

## Career and Employment Services

# Resume Guide

### What is a resume?

A resume is a marketing tool that conveys your qualifications to employers and demonstrates how your skills are relevant to a particular job. The main purpose of a resume is to obtain an interview. An employer typically spends less than 30 seconds looking over a resume to determine whether or not it ends up in the “no” or “maybe” group. Develop a resume that grabs the immediate attention of employers so you get picked for the interview. This guide will help you do that.

### Guiding Principles

SIMPLE  
UNCLUTTERED  
VISUALLY PLEASING  
ERROR FREE  
TARGETED

### General guidelines of resume writing

***Sell yourself and your brand*** – communicate who you are, what you offer, and what makes you different from other applicants

***Customize to maximize*** – each job is unique, so tailor your resume match the job posting

***Keep it simple and concise*** – limit your resume to one or two pages

***Prioritize information*** – organize your info to present the most relevant first

***Design for easy reading*** – bulleted text allows you to highlight key points, adequate white space makes text easier to read, and consistent spacing gives your resume a uniform look

***Use action verbs*** – always lead the description of an experience with an action verb: “inspected...”

***Use tense correctly*** – use past tense for all action verbs except those describing present work

***Format consistently*** – use standard fonts that are easy to read and a reasonable size (10, 11, or 12); format must be consistent throughout resume

***Absolutely no errors*** – ensure there are no spelling, grammar or punctuation errors; have others proof read your resume

***When using a template*** – avoid those that are difficult to edit; for the most creative control create your resume using tools like Word or Google Docs

***Update often*** – update your resume regularly as you acquire more skills and earn credentials

### DON'T...

- Include photographs or graphic art
- Repeat items that appear in your cover letter
- Include personal information such as health, age, marital or parental status, etc.
- Use abbreviations or acronyms
- Use “I”, “me”, or “my” anywhere on your resume
- Misrepresent or exaggerate your experiences
- Include references on resume

## Before you start writing...

### Brainstorm / gather information about yourself

- Think of your resume as your “professional fingerprint.”
- Ask yourself:
  - What makes me a desirable candidate for this position?
  - What specific skills / strengths do I possess that directly relate to the position?  
(Identify at least 3-5)

### Choose a resume format

- Decide on a format appropriate for your career – chronological or a more skills-based format.

### Customize an outline

- Choose section headings that best reflect your experiences and strengths.
- Organize headings based on relevancy to the position.
- Create in Word, Google Docs, or select an appropriate template.

### Input your information

- Fill in the information under each heading.
- Follow the formatting and guidelines outlined in this guide.
- Proofread, proofread, proofread!

## Resume Formats

*Choose a format that best highlights your relevant skills and level of experience*

A **Chronological** (time based) resume highlights your work history starting with the most recent work experience going backwards. This format works well for individuals with a developed work history without large gaps in employment. It is best suited for employment in a single industry and to show progressive growth in responsibility or position. Technically speaking this is “reverse chronological order” because it works from the present backwards.

Considerations:

- One of the most familiar formats to employers
- The easiest format to write and update
- Traditional – the safest format choice
- Emphasizes steady employment and single industry employment
- Less suited for multi-industry employment, short-term, and unrelated work

A **Functional** resume highlights your functions and skills regardless of where, with whom, or when you obtained them. Functional resumes are used to emphasize specific skill-sets or to de-emphasize limited experience. This format is well suited for those with work experience that is not directly related to their career goal, career changers, and those with gaps in work history.

Considerations:

- Great for new career directions
- Highlights skills and functions - not job titles, dates, or employer names
- Unrelated work experiences and/or gaps in employment history are deemphasized or omitted
- Takes more effort to write
- Less traditional and somewhat riskier format to use

A **Combination** resume combines both the chronological and functional formats. The combination resume highlights specific skills and functions you have done and includes a brief employment history listed in reverse chronological order at the bottom. This format is a good choice for career changers, and job seekers that have limited experience and those wanting to focus on transferrable skills.

Considerations:

- Allows for an applicant's skills to be showcased first
- Highlights relevant skills while still listing the work history that HR prefers
- Focuses on skills that can transfer from industry to industry
- More creativity is required to write this format to avoid repetition
- Employment gaps or unrelated work experience will still be evident but not as obvious as in a chronological

## Sections of a Resume

**Contact Information** – belongs at the top of the page; include your name, city & state, phone, email, and any links you have (LinkedIn, web page or portfolio link); street address is optional

**Summary** – can have many titles (see below) and used to highlight yourself, grabs the reader's attention, and provides a focused summary of relevant qualifications; it might also describe your career goals and/or tell the reader what position you are seeking

**Skills** – describes what you do best, skills you perform most capably and that pertain to the position you are applying for; skills can be technical, transferable, interpersonal

**Education** – list most recent credential first; include full name of degree/diploma/certificate, name of program, school name, city, state, graduation date or expected date, certifications, professional licenses

**Experience** – list your most relevant experiences (including work – paid or unpaid, internship, field, clinical, practicum), highlight key accomplishments and transferable skills for the position you are seeking using "action verbs"; include job title, company name with city, state, and dates of employment (if chronological style)

**Optional Sections** – Professional Associations/Affiliations, Honors/Awards & Activities, Other Work Experience, Leadership/Community/Volunteer Experience/Service Learning

## The Summary Section

**Q:** *Why is a summary important?*

**A:** Employers want to be able to determine immediately what you want to do for the organization and what you are good at.

If you are writing a general resume for a career fair or networking event, a general career summary is permissible. If you are answering a specific posting, your summary should be focused and tailored to the job.

### Optional titles:

Summary | Career Summary | Professional Summary | Professional Profile | Summary of Qualifications

## Summary Examples

Pursuing an opportunity to join the purchasing team at 123 Inc. as an Administrative Assistant, utilizing advanced skills in database management, time management, organization and customer service.

*Dedicated college student studying Human Services. Passion for helping, guiding, and teaching. Inspired by recent volunteer experience as a social work assistant helping adults with disabilities to pursue career opportunities. Desire to utilize skills in organization, time management, problem solving and empathy to help develop client treatment plans. Adept at learning new job responsibilities quickly.*

Business professional with strong leadership skills. Excellent communicator as assistant manager with the ability to motivate staff in a fast-paced, customer friendly environment. Retail and marketing background with knowledge of quality products and services offered. Characterized as a dedicated worker with a keen eye for detail and quality of work.

## Highlighting Strengths

The CliftonStrengths assessment helps students identify their top talent themes that can be developed into strengths. Rather than just including a list of your top 5 talent themes on your resume, a better strategy is to:

Become familiar with your strengths, take the time to identify evidence of your strengths in your experiences, and use keywords to tailor your strengths to match the job posting.

Here is an example of how to incorporate strengths into your resume without necessarily using the exact strength words. Juan's top 5 strengths: **Strategic, Achiever, Communication, Developer, Activator**  
(\* Words in parenthesis for reference only)

## JUAN RODRIGUEZ

Anywhere, WI 53177  
(262) 123-4567  
smithja@yahoo.com

### CAREER SUMMARY

Marketing Professional with 2 years of experience in digital & social media marketing with strong interpersonal and teamwork skills (\*Communication). Advise teams to successfully achieve marketing objectives, instrumental in effective social media and marketing strategy to improve brand awareness and significantly enhance online communications (\*Activator). Strategically utilize metrics to improve marketing campaigns (\*Strategic). Effective client management skills with the ability to build sustainable partnerships (\*Achiever).

### EDUCATION

**Associate of Applied Science Degree – Marketing**  
Gateway Technical College, Elkhorn, WI

Graduation: 05/2024

### PROFESSIONAL EXPERIENCE

*Marketing Intern*

11/2021 - present

American Sports Team, Milwaukee, WI

- Utilize Microsoft Office programs that include Excel to enter and manage consumer database
- Create game-day promotional material utilizing Microsoft Publisher to promote events (\*Developer)
- Assist in managing game-day operations and events that include family friendly activities to engage fan participation (\*Activator)
- Develop interactive social media campaign to generate game day interest and enthusiasm for team (\*Developer)

*Sales Associate*

01/2017 - 10/2021

ABCD Clothing, Delavan, WI

- Assisted customers with clothing choices and checkout; received consistent positive ratings on customer service feedback surveys (\*Communication)
- Operated cash register, accurately balanced drawer daily, increased personal sales performance by 23% over 3-month period (\*Developer)
- Efficiently inventoried and creatively displayed merchandise (\*Strategic)
- Awarded top salesperson in region for 4 consecutive months (\*Achiever)

### ASSOCIATIONS & LEADERSHIP EXPERIENCE

*Secretary, Student Government Association (SGA)*

2021 – present

- Co-led execution of a new strategic plan (\*Activator) and vision for student body (\*Strategic); operational budget of \$50,000
- Coordinated monthly meetings while keeping accurate records of discussion topics

*Member, Alliance for Multicultural Students*

2021 – present

- Led and developed tutoring service for high-risk youth in the community (\*Developer)

## Action Verbs

<u>Managerial Skills</u>	<u>Communication</u>	<u>Research Skills</u>	<u>Technical Skills</u>	<u>Teaching Skills</u>
Administered	Addressed	Cataloged	Assembled	Adapted
Analyzed	Arbitrated	Clarified	Built	Advised
Assigned	Arranged	Collected	Calibrated	Clarified
Attained	Authored	Critiqued	Calculated	Coached
Chaired	Corresponded	Diagnosed	Computed	Communicated
Consolidated	Developed	Evaluated	Designed	Coordinated
Coordinated	Directed	Examined	Diagnosed	Demonstrated
Delegated	Drafted	Extracted	Disassembled	Developed
Developed	Edited	Identified	Devised	Elaborated
Directed	Enlisted	Inspected	Engineered	Enabled
Evaluated	Formulated	Interpreted	Examined	Encouraged
Executed	Influenced	Interviewed	Extruded	Evaluated
Improved	Interpreted	Investigated	Fabricated	Explained
Increased	Lectured	Organized	Forged	Facilitated
Inspired	Mediated	Reviewed	Inspected	Guided
Managed	Moderated	Summarized	Maintained	Informed
Motivated	Motivated	Surveyed	Maneuvered	Initiated
Organized	Negotiated	Synthesized	Manufactured	Instructed
Oversaw	Persuaded	Systematized	Molded	Modeled
Planned	Promoted		Monitored	Persuaded
Prioritized	Publicized		Operated	Role-played
Produced	Reconciled		Overhauled	Set goals
Purchased	Recruited		Palletized	Simulated
Recommended	Spoke		Programmed	Stimulated
Reviewed	Translated		Remodeled	Taught
Scheduled	Wrote		Repaired	Trained
Strengthened			Solved	
Supervised			Tested	
			Torqued	
			Troubleshoot	
			Ratcheted	

**Action Verbs (cont.)**

<b><u>Financial Skills</u></b>	<b><u>Creative Skills</u></b>	<b><u>Helping Skills</u></b>	<b><u>Clerical/Detail Skills</u></b>	<b><u>Other Skills</u></b>
Administered	Acted	Assessed	Approved	
Allocated	Conceptualized	Assisted	Arranged	
Amortized	Created	Charted	Cataloged	
Analyzed	Designed	Clarified	Classified	
Audited	Developed	Case managed	Collected	
Balanced	Directed	Coached	Complied	
Budgeted	Established	Counseled	Dispatched	
Calculated	Fashioned	Demonstrated	Executed	
Computed	Founded	Diagnosed	Generated	
Developed	Illustrated	Educated	Implemented	
Forecast	Instituted	Expedited	Inspected	
Managed	Integrated	Facilitated	Monitored	
Marketed	Introduced	Familiarized	Operated	
Planned	Invented	Guided	Organized	
Predicted	Originated	Instructed	Prepared	
Projected	Performed	Processed	Processed	
Reconciled	Planned	Referred	Purchased	
Researched	Revitalized	Rehabilitated	Recorded	
	Shaped	Represented	Retrieved	
	Visualized	Supported	Screened	
			Specified	
			Tabulated	
			Validated	

**JACKIE A. JONES**

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Anywhere, WI 53177  
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Jonesja5@mymail.com

## IT Web Software Developer

Web developer skilled in creating, designing and modifying web content. Creative professional with passion for learning and strong work ethic. Driven to provide excellent customer service for web clients. Ability to evaluate code to ensure that it is valid, is properly structured, meets industry standards. Keep up-to-date technically and apply new knowledge appropriately.

### SOFTWARE SKILLS

- HTML
- Oracle
- CompTIA
- JavaScript
- Adobe Photoshop Illustrator
- Well-versed in multiple operating systems, including Windows, Unix, Linux and Mac

### EDUCATION

**Associate of Applied Science Degree (A.A.S.) - IT Web Software Developer**  
Gateway Technical College, Racine, WI  
GPA: 3.7

Currently attending

### PROFESSIONAL EXPERIENCE

*Web Developer – Intern*

10/2021 - present

ABC Company, Kenosha, WI

- Create and update web content for company’s advertising space.
- Maintain HTML code as needed.
- Troubleshoot problems with websites order processing system.

*Help Desk Associate*

WXYZ Corporation, Racine, WI

06/2018 – 08/2021

- Assisted WXYZ staff with computer and printer technology problems.
- Installed new programs on staff computers.
- Corrected any networking issues.

### ASSOCIATIONS/LEADERSHIP/CERTIFICATIONS

Gateway Technical College - Computer Professionals United

2021 - present

# SONYA PERKINS

## REGISTERED NURSE

name@mail.gtc.edu

262.456.3210

Hometown, WI 02100

### PROFESSIONAL SUMMARY

Caring, hard-working nurse who has experience working in both acute and chronic care settings. Professionally consult and collaborate with doctors and teams of health professionals. Successfully assess physical, psychological, and cognitive status of patients.

### SKILLS

- Educated patients for home care and discharge planning
- Operated and maintained monitors of bio-medical equipment
- Medical terminology and medication administration skills
- Maintained sterile fields and application of dressings
- Catheter, IV, and suctioning training
- Charting and documentation of patient care

### EDUCATION

#### **ASSOCIATE OF APPLIED SCIENCE DEGREE - NURSING**

*Gateway Technical College, Burlington, WI | Graduated in May 2022 | 3.5 GPA*

#### **CLINICAL ROTATIONS** *Jan 2021 - Apr 2022*

- Froedtert Hospital: Performed nursing duties in a level one trauma hospital
- Aurora Advocate Health: Med-Surgery Unit
- Holton Manor Nursing Home: Long term care

### CERTIFICATIONS

RN – Registered Nurse, WI, expires: Dec 2028, #123456

C.P.R. And First Aid Certified, American Red Cross, 2022

### EXPERIENCE

#### **CERTIFIED NURSING ASSISTANT**

*Oct 2019 - present | Brookside Care Center, Kenosha, WI*

- Perform patient care in a long term geriatric care center
- Attend to residents' individual needs for 13 bed unit
- Bathing and care of patients
- Chart and document activities
- Work in teams with doctors, unit coordinators and ancillary personnel

#### **SALES ASSOCIATE**

*Sep 2017 - Sep 2019 | TJ Maxx, Racine, WI*

- Assisted customers for sales and marketing of clothing items
- Operated cash register, kept inventory and trained new employees



**Aliyah Redmond**

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Mytown, WI 53177  
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redmondm@gmail.com

**SUMMARY**

Experienced Administrative Professional pursuing an opportunity to join the product services team at XYZ Company as an Administrative Assistant. Offering advanced skills in database management, organization and customer service. Self-motivated work ethic with the ability to perform effectively independently or in a team environment.

**PROFESSIONAL EXPERIENCE**

*Office Assistant* 11/2019 - present  
EFG Corporation, Racine, WI

- Initial point of contact for walk-ins, greet and direct customer to secondary contact.
- Operate multi-line phone system, direct calls to appropriate staff, transcribe detailed messages.
- Schedule and coordinate executive level calendars, travel arrangements, coordinate meetings and appointments for 13-member leadership team.
- Ensure and maintain confidentiality of all communications and documentation.

*Call Center Associate* 01/2015 - 10/2019  
ABCD Company, Kenosha, WI

- Cold called potential customers to explain products and services
- Answered customer inquiries on product warranties.
- Maintained log of customer contacts, submitted weekly reports.
- Awarded for excellent customer service for four consecutive months.

**EDUCATION**

**Associate of Applied Science Degree (A.A.S.) - Administrative Professional 12/2021**  
Gateway Technical College, Kenosha, WI

**PROFESSIONAL SKILLS**

- Computer Skills: Proficient with Microsoft Office
- Time Management Skills: Expert in multi-tasking, prioritizing and expediting
- Highly Organized: Organize and coordinate multiple executive level calendars
- Refined Customer Relations Skills: Effective interpersonal relations skills, service oriented, professional, handles stressful situations with competence and tact

**ASSOCIATIONS/LEADERSHIP**

International Association of Administrative Professionals (IAAP) – member 2019 - present  
Secretary, Student Government Association (SGA), Gateway Technical College 2019 - 2021