- ~ Produced business materials, including: letters, reports, proposals and forms.
- ~ Proof read and edited written materials for publication on the internet to ensure accuracy and quality.

Marketing Skills

- ~ Designed, developed and implemented fundraising campaigns, which raised \$5,000.
- ~ Evaluated target markets and proposed marketing strategies to clients, leading to adoption of a successful social-media campaign.
- ~ Managed direct mail projects; monitored production teams; oversaw print operations and coordinated mailing process with projects completed under budget.

Communication Skills

- ~ Addressed customer inquiries; interpreted and delivered information; proposed suggestions; provided guidance; identified, investigated and negotiated conflicts, which resulted in enhanced client-satisfaction.
- ~ Conducted over the phone surveys and analyzed results using the SPS data system to identify opportunities to deliver new services.
- ~ Planned, coordinated and hosted engaging events for audiences ranging from 10 to 100 people.

Technical Skills

- ~ Edited videos for use on the internet and in local theaters using Adobe Premiere.
- ~ Achieved computer proficiency; demonstrated knowledge of Microsoft Word, Excel, PowerPoint, Publisher, Adobe Photoshop, Adobe InDesign, and all Internet functions.
- ~ Enhanced social media presence and increased followers across platforms, including but not limited to Facebook, Twitter, and Instagram
- ~ Designed and managed website layout and content using WordPress to establish strong brand identity.

EDUCATION

Bachelor of Arts in Communication – Public Relations option Expected May 2019
Morehead State University Morehead, KY

- ~ GPA 3.7
- ~ Caudill College of Arts, Humanities & Sciences (full-tuition) scholarship

WORK HISTORY

Fashionable Store, Hebron, KY

- Assistant Manager, May 2017—August 2017
- Clerk, May 2015—April 2017

Trendy Place, Hebron, KY

- Display Designer, Spring 2015

ACTIVITIES

Omicron Theta Sorority, Morehead State University

- Philanthropy Chair, January 2016—present
- Event Planner, January 2015—January 2016

Helping You, Hebron, KY

- Social Media Volunteer, Summer 2014—present