

RESUMÉS

Purpose of a Resumé

A resumé is a concise summary of your professional education, work experience, and achievements used to gain entry into a desired organization. An effective resumé is a marketing tool used to convince an employer of qualifications and potential to perform, leading to an interview. Typically employers spend an average of 10-15 seconds per resumé on their initial review; thus, resúmes should portray only the most relevant information for each position.

Resumé Basics

Your resumé should answer: Who are you? What position do you want? Why should I care?

- In general limit to one page. Applicants with extensive work experience and/or research may have a two-page resumé.
- Position the most important/relevant information at the beginning of your resumé. If you have two columns, your priority items should be on the left-hand side.
- Tailor it to a specific position. Emphasize the most relevant experience, not every position held.
- Be specific and concise. Use phrases rather than complete sentences.
- Omit personal pronouns.
- List references on a separate document.
- Be consistent. For example, use the same font type and size for similar items. Times New Roman is a common font used on resúmes.
- Be honest and professional.
- Exclude photos and personal information such as age, marital status, number of children, etc.
- Avoid controversial information, including negative comments and reasons for leaving a position.
- Column resúmes are proving problematic for scanners.

Types of Resumé

There are two basic types of resumé formats - Chronological and Functional/Skills.

Chronological Resúmes: The most common resumé format, a chronological resumé, organizes skills and experience chronologically under the heading of each position, starting with the most recent and working back in order of dates.

See page 4 for sample resumé.



Functional/Skills Resumé: A functional/skills resumé groups skills into relevant categories for the position. Employment is then listed under an EMPLOYMENT HISTORY heading.

This format works best with diverse work histories or limited work experience within a specific field. It also works well with repetitive work histories with the same skills and tasks for more than one position, or for non-traditional workers such as a stay-at-home parent returning to the work force.

See page 4 for sample resumé.

Getting Started

Many students have difficulty recognizing the skills they have developed. With a little effort, you can identify transferable skills. Brainstorm the following for each position:

- Think details: Who, What, When, Where, How, Why?
- What are some of my accomplishments? Highlights?
- What skills did I use to accomplish this task?
- What have I done that is better than average?
- What sets me apart?
- What does a typical day on the job look like?

Write down all ideas and then decide which are most important. Start with an action verb that reflects the idea and add details from there.

Resumé Layout

Each resumé should be unique and include categories relevant to the position of interest. Typical resúmes often include some of the following categories:

- Contact Information
- Skills/ Profile Statement/ Summary of Qualifications/ Objective
- Education/ Certifications
- Employment/ Experience
- Volunteer Experience
- Military Experience
- Leadership Experience
- Awards/Scholarships

Note: An objective is only necessary when applying to a position that is not clear or apparent based on your work history, or when you apply and must identify a specific position from numerous openings. A branding or marketing statement can also be used as a more focused introduction to your skills and qualifications.

Create a Strong Image

An effective resumé should show an employer an image of your work ethic and abilities, rather than simply telling about it. Focus on highlighting your accomplishments and skills, rather than simply listing every task you have performed.

Consider the following questions:

- What difference did I make?
- Why is this company better off because of me?
- What am I most proud of?

The following are strategies for increasing the impact of your resumé:

- **Use Action Verbs:** Begin each bullet point with an action verb, in the correct tense, that describes what you did or are doing.
- **Add Specifics:** Do not use vague descriptions (e.g. "answered phones"). Describe transferable skills that work in a variety of work environments (e.g. "applied interpersonal skills to answer phones, evaluated customers' needs and directed calls to appropriate departments").
- **Quantify:** Add numbers whenever possible to show impact. Examples may include the amount of money you saved or earned the company, the number of teammates you worked with, the number of clients you worked with, etc.
- **Incorporate Results:** Define results that show success and qualifications
Before: Visited branches to motivate sales personnel.
After (with specific results): Called on 21 branches weekly to motivate and develop 140 sales personnel, resulting in a 30% sale increase. **Before:** Performed research and cost effective purchasing of fire-fighting equipment.
After (with specific results): Researched 13 vendors, negotiated pricing, and purchased fire-fighting equipment, resulting in a savings of \$124,000.

Upload your Resumé to Handshake

Benefits of having your resumé uploaded to your profile on Handshake:

- **Recruiters want to talk to you:** employers can search your profile to see your qualifications.
- **Get jobs:** receive more accurate job suggestions from Handshake.
- **Present a full picture:** a complete Handshake profile lets you present a full picture of your background and experience to employers.
- **Reach employers more easily:** there are tens of thousands of employers on Handshake looking for qualified candidates just like you.

Visit uvu.joinhandshake.com to gain access to Handshake.

Finishing Touches

- Check for flaws, including inconsistencies.
- Proofread for spelling, punctuation, and grammatical errors.
- Ask for feedback; let someone else read it.
- Use high quality white paper. (For in-person interviews where a copy of your resumé may be appreciated, for example).

SAMPLE ACTION VERBS

accomplished	collaborated	drafted	generated	modeled	resolved	treated
acted	communicated	edited	headed	motivated	revised	tutored
adapted	composed	educated	hired	operated	sparked	unified
addressed	computed	eliminated	incorporated	organized	spearheaded	uncovered
advertised	confronted	enforced	increased	performed	stimulated	undertook
advocated	consolidated	established	inspected	planned	submitted	upgraded
aided	coordinated	evaluated	judged	problem-	supervised	utilized
analyzed	corresponded	expanded	lectured	solved	systematized	validated
applied	critiqued	expressed	led	promoted	tabulated	verbalized
arranged	delegated	fabricated	located	provided	taught	verified
assembled	designed	fashioned	maintained	referred	tested	visualized
attained	developed	formulated	managed	rehabilitated	trained	vocalized
authored	diagnosed	founded	measured	replaced	transferred	volunteered
chaired	directed	furthered	mentored		translated	wrote

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OBJECTIVE

Marketing graduate seeking full-time employment as a Marketing Strategist for ABC Marketing Group

EDUCATION

Bachelor of Science in Business Management, Marketing emphasis
 Utah Valley University, Orem, UT Anticipated Graduation, May 2024

Honors

- Phi Kappa Phi Honors Society
- Dean’s List

Related Coursework

- International and Strategic Marketing
- Selling and Sales Management
- Consumer Behavior
- Interpersonal Communication

SKILLS

Marketing

- Evaluate website traffic for a local small business, make layout recommendations resulting in 13% increase in unique visitors per month
- Recognized niche for blog, improved exposure of client products and increased sales by \$2,000/quarter
- Assessed client vision, then interpreted to designers, resulting in seamless output of marketing mediums
- Incorporated rapport-building and persuasion, engaged groups of up to 45 using Power-Point and targeted handouts

Leadership

- Launched UVU’s Cancer Awareness Week activities for two years, increased student participation by 120%
- Volunteered as church representative in Guatemala for two years, at own expense, supervising more than 15 volunteers
- Implemented training courses for 25 new recruits; improving profitability by 50%

Management

- Created form executives used to track business expenses more efficiently, expediting preparation of a final summary and ultimate reimbursement
- Participated in a task force to build services and support skills into marketable offerings and capabilities; focused on Spanish-speaking clientele
- Coordinated meetings and appointments for over 150 regulators and major corporate clients; providing executives with daily/weekly summaries of appointments

EMPLOYMENT HISTORY

Marketing Intern, Marketing Firm, LLC, Lindon, UT May 2023 - Present
 Office Assistant, Legal Services of Utah, Orem, UT Aug. 2021- Apr. 2023

Nancy Smith

Orem, UT | 801-123-4567 | smithnan@email.com | linkedin.com/in/nancysmith

Seasoned press release writer, fluent in Spanish, with 5 years of experience and a knack for compiling and disseminating information.

EDUCATION

Bachelor of Science, Communications Anticipated Graduation, May 2025
 Utah Valley University, Orem, UT

- GPA 3.78
- UV Review, Sports Editor, 2017-2019
- Public Relations Society of America (PRSSA)
- UV Mentor, College Success Program

SKILLS

- Negotiation
- Leadership Development
- Data Analysis
- Advertising & Promotions
- Team Leadership
- Marketing Communications

EXPERIENCE

United Way, Provo, UT Jan 2021 – Present
Communications Specialist

- Wrote 10 weekly press releases resulting in 24 publications in three different local newspapers
- Developed script for Sub-for-Santa segment on Good Day Utah morning news program
- Coordinated donor recognition event, hosting more than 150 guests and 15 high profile donors
- Edited “Live United” pamphlets and website, ensuring seamless transition during new media campaign
- Provided creative ideas for 15 second commercial, supporting Communications Director in development of workable concept and script

Benefit Solutions, Orem, UT Feb 2019 – Jan 2021
Free Lance Writer/Intern

- Completed 6 press releases on contract: improved company visibility within community by 10%
- Proofed office marketing materials, recognized for significantly improving quality of materials
- Created marketing strategy and content for multiple store locations
- Designed and published 10 virtual monthly newsletters distributed to 350 clients

Wal-Mart, Orem, UT Jul 2017 – Feb 2019
Associate

- Increased sales in Jewelry and Shoe departments by 12% through correct price changes, proper shelf tags and “greet immediately” attitude
- Oversaw inventory of \$2 million in merchandise, achieving profit/loss goal of less than .8% loss
- Increased seasonal profits of an estimated 10% by creating displays to meet specified layouts