

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.

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.
- **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): Visited 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.



YOUR FUTURE'S SO BRIGHT

SAMPLE ACTION VERBS

accomplished	collaborated	drafted	generated	modeled	resolved	treated		
acted	adapted	communicated	edited	headed	hired	motivated	revised	tutored
addressed	composed	educated	incorporated	operated	sparkled	unified		
advertised	computed	eliminated	increased	organized	spearheaded	uncovered		
advocated	confronted	enforced	inspected	originated	stimulated	undertook		
aided	consolidated	established	judged	performed	submitted	upgraded		
analyzed	coordinated	evaluated	lectured	led	supervised	utilized		
applied	corresponded	expanded	located	problem-solved	systemized	validated		
arranged	critiqued	expressed	maintained	promoted	tabulated	verbalized		
assembled	delegated	fabricated	managed	provided	taught	tested	verified	
attained	designed	fashioned	measured	referred	trained	visualized		
authored	developed	formulated	mentored	rehabilitated	transferred	vocalized		
chaired	diagnosed	founded		replaced	translated	volunteered		
	directed	furthered				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, Apr. 2022

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 2019 - Present
Office Assistant, Legal Services of Utah, Orem, UT Aug. 2017 - Apr. 2019

Nancy Smith

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

Seasoned press release writer with a knack for compiling and disseminating information.

SUMMARY OF QUALIFICATIONS

- Experienced in coordinating and organizing people, projects and events
- Exceptional communication skills; ability to present high impact presentations
- Consistent track record of efficiency, attention to detail, organization, reliability, and flexibility
- Demonstrated creativity and effective resource management resulting in new account development
- Strong interpersonal skills; work well with individuals from diverse backgrounds

EXPERIENCE

United Way, Provo, UT Jan. 2018 - 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
- Assisted in coordination of donor recognition event, hosting more than 150 guests and 15 high profile donors
- Edited “Live United” campaign 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. 2017 - Jan. 2018
Free Lance Writer/Intern

- Completed six press releases on contract basis, improving company visibility within community by 10%
- Proofed office marketing materials, recognized for significantly improving quality of materials
- Designed and published 10 virtual monthly newsletters distributed to 350 clients and potential clients

Wal-Mart, Orem, UT Jul. 2015 - Feb. 2017
Associate

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

EDUCATION

Utah Valley University, Orem, UT May 2019
Bachelor of Science, Communication

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