



Resume Guide

RESUME GUIDE

A resume is the primary marketing tool in your job search. The challenge of effective resume writing is that you must be creative and provide organized and concise thoughts, while working in a clearly prescribed structure. Your ultimate goal is to develop a unique piece, outstanding for its personalized content and its visual appeal. Exceptional resume writing can be extremely challenging and require many revisions, but it is worth the effort – the payoff is attracting the attention of prospective employers.

Resume DOs and DON'Ts

- **DO write your own resume.** Your resume should be authentic and accurately reflect your goals and achievements; you are the best person to accomplish this task. You are the best person qualified to organize and develop your resume. Considering the importance in today's competitive marketplace, it is not in your best interest to allow anyone else to write your resume.
- **DO use industry-specific language.** Develop your resume with professional jargon and industry “buzzwords” appropriate to the particular occupation you are seeking. Increasingly, employers are relying upon computer programs that scan resumes for keywords – don't let your resume be passed over for failure to include keywords that demonstrate your job-related skills.
- **DO ensure that your resume is error-free.** Proofread your final draft and ask at least two other people to proofread it as well. Check for improper grammar, inconsistency in language or layout, spelling or punctuation errors, poor construction of the content, typos, etc. (Don't rely solely on spell-check!)
- **DO NOT go wild with the design of your resume.** Avoid horizontal and vertical lines, script, shading and graphics, which can bleed or blotch when copied or faxed. Pick a readable font such as Century Gothic or Helvetica (at the very least 10 pt) and be sure to leave enough white space at the margins. All margins should be at least 0.7”. **(Graphic Design Majors contact Career Services about unique resume designs)**
- **DO NOT ramble on.** Reviewing a resume is NOT like reading a book! The average reviewer will spend 30 seconds or less to look at your resume and will typically scan sections and bullet points. Be concise, use phrases instead of sentences and avoid paragraphs. For recent graduates, your resume should be one page. For graduate students and those with extensive work histories, your resume can go onto a second page if necessary.

Resume Format

There are various sections to an effective resume. The sections, format and arrangement you use will depend on the resume type you select, and should be uniquely tailored to your education, background, and experience. All resumes should include a heading and education section, as well as a section describing your experience.

HEADING

Items to be listed in this section include:

- Full Name
- Address
- Phone Number
- Email address
- LinkedIn/Skype

Note: Only list your home (permanent) address if it is pertinent to your job search; for example, if you are looking for a summer internship in your hometown, you may want to list your address there as well as your local (campus) address.

OBJECTIVES (optional)

Objectives can be used by students with limited or no work experience. The objective is the statement of purpose for your resume, creating a frame of reference for the reader.

Examples of Career Objectives

- An entry-level position in marketing within the consumer products industry.
- Counseling internship within a social service agency serving the needs of disadvantaged youth.
- A position in development with a non-profit organization that makes use of my excellent research and writing skills.

SUMMARY STATEMENTS

This section is a great opportunity to make a strong first impression to a potential employer as you intentionally highlight your key skills and strengths. A summary of qualifications allows you to select the most salient information from your resume and adjust them to correlate with the particular job position you are applying for.

Examples of Summary Statements:

- Over 3 years' experience providing exceptional customer service. Proven ability to effectively handle difficult situations. Highly motivated, energetic, and creative.
- Dependable and creative sales and marketing professional with global experience seeking brand management experience. Excellent communication, interpersonal, and presentation skills. Ability to multi-task and meet deadlines.
- Extensive teamwork experience gained in field work and volunteer opportunities. Possess knowledge, enthusiasm, and commitment to mentoring programs demonstrated by summer position at Second Step Mentoring. Proven ability to assist diverse individuals from a broad range of backgrounds, including at-risk youth and families.

EDUCATION

In this section, list your degrees in reverse chronological order. **Note:** After your sophomore year of college, your high school should not be on this list. Transfer students should only list the college from which they will actually earn their degree. Examples include:

- Degrees earned or anticipated
- Schools attended, including study abroad
- Areas of study pursued (majors, minors)
- Academic honors and awards
- GPA (especially if strong)
- Relevant coursework

Depending upon your background, it may be appropriate to list the following areas as subsections of education:

- Certifications you have achieved
- Honors and Awards. Include the name of the award, the date received, and any affiliated organizations.
- Co-curricular Activities

EXPERIENCE

This section can be a combination of paid and unpaid work, listed in reverse chronological order (starting with your most recent experience first).

- Organization name and location (city/state)
- Transferable skills you demonstrated
- Position title
- Dates of service (e.g. 20XX-20XX)

Wherever possible, **quantify** and/or **qualify the outcomes** of your efforts. For positions you currently have, use present tense; otherwise, all descriptions should be in past tense. Avoid phrases such as “duties included” in favor of more **action-oriented phrases** that clearly **identify your accomplishments** and the positive impact you had on the workplace.

ACTIVITIES (optional)

Highlight organizations in which you are/were an active participant, offices held, and the results of your work:

- Dates of involvement (year to year is sufficient)
- Name of organization
- Offices held
- Noteworthy achievements/activities

SKILLS (optional)

- List items such as: knowledge of computer programs, including Microsoft Office, foreign languages including level of proficiency, and technical expertise in your field

MILITARY SERVICE (if applicable)

- Branch of service and dates

A NOTE REGARDING REFERENCES

Do not list the names of your references on your resume – in fact, you do not even need to state that references are “available upon request.” An employer will request references after you have reached the interview stage. Instead, prepare a reference list to bring with you to interviews. The reference list provides a listing of individuals who can attest to your qualifications for a particular position. These individuals should also be familiar with your skills and personal attributes. References should be individuals who know you professionally and know you well. They may include:

- Supervisors from internships, full-time, part-time, or volunteer work
- Professors
- Academic advisors
- Student group advisors

Avoid using personal references (family members, neighbors, etc.). Make sure to contact your references first to ask their permission to be listed--then give them a copy of your resume and information about the positions for which you are applying, so that they will be prepared if someone contacts them. Make sure you feel the individuals you are considering will give you a positive recommendation.

Your reference list should include the following information:

- Name of reference
- Title/Position
- Organization/Employer
- Complete work mailing address
- Work phone number
- E-mail address (if appropriate)

ELEMENTS OF A RESUME

The following should serve as a checklist of categories for your resume. While most elements are required, some are optional.

CONTACT INFORMATION

- Name, phone number, email address, mailing address

SUMMARY (optional) – refer to page 2 for more detailed information

- A summary statement begins your resume with a brief list of skills, experiences, and personal traits you have to offer an employer. You can target this statement to better highlight your strengths.

EDUCATION

- Institution name, institution location, expected month/year of graduation, title of degree, major, minor
- Optional additions:
 - GPA (3.0 or higher)
 - Relevant Coursework
 - Connected Learning
 - Study Abroad
 - Honors (optional) - List any awards, scholarships, or special recognitions

EXPERIENCE

- Name of organization/company, city/state, job title, duration of employment
- List positions in reverse chronological order (most recent first)
- Focus on activities, work, and internship experiences that are most relevant to the future employer
- Indicate not only what you did, but also how you did the work, the results of your actions, and a brief description of the organization/environment in which you worked.
- Provide details that support actions and describe your accomplishments using dynamic verbs
- You can group your experiences based on categories of positions or skills that are relevant to the employer (e.g. Communication Experience, Customer Service Experience, Leadership Experience)

ACTIVITIES/INTERESTS (optional)

- Club memberships, organizations, associations, sports, leadership positions
- Hobbies, travel, and volunteer activities, including work with the Center for Community Based Learning

ESSENTIAL RESUME GUIDELINES

Before employers read the first word of your resume, the layout will predispose them toward a positive or a negative evaluation of your candidacy. Therefore, it is important to pay particular attention to the design and production details of your resume. Keep in mind that there are exceptions to every rule. Please contact Career Services for more details and any questions you may have. Here are a few basic essential guidelines to keep in mind:

- One page is standard, but a two-page resume may be acceptable
- Use bold, italics, and underline sparingly
- Margins can be .5-1 inch, font can be 10-12 point
- Save as .PDF to maintain format, especially when sending electronically
- Focus on the skills, accomplishments, and experiences most relevant to the position(s) you are pursuing
- Qualify and quantify descriptions of experience with details unique to your experience
- Avoid templates; they are often restrictive
- Do not use first person pronouns (my, me, I)
- Avoid phrases like: “duties/responsibilities include,” “assisted/helped/aided with” – focus on active language
- Omit the phrase “References available upon request”

Resume Format

The style or format you choose for your resume is essential to its impact. The style you choose should allow you to bring your most important accomplishments and experience to the top of your resume, and to focus the reader on those skills, experiences or achievements that connect most clearly with your career goals. The most common resume styles are:

CHRONOLOGICAL

The most widely used format and the one most familiar to employers, this resume style is arranged in reverse chronological order, with the most recent experience listed first in each section. It is a good idea to first write your resume in a chronological format. The chronological resume is the best choice for most undergraduate students. This style organizes your information, ensuring that you cover all your pertinent experience

- **Advantages:** Focuses on the positions held and emphasizes the progression of your work experience. If the experience you have is career-related and reflects the skills and experience you wish to use in your next job, this style will serve you well
- **Disadvantages:** If there is not a direct correlation between your previous experience and your future goals, this format may not focus the reader on your transferable skills or potential

FUNCTIONAL

This format highlights skills that best categorize your experience and correlate with the abilities necessary to work in your chosen field.

- **Advantages:** Emphasizes experience and skills that may be transferable to several fields rather than specific positions held. It allows you to group your most important qualifications under skills or experience headings that can link you to your career goals. This format may provide a distinct advantage to career changers and people with little or no direct experience in their field of choice
- **Disadvantages:** Because your "employment history" typically appears at the bottom of this resume format and has no description, it may raise questions for the reader

COMBINATION

The combination style combines elements of both the chronological and functional formats. The focus is on the skills and experience you can bring to a work setting rather than on your work history.

- **Advantages:** The emphasis is on the skills and experience that you bring to your field. This format allows you to focus the reader on the skills you determine are most important, while also offering you the opportunity to briefly describe your job-related accomplishments
- **Disadvantages:** A combination resume is more difficult to write because it relies on your ability to analyze your skills and explicitly relate them to both your past experiences and your future employment

KEYWORDS

Many employers now utilize database technology to store and search resumes that are sent to them by potential employees. Recruiters and employers alike search these databases by using industry-specific keywords or "buzz words." Keywords are nouns or phrases that highlight professional, technical areas of expertise, or industry-related jargon. If your resume contains the appropriate keywords, it is more likely to be selected from the database.

CONSTRUCTING YOUR RESUME

Use this worksheet to help you develop your resume. This exercise will assist you in determining what information to include best assessing your qualifications and defining your career objective. Once you have an exhaustive list, you can then select the strongest elements and select which resume reformat will be the most appropriate for you.

Header Information

Name: _____

Address: _____

City: _____, State: _____ Zip: _____

Phone Number (include area code) _____ Email Address: _____

Career Goals / Objective

Begin by listing your career goals, future intentions, and pertinent skills. This will assist you in the development of your career objective.

Career Goals: _____

Future Intentions: _____

Pertinent Skills: _____

Education

University/College/Location/Degree/Date (if current student, list as "expected or anticipated graduation May, 20XX")

Major and Minor _____

Relevant Courses, Concentration _____

Additional Education, Training, Certificates, or Licenses _____

Skills

Phrases that describe what you can do---use action words – see following page for a list of suggested action words

Accomplishments

What have you accomplished? List items that are related to your objective. Think of related job activities in terms of qualitative and quantitative achievements/results.

CONSTRUCTING YOUR RESUME

Work History/Employment History

Position Title _____

Employer _____

City/State _____

Dates of Employment (Year to year is appropriate) _____

Duties, achievements, notable accomplishments, leadership roles _____

Activities and Interests (Include dates when appropriate) _____

Additional categories, which you can choose from to fit your specific attributes:

Special Skills (photography, drafting, etc) _____

Language Skills (level of proficiency in speaking, reading, and writing) _____

Memberships (spell out, indicate leadership roles) _____

Awards/Honors (academic honors can be included with Education section) _____

Military Service (include Branch of Service and dates) _____

Sample Action Verbs

The following are sample action verbs to assist you in developing your resume, grouped by skill set:

CLERICAL/ADMINISTRATIVE:

Approved	Compiled	Indexed	Prepared	Scheduled	Tabulated
Arranged	Dispatched	Inspected	Processed	Screened	Unified
Cataloged	Executed	Monitored	Purchased	Specified	Validated
Classified	Generated	Operated	Recorded	Systematized	
Collected	Implemented	Organized	Retrieved		

COMMUNICATION:

Addressed	Convinced	Edited	Justified	Persuaded	Recruited
Arbitrated	Corresponded	Enlisted	Lectured	Promoted	Spoke
Arranged	Developed	Formulated	Mediated	Publicized	Translated
Authored	Directed	Influenced	Moderated	Reconciled	Wrote
Collaborated	Drafted	Interpreted	Negotiated		

CREATIVE:

Acted	Customized	Established	Initiated	Invented	Planned
Built	Designed	Fashioned	Instituted	Originated	Revitalized
Conceptualized		Developed	Founded	Integrated	Performed Shaped
Constructed	Directed	Illustrated	Introduced	Pioneered	

FINANCIAL/ANALYTICAL:

Administered	Appraised	Budgeted	Developed	Marketed	Projected
Allocated	Audited	Calculated	Forecasted	Planned	Researched
Analyzed	Balanced	Computed	Managed		

HELPING/SOCIAL SERVICE:

Advocated	Coached	Diagnosed	Expedited	Guided	Referred
Assessed	Counseled	Educated	Facilitated	Modeled	Rehabilitated
Clarified	Demonstrated	Empowered	Familiarized	Motivated	Represented

LEADERSHIP/MANAGEMENT:

Achieved	Consolidated	Developed	Increased	Planned	Reviewed
Administered	Contracted	Directed	Led	Prioritized	Scheduled
Anticipated	Coordinated	Evaluated	Organized	Produced	Strengthened
Assigned	Delegated	Executed	Oversaw	Recommended	Supervised

RESEARCH:

Analyzed	Diagnosed	Extracted	Interpreted	Observed	Summarized
Clarified	Evaluated	Handled	Interviewed	Organized	Surveyed
Collected	Examined	Identified	Investigated	Researched	Systematized
Critiqued	Experimented	Inspected	Measured	Reviewed	

TEACHING/TRAINING:

Adapted	Communicated	Enabled	Facilitated	Instructed	Sparked
Advised	Coordinated	Encouraged	Guided	Motivated	Stimulated
Clarified	Demystified	Evaluated	Informed	Persuaded	Strengthened
Coached	Developed	Explained	Inspired	Set Goals	Trained

Sample Resume

LASELL STUDENT

Address
Newton, MA 02466
(617) 555-4444
eventplanner@gmail.com

Summary Hospitality and Event Planning major with proven customer service and problem-solving skills. Recognized for flexibility, creativity, attention to detail and producing quality results

Education **Lasell University**, Newton, MA
Bachelor of Science Expected May 20XX
Major: Hospitality and Event Management
Cumulative GPA: 3.72/4.0
Major GPA: 3.88/4.0

Hospitality & Customer Service Experience

American Institute for Foreign Study (AIFS) 20XX-Present
Alumni Ambassador

- Serve as institutional representative and promote AIFS to prospective students
- Contribute relevant content for AIFS newsletter publication
- Address inquiries about organization and maintain e-mail correspondences

Lasell University, International Office 20XX-Present
Global Ambassador

- Promote the Study Abroad program to prospective and incoming students
- Participate during orientation, special events, information sessions and panel discussions
- Market materials and serve as resident representative of programmatic materials

Old Navy 20XX-20XX
Sales Associate

- Promoted after one year from sales associate to manager trainee
- Maintained knowledge of sales promotions, policies regarding payment and exchanges, and security practices
- Demonstrated superior communication skills while interacting with store guests

Skills

- Proficient with Microsoft Office applications including Word, Excel Power Point, Outlook, and Dreamweaver
- Bilingual, fluent in English and Spanish

Activities International Ecotourism Society (TIES) 20XX- Present

Sample Resume

ANY STUDENT

1844 Commonwealth Ave., Box 0
Newton, MA 02466
(617) 617-0000
anystudent@gmail.com

SUMMARY

Human Services student with exceptional interpersonal, conflict resolution, and organizational skills. Proven ability to effectively persuade and guide clients with difficult personalities/behaviors. Possess knowledge of OSHA regulations. CPR and First Aid Certified by the American Red Cross.

EDUCATION

Lasell University, Newton,
MA Bachelor of Arts
Major: Human Services

May 20XX

Relevant Courses include: Field Intervention Strategies, Psychology of Drugs & Behavior, Community Psychology, Dynamics of Small Groups

RELATED EXPERIENCE

McLean Hospital, Belmont, MA
Intern

Fall 20XX

- Facilitated group sessions pertaining to life skills, parenting, and addiction recovery
- Conducted intake interviews and needs assessments for new clients
- Organized and collated discharge patient files
- Tutored and helped prepare clients for GED exams

VOLUNTEER EXPERIENCE

Mount Auburn Prevention and Recovery Center, Cambridge, MA
Volunteer

20XX-20XX

- Assisted with case management duties and referrals
- Reorganized filing system for agency-affiliated homes and charitable agencies

Youth Advocate Program, Harrisburg, PA
Volunteer

Summer 20XX

- Co-facilitated support groups for parents
- Provided supportive counseling with participants' parents
- Maintained confidentiality and client records

SKILLS

Bilingual, fluent in English and Spanish. Proficient in Microsoft Office applications including Word, Excel, and Power Point, and SPSS.

Sample Resume

LASELL STUDENT

1844 Commonwealth Ave
Newton, MA 02466
617-617-1010
lstudent@gmail.com

EDUCATION

Lasell University, Newton, MA
Bachelor of Science, Expected May 20XX
Double Major in Accounting and Finance
Minor in Mathematics
GPA: 3.7/4.0
Honors: Dean's List, Lasell Leadership Scholarship Program

EXPERIENCE

Bose Corporation, Framingham, MA Summer 2012
Accounts Payable Clerk

- Performed nationwide analysis for over 1,200 employee expense reports to predict cost-saving from proposed policy change
- Processed and verified employee expense reports and input into SAP
- Created system in Excel to capture detail of invoices per accounting clerk

Bose Corporation, Framingham, MA Summer 2011
Accounts Payable Clerk

- Processed employee expense reports
- Provided administrative support to department

Lasell University, Newton, MA Summer 20XX
MA Business Office Assistant

- Assisted in processing invoices using White Plains software to facilitate transactions between Lasell University faculty staff, and external vendors
- Ensured appropriate tax documents were received and maintained filing system for accounting records
- Prepared and coordinated printing and mailing of checks to ensure timely payments for services received

Lasell University Athletic Department, Newton, MA
20XX-20XX Game Day Manager

- Supervised XX student employees and coordinated activities
- Ensured proper set-up at athletic events\
- Posted, recorded, and called scores into newspapers

SKILLS

Proficient in Microsoft Office applications, White Plains and Peachtree, and SAP. Comfortable interacting with all levels of the organization with superior communication skill.

Sample Resume

SARAH STUDENT

1844 Commonwealth Ave., Box 0
Newton, MA 02466
(617) 617-0000
Sarah.student@gmail.com

SUMMARY

Creative Fashion and Retail Merchandising graduate with experience in fashion journalism, wardrobe styling, and public relations. Gained experience in fashion show productions in prominent cities including New York, London, and Boston. Proven experience working under pressure, prioritizing multiple tasks, while paying close attention to detail.

EDUCATION

Lasell University, Newton, MA
Bachelor of Science, May 20XX
Major: Fashion and Retail Marketing

American InterContinental University (AIU), London, England, Spring 20XX
AIU Fashion Show: Managed backstage, assisted models and dressers, developed director and model charts, collaborated with modeling agents, and facilitated model casting calls

INTERNSHIPS

Maguire Steele, Manhattan, NY
Fashion PR Intern, 20XX-20XX

- Promoted high-end fashion companies such as Shipley & Halmos, Timo Weiland, Billy Reid, Kai-Aakman, Florsheim by Duckie Brown, Florsheim Limited, Odin, Foundry NYC, and Farfetch.com
- Contacted press and publications, buyers, stylists, photographers, and other industry leaders to promote and inform events for clients
- Worked with Timo Weiland at the Spring/Summer 20XX Presentation at Lincoln Center and the Elise Overland runway show during New York Fashion Week

BTC Elements.com

Writing and Public Relation Intern, 20XX-20XX

- Researched eco-friendly designers and domestically made products for collection
- Managed social media to maximize production promotion

EXPERIENCE

Heretic City, Boston, MA

Sales Representative, 20XX-Present

- Represented, distributed, and promoted for Graphic Apparel at Boston's first Independent Designer's Market

Abercrombie & Fitch, Boston, MA

Sales Associate, 20XX-20XX

- Greeted customers and communicated product knowledge resulting in increased sales

Polished Magazine (PolishedFashion.com), Boston, MA

Writer and Editor, 20XX-20XX

- Researched and wrote articles, interviewed fashion designers, and documented street fashion
- Assigned writers to articles, evaluated and edited material

Sample Resume

Terry Lasell

tlasell@lasell.edu

1844 Commonwealth Ave. Box 0
Newton, MA 02466
617-795-0000

0 Miller Road
Barre, VT 05641
8022-476-0000

SUMMARY

Event Planning graduate with customer service background, interpersonal, and problem solving skills. Recognized for flexibility, creativity, and attention to detail. Proficient in Microsoft Office applications, including Word, Power Point, and Excel.

EDUCATION

Lasell University Newton, MA, Expected May
20XX Bachelor of Arts in Humanities
GPA: 3.2/4.0
Dean's List (Fall 20XX, Spring's 20XX, 20XX)
Presidential Scholarship

Connected Learning

Lasell Votes Coordinator, Fall 20XX

- Planned and implemented voter awareness program resulting in a 25% increase in registered voters

EXPERIENCE

Newton Bistro, Newton, MA, 20XX-20XX

Waitress

- Exhibited outstanding food and beverage service to customers
- Escorted guests to their tables and offered advice on the menu
- Chosen to train five new employees on restaurant policy and layout, resulting in fewer errors and a positive team
- Processed credit cards and cash in excess of \$800K
- Coordinated staff schedule to meet customer needs.

ACTIVITIES

Lasell University Campus Activities – Member – 20XX to Present
Habitat for Humanity Club –Member- 20XX to Present
Community Connections Program -20XX to 20XX