

# **Resume Development**

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## **Purpose of the Resume:**

Resumes are marketing pieces that will make you attractive to a potential employer. You are representing yourself: your experience, skills, knowledge and education. Resumes are not created to get you a job, but are designed to get you an interview because you represent what the employer needs.

## **First Step:**

Your first step is to sit down and spend lots of time identifying your assets, specifically as these relate to the position you are seeking. Assets include:

- Transferable skills
- Technical skills and knowledge
- Product or industry knowledge
- Relevant (or transferable) experience
- Education

Start with identifying your paid, unpaid, and volunteer experience. Where was it? When? What did you do-be detailed as possible! Don't evaluate, just list! After you've written this down, look for patterns, e.g., organizing, researching, serving customers, operating systems, etc.

**FOCUS!** Unless you know what you want to do, you won't know whether or not what you've already done has any relevance. Spend some time with your interests, skills, and values focusing on:

- The skills or knowledge you want to use
- A functional area or department (finance, marketing, customer service, design, communications)
- An industry, product or service
- A company or organization

Integrate your thinking about where you've been and where you want to go.

## **Step Two: Compose and Edit**

Select a format: chronological, functional, or combined.

- Chronological is recommended if you want to stay in the same functional area of work, want the next level of responsibility, or want to play it safe
- Functional is recommended for individuals making a career, not a job, change; who have limited or unrelated employment experience. The emphasis is on skills gained rather than sequence and length of experience.

- Combination is useful for career changers and those who want to capitalize on what experience they have. The emphasis is on relevant or transferable skills acquired through work or related experience.

State an objective even if later you choose not to use one. This will help you focus your relevant and supportive experience. Career objectives help the reader determine a fit and are used to determine whether your experience prepares you for your objective. Unclutter objectives by eliminating phrases about opportunities, challenges, advancement potential, etc. Objectives can be stated as clearly as "Electrical Engineer-Research and Design". You can indicate level of responsibility, eg. "Mid-level Manager"; "Entry-level Accountant". You could choose a functional format: "Position which includes responsibilities for systems analysis and creating data systems for maintenance of records, evaluation of programs, and projecting future sales trends". A skill objective might read: "position which requires knowledge of decision-making models, and application of models to marketing and production-planning". Instead of using an objective, you could choose to use a Summary. See Summary/Profile...page of handout.

Consult your worksheet to note skills and skill clusters that you wish to emphasize.

Include information under these major components:

- a heading (name and contact information)
- an objective or summary
- professional experience or employment history
- education
- technical skills and knowledge or other specialized skills (languages, etc.)

**Optional headings might include:**

- community activities or volunteer activities
- honors or awards (recent)
- professional affiliations
- presentations or publications

**Editing:**

- use present tense verbs if you're still in the position; use past tense for completed positions

- choose strong active words rather than more passive words or phrases like "assisted" or "responsible for" or "helped"
- create phrases rather than sentences (the pronoun "I" is not used in the resume)
- make your phrases results oriented rather than a listing of your responsibilities
- what happened as a result of your work?
- what was the scope of your work (managed or managed 600)?
- what difference did you make in doing what you did?  
(see section on Sample Skill phrases)
- whenever possible, include words that quantify or qualify (percents, recognition, etc.)
- consult with people in the field or job descriptions to make sure you are using the language of the field (e.g., Teachers "teach" but in business they would "train")

Have someone critique your first draft. Ask them to give you feedback on content- have you been clear about communicating your skills and experience relevant to your focus or target? Now rewrite your second draft incorporating the feedback. Ask someone from your field to critique this- are you using the language of the field, are your accomplishment statements in the order of importance to match what you are seeking? Now type and proofread your "final" or working resume.

## **Production**

Type your resume and use a high quality printer or have a duplicating service print your resume. Before you have copies made, have someone proofread the resume one last time! Use good quality paper to print; you can't go wrong with white or off-white paper. Get matching paper for cover letters and matching envelopes.

## Electronic Resume Quick Tips

Print resumes have a look and format that most of us know. Resumes for electronic use have unique characteristics. Serious job seekers will have resumes in both formats. Consider the following tips for resumes that are different from a print resume:

**Facsimiles or Faxes:** start out as paper resume; may or may not be scanned

Advantages: speed and timeliness for both employer and candidate

Disadvantages: resume loses the crisp, business-like appearance; resume is generally not picked up directly by the hiring agent; not everyone has easy access to a fax machine.

### **Tips:**

1. Since faxes often have headers or footers, the candidate must allow for this in producing the resume. Leave room for the possible loss of space due to these headers and be generous with your top and bottom margins (margins of no less than .75 inches)
2. At the bottom of the page, indicate “-continued”- if there is a 2<sup>nd</sup> page; also place name and contact info (phone, Email) at the beginning of each page
3. Use type no smaller than 11 point and use fonts sans serifs to avoid losing definition
4. Do a test run with a friend or business associate
5. Include a cover sheet with your faxed resume, indicating who you are sending it to

### **Electronic or e-resumes**

An electronic resume can follow one of three different formats: **e-mail or ASCII resumes, Scannable resume, and multimedia resume**. These formats differ from a print resume in that they are much plainer with few or no frills such as underlines, bold, or bullets. This handout will review all but the multimedia resume.

**Scannable resumes-** these resumes start as print resumes but at some point they are scanned by an employer or search service and then become an e-resume. Your resume can be scanned either from print or fax copy.

*Advantages:* scanned resumes enter a data bank and can gain wider visibility; if effective **key words** are used in your resume, matches will surface “automatically” and more quickly than individually reviewed print resumes

*Disadvantages:* if **key words** are weak or are mismatched for the position, little match or response will be generated; if the format can’t be scanned or “read”, then the candidate has lost a marketing opportunity

### **Tips:**

1. use white quality paper, black ink, and a high quality printer
2. provide a typed or laser-quality original document
3. put your name on the 1<sup>st</sup> line by itself
4. eliminate graphics, italics and underlines
5. be sure to include key words in the top 80 words or 400-500 characters of the resume
6. use standard fonts, non-serifs
7. if unclear whether “bullets” are acceptable, use ellipses (.....), dashes (---) (example: ...key strengths in: -Forecasting -Economic and market research)
8. avoid newspaper columns or layout
9. use fonts 12 to 14 points in size and use more than one page if needed
10. scanners can’t “see” lines .003” thick or less; if you use such lines, they can’t touch any of the text and must be at the end of the text (example: PROFILE \_\_\_\_\_)
11. to avoid a “staggered scroll look”, set the font at 12 point Times New Roman and the margins so that the text falls within a 4.5” column; save completed resume and formatting as an ASCII text file

Adjustments made for Conversion to ASCII (before saving your print resume to ASII (doing a txt.file)):

1. Remove street address (privacy, mainly)
2. Remove centering; line up text on left margin; avoid right justified dates
3. Use a regular dash between dates (not parenthesis; not backslash)
4. Formatting enhancements could include asterisks, periods, equal signs

# Action Verbs

Adapted, enlarged list inspired by Employment Development Department of Palo Alto, CA.

## **Management Skills**

Administered  
Analyzed  
Attained  
Chaired  
Contracted  
Consolidated  
Coordinated  
Delegated  
Developed  
Directed  
Evaluated  
Executed  
Improved  
Increased  
Organized  
Oversaw  
Planned  
Prioritized  
Produced  
Recommended  
Reviewed  
Scheduled  
Strengthened  
Supervised

## **Communication Skills**

Addressed  
Arbitrated  
Arranged  
Authored  
Corresponded  
Developed  
Directed  
Drafted  
Edited  
Enlisted  
Formulated  
Influenced  
Interpreted  
Lectured  
Mediated  
Moderated  
Negotiated  
Persuaded  
Promoted  
Publicized  
Reconciled

Recruited  
Spoke  
Translated  
Wrote

## **Research Skills**

Clarified  
Collected  
Critiqued  
Diagnosed  
Evaluated  
Examined  
Extracted  
Identified  
Inspected  
Interpreted  
Interviewed  
Investigated  
Organized  
Reviewed  
Summarized  
Surveyed  
Systematized

## **Technical Skills**

Assembled  
Built  
Calculated  
Computed  
Designed  
Devised  
Engineered  
Fabricated  
Maintained  
Operated  
Overhauled  
Programmed  
Remodeled  
Repaired  
Solved  
Trained  
Upgraded  
**Teaching Skills**  
Adapted advised  
Clarified  
Coached  
Communicated

Coordinated  
Developed  
Enabled  
Encouraged  
Evaluated  
Explained  
Facilitated  
Guided  
Informed  
Initiated  
Instructed  
Persuaded  
Set goals  
Stimulated

## **Financial Skills**

Administered  
Allocated  
Analyzed  
Appraised  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Developed  
Forecast  
Managed  
Marketed  
Planned  
Projected  
Researched  
**Creative Skills**  
Acted  
Conceptualized  
Created  
Designed  
Developed  
Directed  
Established  
Fashioned  
Founded  
Illustrated  
Instituted  
Integrated  
Introduced  
Invented

Originated  
Performed  
Planned  
Revitalized  
Shaped  
**Helping Skills**  
Assessed  
Assisted  
Clarified  
Coached  
Counseled  
Demonstrated  
Diagnosed  
Educated  
Expedited  
Facilitated  
Familiarized  
Guided  
Referred  
Rehabilitated  
Represented  
**Clerical or Detail Skills**  
Approved  
Arranged  
Catalogued  
Classified  
Collected  
Complied  
Dispatched  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Organized  
Prepared  
Processed  
Purchased  
Recorded  
Retrieved  
Screened  
Specified  
Systematized  
Tabulated  
Validated

# Some Skills & Skill Areas

(both **transferable** skills and **special-knowledge** skill areas)

Account Manager	Interviewing	Recruiting
Accounting	Inventory Control	Reporting
Administration	Investigation &	Resource Development
Advertising	Maintenance	Restaurant Management
Advocacy	Expense Reduction	Retailing
Analysis & Evaluation	Family Counseling	Sales (Inside; Outside)
Audio-Visual Presentation	Field Research	Special Education
Bookkeeping	Film & Video	Statistical Analysis
Budgeting	Financial Planning	Teaching
Business Communications	Food Preparation	Technical Writing
Business Management	Forecasting	Telecommunications
Career Development	Fundraising	Testing
Classroom Teaching	Graphic Design & Layout	Training
Client Services	Group Benefits	Visual Arts
Communications	Inspection & Maintenance	Word Processing
Community Organizing	Interviewing	Writing
Community Relations	Inventory Control	
Computer Programming	Investigation/Research	
Computer Usage	Labor Relations	
Contracts & Agreements	Language Interpreting	
Coordination	Management Analysis	
Corporate Administration	Market Research	
Cost Analysis	Marketing	
Counseling	Media	
Curriculum Development	Mediation	
Customer Relations	Merchandising	
Data Processing	Negotiation	
Decorating	Office Management	
Display	Outreach	
Drafting	Performing Arts	
Editing	Personnel Training	
Electronics Engineering	Photography	
Employee Relations	Policy Making	
Environmental Planning	Presentation	
Equipment Maintenance	Printing	
Expense Reduction	Product Development	
Family Counseling	Production	
Field Research	Program Design	
Film & Video	Promotion and Publicity	
Financial Planning	Public Relations	
Food Preparation	Public Speaking	
Forecasting	Publishing	
Fundraising	Purchasing	
Graphic Design & Layout	Quality Control	
Group Benefits	Real Estate	
Inspection & Maintenance	Records Management	

# Sample Functional Areas For A Functional Resume

Administration  
Analysis  
Auditing  
Bookkeeping  
Communications  
Community Organizations  
Computer Use  
Consulting  
Contact Administration  
Coordination  
Counseling  
Curriculum Development  
Customer and Client  
Relations/Service  
Data Analysis  
Data Collection/Entry  
Designing  
Editing  
Engineering  
Evaluation  
Facilitating  
Financial  
Research/Planning/Analysis  
Forecasting  
Fund Raising  
Human Resource Management  
Interpreting  
Interviewing  
Inventory Control  
Management  
Marketing  
Media Relations  
Mediation  
Merchandising  
Negotiation  
Nursing  
Office Support  
Operations Analysis  
Organizational Development  
Organizational Planning

Problem Solving  
Product Presentation  
Product Demonstration  
Production  
Program Development/Analysis  
Project  
Coordination/Administration/Management  
Promotion  
Public Relations  
Public Speaking  
Purchasing  
Quality Control/Assurance  
Record Keeping  
Reporting  
Research  
Sales  
Special Events Planning  
Staff Development  
Supervision  
Systems Analysis/Design  
Team Building  
Training  
Writing

# Accomplishment Statements

Each accomplishment statement is shown in mediocre, better, and best versions:

## **Mediocre:**

1. Managed office
2. Increased profits
3. Purchased inventory
4. Managed manufacturing plant
5. Developed new computer system

## **Better:**

1. Managed office operations and staff of twelve
2. Increased profits for three consecutive years
3. Purchased inventory for four departments
4. Managed textile manufacturing plant
5. Developed new financial accounting computer system

## **Best:**

1. Managed sales office operations and staff of twelve to record productivity
2. Increased profits by 10% per year for 3 consecutive years
3. Purchased \$10,000,000 of inventory annually for 4 departments
4. Managed textile manufacturing plants; significantly exceeded profit and quality goals
5. Developed new financial accounting computer system under budget and ahead of schedule

# Summary/Profile/Summary of Qualifications/ Professional Statement

- Typically, a summary is used with or instead of an objective
- It represents what you bring to the table: achievements and qualifications
- Done well, it grabs the reader's attention to read further for supporting evidence
- No personal pronouns are used (I, my, me) and the 3-5 statements are not in full sentence form

## Examples:

- Proven problem solver using strong written and verbal communications
  - Demonstrated track record for generating overall cost reduction and operation efficiency improvements
  - 10 years as a proven sales leader with a solid record of achievement
  - Successfully managed budgets in excess of \$2 million
  - Accomplished in motivating team to work collaboratively to exceed goals
  - Marketing manager with 8 years of increasing levels of responsibility
  - Managed account executive team of five in leading marketing communication firm
  - Documented record in cost-reduction and product improvement
  - Proficient in robotic design and programming
  - Highly skilled professional with more than 15 years in the automotive industry
- ❖ Note that since these are not complete sentences, they do not require a period at the end of each statement
- ❖ If the format you choose is not a bulleted format, you will either have short statements in a paragraph format or you will separate your statements with a semi-colon

# KEY WORDS

**Key words** are the “language” of a specific industry, profession or job function. They are the “buzz” words those in the field use and these words are known well by professionals doing the work you are seeking to do.

**Key words** are especially important in today’s job search process because of the technology of *scanning/matching*. Scanned resumes are incorporated into a database, which is used for match purposes with existing or new positions. Your resume will be a more solid marketing tool to the extent that the **key words** you use match those incorporated in a position description used by the hiring agent.

**Key words** are nouns and along with phrases they demonstrate qualifications, capabilities, skills and value to a hiring organization. *General management* key words might include the following: Strategic planning, P & L responsibility, Performance and productivity improvement, business turnaround and revitalization, etc.

You can identify **key words** by knowing your functional area well, by looking at position descriptions, by talking with others in the field, and/or by reading relevant trade journals.

**Key words** can be used in various sections of the resume, in cover letters and in all other job search correspondence. Within a resume, **key words** can be consolidated into one single section at the top of the resume. They also can be part of *position descriptions, career achievements, project highlights* or a *skills summary*. Within a cover letter, **key words** can be integrated into the text, highlighted in a separate skills section or career highlights section, or streamlined in a double column format (e.g., HRM 10+ yrs experience in HRM and OD)

Knowing your **key words** can also help you prepare for interviews and do a solid job of interviewing.

## Examples:

**Finance, Accounting, Auditing:** cost/benefit analysis; financial audits; cost accounting; margin improvement; P & L analysis; risk management; project accounting

**Information Systems and Telecommunications Technology:** applications development; client/server architecture; graphical user interface; process modeling; systems documentation

**Sales and Marketing:** account management; competitive analysis; direct response marketing; global sales; market surveys; product launch; public speaking, sales forecasting; tactical market plan

**Manufacturing and Operations Management:** asset management; continuous improvement; facilities consolidation; Materials Replenishment System (MRP); operations reengineering; production forecasting; workflow optimization