



Writing Resumes:

Why are resumes important?

- Shows your value and brand
- Might be first and only impression
- Highlights relevant experience and reasons to hire you
- Provides the opportunity to show and sell experience

Remember that the resume is about you, but not for you. Show the employer what YOU can do for them
A resume is YOUR marketing document

Do's

Don'ts

✓ List your most relevant information	✓ Send the same resume twice
✓ List transferrable skills	✓ List references on resume
✓ Use industry- related keywords	✓ Use pronouns
✓ Tailor your resume to each position	✓ List personal information/pictures/hobbies
✓ Keep a running resume with all experience	✓ Use overrated phrases, i.e. "hard worker"
✓ Create bullet points with a purpose	✓ Lie about your experience
✓ Use strong action verb for each bullet point	✓ List high school information
✓ Keep resume updated	✓ Forget to proofread
✓ List results and quantify when possible	✓ Be too general
✓ Make fonts/ format consistent throughout	✓ Use resume templates

What are the general guidelines?

- The font of the document should not be larger than 12pt (except the header), and should not be below 10pt font because this is difficult to read
- Make sure the font is easy to read and standard for all computers, i.e. Times New Roman, Arial, etc.
- Keep your margins narrow (.5 around the page) because this will give you more space to work with
- Make sure your resume is single spaced throughout except for a space between the sections (check the paragraph spacing on Word to ensure "Spacing: After" is set to 0pt and not 8pt)
- Keep everything consistent- font size, bullet point size, spacing, etc.
- *Remember: Whenever you submit your resume to an employer, send a PDF unless told otherwise*
- *Remember: There is NOT ONE way to build a resume. Do what works best for you and your experience, but remember your audience and who will be looking at this document*

What are the different types of resumes?

Chronological	Functional	Combination
<ul style="list-style-type: none"> • Focus on work history • List experience from most to least recent • Tells employer <i>what, where, and when</i> you worked • <i>Most popular & recommended</i> <p><i>Cons:</i></p> <ul style="list-style-type: none"> • Shows gap in work experience • Skills may be difficult to recognize 	<ul style="list-style-type: none"> • Focus on skills and strengths • List skills and experience • Tells employer <i>what</i> skills you possess • De-emphasize gaps in work experience <p><i>Cons:</i></p> <ul style="list-style-type: none"> • Can be confusing because don't know work history • Not employers' favorite format 	<ul style="list-style-type: none"> • <i>Hybrid-</i> Focus on work history and skills • Tells employer <i>what</i> skills you possess & <i>where, and when</i> you worked <p><i>Cons:</i></p> <ul style="list-style-type: none"> • Can be too long • Difficult to use when inexperienced



What sections do I include on my resume?

- Each resume is different and is specific to YOU
- Use the sections that work best to showcase your experience
- Suggested sections are highlighted below with examples for each section

Header:

- Name (bold; should be ~2 font sizes larger than content text & is the only text that should be larger); should not exceed 14-16pt font
- Phone number and email address (should be appropriate email address)
- *Optional:* Address, LinkedIn URL, personal website/portfolio link (if relevant and updated)

Example 1:

Tuffy Wolf
919-555-0000 • timber.wolf@gmail.com • LinkedIn.com/timberwolf

Example 2:

Tuffy Wolf
100 Hillsborough Street, Raleigh, NC
919-555-0000 | timber.wolf@gmail.com

Qualifications/Summary: *(Optional section, but recommended if you have a lot of experience)*

- Tailor this section each time you apply to a position; this is time consuming, but worth it
- This can be in paragraph form, in a bulleted list, or a combination of both
- Tell the employer who you are and the value you bring to the company (skills, knowledge and experience)
- Front load your strongest skills, achievements, professional licenses, honors, awards, etc. that are relevant to the position you are pursuing
- Should be two or three lines and include descriptive statements about *who you are, what you know, what you do and what makes you unique*
- Make this a “big picture” overview of experience and accomplishments, daily details of your current position should be in the “Experience” section
- Make this section strong so that the employer will want to keep reading your resume
- Speak to the job you want, not the job you have
- *Remember: If it is difficult for to think of how your skills are relevant to the position, then it may not be the best position for you. Keep looking.*

Example 1:

SUMMARY OF QUALIFICATIONS

Business leader with 8 years of marketing experience with demonstrated success managing product portfolios and business units delivering over one million dollars annually. Proven ability to deliver comprehensive business strategies that include negotiating and developing marketing agreements to meet financial objectives. Devoted team professional with a focus in communication and organizational efficiency.

Example 2:

SKILLS & QUALIFICATIONS:

Leadership: Manage over 50 people within various organizations
Presentation: Conduct over 20 presentations per year to approximately 3,000 individuals
Collaboration: Partner with several departments within the office to better serve constituents
Computer: Experience with Adobe Creative Suite; Microsoft Office Suite



Skills/Qualifications: *(Optional section if you have relevant experience)*

- List specific skills or qualifications necessary for the position you are applying to
- These skills should be somewhat tangible: do not list cliché sayings like “hard worker” or “people person”
- *Optional: Combine skills/competencies at the end of the “Summary” Section*

Example 1:

Core Competencies	
Diagnoses of developmental & educational needs	Instructional design & execution
Curriculum creation implementation	Differentiated instruction & assessment

Example 2:

SKILLS/ KNOWLEDGE		
KRONOS Software	Project Management	Mentoring
Adobe Creative Suite	Program Development	Technology Integration
Training and Development	Event Planning	Microsoft Office Suite

Example 3:

TECHNICAL SKILLS
Programming Languages: Java, C++, JavaScript for Unity, HTML/HTML5, PHP, CSS, .NET
Operating Systems: Microsoft Windows (XP, 8, 10), Mac OS (Snow Leopard, Mavericks, Yosemite)
Web Applications: Adobe Dreamweaver CC, SharePoint 2013, WordPress, DotNetNuke, Google Analytics
Graphic Design Applications: Adobe Creative Suite (CS5, CC), Photoshop, Illustrator, InDesign

Professional Experience: *For Chronological Resumes*

- List the company name, location, job title and date (the order doesn’t matter, but make sure everything is consistent)
- Positions should be listed in reverse chronological order (most to least recent)
- Current positions should be present tense; Past positions should be past tense
- Focus on the transferable skills that are relevant to the position you are targeting
- Use action verbs and focus on results (always quantify and list computer skills when you can)
- Bullets should support claims made in your summary statement
- Have at least two bullet points for each position, but not too many to where it is overwhelming
- *Remember: You don’t have to list every position you have held since high school. Try to list the relevant/most important positions.*
- *Optional: Label this section different ways: “Relevant Work Experience” “Experience” “Employment History”*

Example 1: For Chronological Resumes

EXPERIENCE
ABC COMPANY, Raleigh, NC
<i>Account Manager, May 2014-January 2016</i>
<ul style="list-style-type: none"> • Collaborated with a team of four and increased sales by 45% within 11 months • Ensured customer satisfaction while maintained largest sales territory consisting of 55 accounts



Example 2: For Chronological Resumes

EXPERIENCE	
Human Resources Coordinator, ABC Company, Raleigh, NC	2010-2015
<ul style="list-style-type: none"> • Collaborated with local school and aided growth of college recruitment hires by %70 • Developed streamlined and standardized on-boarding process for all 11 departments within the organization • Conduct phone screens and in-depth interviews of potential candidates to comply with hiring preferences 	

Example 3: Multiple jobs at the same company; For Chronological Resumes

EXPERIENCE	
ABC Company, Raleigh, NC	
<i>Assistant Marketing Manager</i>	2014-Present
<ul style="list-style-type: none"> • Authorize and maintain social media content to provide updated company information on a daily basis • Contribute to marketing plan while developing new brand for department 	
<i>Event Assistant</i>	2012-2014
<ul style="list-style-type: none"> • Monitored and ensure accuracy and operation of reserved rooms’ desired setup before events • Coordinated logistics for 4 events per month ranging from 50-200 attendees 	

Professional Experience: For Functional/ Combination Resumes

- *Optional: Label this section different ways: “Areas of Expertise” “Selected Skills “Professional Highlights”*
- Review job description and focus on the transferable skills that are relevant to the position you are targeting
- Think about all experience and include relevant information under appropriate skill
- Use action verbs and focus on results (always quantify and list computer skills when you can)
- *For Combination:* List employment history from most to least recent- bullet points are not necessary because skills are highlight in previous section

Example 1: For Combination Resumes

AREAS OF EXPERTISE	
Operations/Logistics	
<ul style="list-style-type: none"> • Simplified and standardized the collection and use of maintenance data • Visually inspected, counted, segregated, and stored supplies and equipment for multi-million dollar facility • Achieved efficiency and productivity through determining accurate field rations 	
Project Management	
<ul style="list-style-type: none"> • Completed Lean Six Sigma project management certification (Black Belt), with expertise in project planning, advanced data analysis, problem solving, and sustainable process improvement • Led process improvement projects through implementation, which saved \$648,000 per year by reengineering sales and order entry processes and uncovering complex sub-optimization flaw 	
WORK HISTORY	
<i>Project Manager, ABC Company, Raleigh, NC</i>	2015-2016
<i>Production Associate, ABC Company, Raleigh, NC</i>	2012- 2015
<i>Warehouse Associate, ABC Company, Charlotte, NC</i>	2011-2012



Example 2: For Functional/Combination Resumes

SELECTED SKILLS
<p>PROJECT MANAGEMENT</p> <ul style="list-style-type: none"> • Oversaw all facets of annual fund-raiser for St. Jude 5k, contributing to net donation of \$11,000 • Developed detailed job descriptions for approximately 20 volunteer team leaders • Recommended successful incentive program for sales associates <p>COMMUNICATION</p> <ul style="list-style-type: none"> • Compiled, wrote, and presented briefings to officials for funding approval • Effectively trained new and veteran personnel on diverse detailed procedures • Delivered updates and status reports to senior officers and administrative units

Education:

- Include university name, location, degree, and, graduation year (*this is optional if not recent*)
- List your most recent degree first
- Professional certificates and licenses can also be listed here
- *Optional: This section could be at the beginning of the document if you are a somewhat recent graduate and if your degree is the most relevant piece of information; Or this section could be at the end if your work experience is more important/relevant*

Example 1:

<p><u>EDUCATION</u> NORTH CAROLINA STATE UNIVERSITY, Raleigh, NC Bachelor of Science/Arts in XXXX, graduation month, year Minor:</p>

Example 2:

EDUCATION	
<p>North Carolina State University, Raleigh, NC Master of Arts/Science in XXXX Bachelor of Science/Arts in XXXX, <i>Magna Cum Laude</i></p>	<p>graduation month, year graduation month, year</p>

Additional Section Headers: (*Optional*)

- There are several other sections you might include such as achievements, professional affiliations, technical skills, military experience, community involvement, publications, certifications, international experience, etc.
- Feel free to include other sections that are relevant to your experience and career goals.