



Resume Guide: Resume Writing from Top to Bottom

This is a guide to take you step-by-step through the creation of a resume. It only takes one mistake for a potential employer to discard your resume from a stack, thus it is important to spend time critiquing your resume. You are encouraged to have a career counselor review your resume for grammar, punctuation, form, clarity, and spelling. You may wish to incorporate personal style preferences into your resume. Ultimately, the resume is yours and you must be willing to stand behind its content and quality as a representation of your potential contributions to an employer.

Did You Know? Employers may spend as little as 10-30 seconds determining if your resume is eye catching enough to warrant a second look. To ensure a good first impression, be sure to keep your resume clear, concise and consistent.

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BASIC IDENTIFICATION

BASIC IDENTIFICATION CONTENT

Your Name
Street Address(es)
Phone Number(s)
E-Mail Address
Personal Web Sites

BASIC IDENTIFICATION FORMATTING TIPS

- Make sure your name stands out and is easy to read by using a larger font and bolding it (18-22 font is recommended)
- Include a campus and a permanent address/phone number if you will be in different locations during your job search
- Be consistent – if you abbreviate in one portion of the address, make sure you abbreviate in the other address as well
- Include personal web sites only if they relate directly to your objective and will enhance your candidacy
- Lines can be used to “dress up” your work; use them sparingly to enhance written work but not to replace it

BASIC IDENTIFICATION EXAMPLES

Natalie L. Knight

Campus Address:
555 Third Street
De Pere, WI 54115

Permanent Address:
2121 Hometown Avenue
Midtown, WI 5555

(920) 337-5555 ▪ natalie.knight@snc.edu

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OBJECTIVE

OBJECTIVE CONTENT

- 1-3 lines in length
- Conveys key information to the employer as to why you have applied
- Tell the audience why you are writing and what you hope to contribute

OBJECTIVE STYLES

Field-Oriented: To obtain a position in the field of (marketing, financial services, etc.)

Position-Oriented: Desire a position as a(n) (sales representative, management trainee, etc.)

Skills-Oriented: Seeking a position that uses/utilizes/capitalizes upon skills in(leadership, communication, management, public relations, organization, computer science, foreign language, etc.)

Knowledge-Oriented: To obtain a position that will utilize knowledge/strong background in(agricultural economics, US foreign policy, chemistry, linguistics, etc.)

Combination (various pairings can occur such as the following):

- Field and Position: To obtain a marketing position in the non-profit sector.
- Field and Skills: Desire a position in the field of financial services that uses skills in entrepreneurship, public relations, and attention to detail.

OBJECTIVE FORMATTING TIPS

- Do not use obvious comments. For example: To work in an environment that challenges me. Most employers would like to think that the candidate possesses enough initiative to challenge the environment.
- Mention more than one field or position in the same objective only if they are directly tied to each other; dissimilar fields or positions may indicate lack of focus.
- Tailor your objective for each position or employer you apply to.

OBJECTIVE EXAMPLES

Position/Employer Specific:

- To obtain an event planning internship with the American Cancer Society, capitalized upon excellent customer service, organization, and time management skills.
- Desire the human resources position at Schreiber Foods, utilizing strong presentation skills, and the ability to interact with a variety of people.
- Seeking an elementary teaching position in the Green Bay school district. Offering Spanish speaking skills, an appreciation of diversity, and strong verbal communication skills.

Field-Oriented:

- Desire a position as a case worker, offering strong listening skills, crisis intervention experience, and the ability to establish rapport with a variety of clients.
- To obtain a position in the field of marketing or public relations. Particularly wish to utilize skills in communication, marketing and interpersonal interaction.

EDUCATION

EDUCATION CONTENT

Required

Name of College

Location of College (city, state)

Degree Level (B.A., B.S., B.B.A., M.A., M.S., etc.) and Graduation Date (month, year)

Major(s), Minor(s) and Concentration(s)

Certification/licensure (if applicable)

Optional Content

GPA, if ≥ 3.0 and if proud of (Ex: GPA: 3.1/4.0)

Major GPA, if ≥ 3.0 and if greater than your cumulative GPA (Ex: Major GPA: 3.7/4.0)

Relevant Coursework

Honors and Awards (could be in its own section)

Study Abroad Experience

EDUCATION FORMATTING TIPS

- High school information should not to be included.
- Include the appropriate degree. Refer to the course catalog to determine to which degree your major belongs.
- You may have a double major, but you will not earn two degrees from St. Norbert College. Check with the Registrar's Office to determine which degree you are formally earning.
- Some students take enough classes that directly relate to each other but not enough of the required classes to warrant classification as a minor or major. These classes may be called a concentration.
- Begin with your most recent educational experience.

EDUCATION EXAMPLES

ST. NORBERT COLLEGE, De Pere, WI

Bachelor of Arts Degree in Communication, Media and Theater, May 2010

Emphasis: Communication Minor: Business Administration Concentration: Marketing

GPA: 3.6/4.0

Major GPA: 3.85/4.0

St. Norbert College, De Pere, WI

Bachelor of Business Administration, May 2011

Double Major: Business Administration and Economics Concentration: Management

Relevant Coursework: Behavior in Organizations, Personnel/Industrial Relations, Operations Management, Business Law I

ST. NORBERT COLLEGE, De Pere, WI

Bachelor of Science, May 2010

Major: Physics Minor: Mathematics

Honors and Awards: Dean's List

Midtown Lions Club Scholarship for Service

St. Norbert College Trustees Scholarship for Academics

EXPERIENCE

EXPERIENCE CONTENT

- Position Title
- Organization Name
- Location (city, state)
- Dates of service (month, year)
- Include employment, internships, volunteer work, significant leadership experience, research projects, etc. – the experience does not need to be paid
- Describe your skills, accomplishments and responsibilities that both directly and indirectly relate to the objective and show that you have participated in opportunities beyond the classroom
- Provide information to persuade prospective employers that your experience makes you a qualified candidate

EXPERIENCE FORMATTING TIPS

- Use reverse chronological order (start with most recent experience)
- For each experience, list the skills, accomplishments, and responsibilities that are most relevant to the employer or the objective first
- Begin each statement with an **action verb**, avoiding words that don't reveal skills such as “worked”, “handled”, “responsible for”, etc. Use past tense for previous jobs and present tense for current positions.
- Do not use any personal pronouns
- Write in short phrases, bullet formatting works well
- State present positions in present tense and past positions in past tense
- Consider separating experience using headings such as: Marketing Experience, Communications Experience, Leadership Experience, Related Work Experience, etc.
- Use keywords related to the position and career field – keywords can often be found in the “responsibilities” or “qualifications” section of the job posting or by researching industry jargon

EXPERIENCE EXAMPLES

COMMUNICATIONS EXPERIENCE

United Way of Brown County, Green Bay, Wisconsin

September 2009 – Present

Communications/Campaign Intern

- Assist in all communications functions and some campaign functions
- Write printed materials, including news releases, newsletters, and campaign materials
- Facilitate production and printing of various brochures and invitations

United Way of Greater Milwaukee, Milwaukee, Wisconsin

June 2008 – August 2008

Campaign Supply Coordinator

- Organized campaign fund raising brochures, pamphlets, and various supplies for potential donors
- Completed several projects and administrative tasks with managers
- Learned to prioritize work and meet deadlines

LEADERSHIP EXPERIENCE

St. Norbert College Basketball Team, De Pere, Wisconsin

Academic Years 2006 – 2009

- Selected as captain by team members
- Represented the college at various alumni and community events
- Served as mentor for new team members
- Organized and ran weekly team meetings, mediating conflicts and facilitating goal setting

ACTION VERBS

Below are examples of action verbs. Begin each bullet statement describing experiences with an action verb, avoiding verbs that don't reveal skills such as "worked", "handled", "responsible for", etc. Use past tense verbs for positions previously held and present tense for current positions. Try to avoid repetition, using an action verb no more than twice on your entire resume and no more than once within the same experience.

accomplish	control	explain	maximize	report
account	convey	explore	mediate	represent
achieve	convince	facilitate	meet	research
act	coordinate	finalize	merge	resolve
adapt	correct	finance	model	respond
administer	correspond	formulate	modify	restore
advertise	counsel	foster	motivate	review
advise	create	fulfill	navigate	revise
advocate	critique	furnish	negotiate	schedule
allocate	cultivate	gain	observe	select
analyze	decide	gather	obtain	sell
appeal	decrease	generate	operate	serve
apply	define	guide	orchestrate	simplify
appraise	delegate	handle	organize	solve
arrange	demonstrate	hire	originate	sponsor
assemble	design	identify	outline	staff
assess	designate	illustrate	oversee	start
assign	determine	implement	participate	streamline
assist	develop	improve	perform	strengthen
attain	devise	incorporate	persuade	structure
attend	diagnose	increase	plan	submit
audit	direct	influence	prepare	suggest
authorize	discharge	initiate	present	summarize
budget	discover	inspect	preside	supervise
build	document	inspire	prioritize	supply
calculate	draft	install	produce	support
catalogue	edit	instruct	program	surpass
chart	educate	integrate	promote	survey
check	eliminate	interact	prompt	sustain
clarify	emphasize	interpret	propose	synthesize
classify	empower	interview	provide	talk
coach	enable	introduce	publish	teach
collaborate	encourage	invent	pursue	test
collect	enforce	investigate	qualify	track
communicate	engineer	join	quantify	train
compare	enhance	judge	raise	transcribe
compete	entertain	landscape	receive	translate
compile	establish	launch	recognize	tutor
complete	estimate	lead	recommend	uncover
compose	evaluate	learn	record	understand
compute	examine	lecture	recruit	update
conceptualize	exceed	listen	refer	upgrade
conclude	excel	maintain	reorganize	utilize
conduct	execute	manage	repair	validate
construct	exercise	manufacture		verify
consult	exhibit	market		volunteer
contribute	experiment	master		write

ADDITIONAL SECTION TOPICS

CONTENT

- Provide additional examples of your qualifications that are important for the employer to be aware of
- Give employers a sense of who you are outside of work or academics
- Ask yourself “Will this information help the potential employer learn more about how well I can do the job?”. If the answer is yes, then be sure to include the information.

POSSIBLE TOPIC HEADINGS

- Leadership and Activities
- Community or Volunteer Service
- Publications
- Related Projects
- Honors and Awards
- Presentations
- Skills
- Research Projects

FORMATTING TIPS

- Use bullets or columns
- Be sure to include any offices held or leadership roles

EXAMPLES OF ADDITIONAL SECTION TOPICS

LEADERSHIP AND ACTIVITIES

- Independent Women’s Social Organization, St. Norbert College January 2008 – Present
- Executive Board Member (Present position): attend monthly meetings, uphold and enforce policies, oversee various committees
 - Service Chair (2008): encouraged organization members to participate in numerous service-oriented programs including Boys and Girls Club
 - Homecoming Committee Co-Chair (2008): coordinated with co-chair on implementing strategies for increasing participation in festivities
- Blood Drive Volunteer, American Red Cross, St. Norbert College January 2009 – Present
- Market and publicize events and assist with registration area delivering superior customer service
- Division III Varsity Athlete, Cross Country and Track, St. Norbert College Academic Years 2007 – 2009
- Member, Student Government Association September 2008 – May 2009

HONORS AND AWARDS

- Dean’s List
St. Norbert College Trustees Scholarship for Academics
- Midtown Lions Club Scholarship for Service
Outstanding Senior in Spanish Award

SKILLS

- Proficient with Adobe Photoshop, Publisher, Outlook, and web design
- Possess strong written and verbal communication skills
- Comfortable in both individualized and team settings

RELATED PROJECTS

Foundations of Management, St. Norbert College, De Pere, WI, Spring 2009

- Analyzed and made decisions about the relevant allocation of resources necessary for the successful management of a simulated business
- Met regularly with teammates outside of class to discuss strategies and plans for future decision making
- Presented a simulated “Stockholder’s Meeting” to report on past performance and future goals

STUDY ABROAD

SKILLS/ATTRIBUTES GAINED FROM STUDY ABROAD EXPERIENCE

Communication Skills

- Foreign language skills (Ex: Spanish, German, etc.)
- Successfully lead others in formal/informal groups
- Effectively participate in group discussions with people from diverse backgrounds
- Identify and manage different needs of people and groups

Interpersonal Skills

- Global point of view
- Appreciation of diversity
- Cultural awareness
- Establish rapport quickly
- Understand an organization's culture
- Understand global dependence
- Sensitive to other cultural values, norms, customs and communication patterns
- Tolerant of differences
- Open to new ideas and practices
- Empathetic toward other perspectives
- Effective and knowledgeable in working in cross-cultural settings
- Thrive in multicultural settings with a diverse range of personalities and learning styles

Organizational Skills

- General travel and navigational skills
- Successfully juggle multiple demands
- Able to prioritize
- Time management skills

Intrapersonal Skills

- Patience
- Function with a high level of ambiguity
- Achieve goals despite obstacles
- Take initiative and risks
- Accept responsibility
- Handle stress and difficult situations
- Learn/adapt quickly
- Cope with rejection
- Flexibility
- Assertive/self-confident
- Inquisitive
- Independence
- Extremely adaptable and resourceful in new and challenging environments
- Effective and cooperative team player who also works well independently

INCLUDING STUDY ABROAD EXPERIENCE IN THE EDUCATION SECTION

ST. NORBERT COLLEGE, De Pere, WI
Bachelor of Arts Degree, May 2010
Major: Art Minor: Spanish

FUNDACION DE ORTEGA Y GASSET, Toledo, Spain, Spring 2009

- Study abroad program with a focus on Spanish art, language, and culture
- Gained fluency in Spanish
- Adapted quickly to Spanish culture and academic system
- Developed global perspective

INCLUDING STUDY ABROAD EXPERIENCE IN THE EXPERIENCE SECTION

MUSEO DE SANTA CRUZ, Toledo, Spain
Art Intern, Spring 2009

- Maintained, catalogued, and restored pieces
- Administered the lending of pieces to exhibitions
- Enhanced understanding of Spanish history and culture

INCLUDING STUDY ABROAD EXPERIENCE IN THE AWARDS/ACTIVITIES SECTION

ACTIVITIES/AWARDS

- Student Government Secretary
- ESL volunteer while studying abroad
- Recipient of the Midwest Regional Center of the Institute of International Education Scholarship to study abroad

FORMATTING

PRIORITIZE: Place your most important information toward the top of the resume.

ALWAYS CHECK FOR SPELLING AND GRAMMATICAL ERRORS: Check and recheck. Errors often occur when individuals attempt to complete a resume at the last minute. Prepare well enough in advance to avoid presenting a poorly written and error-laden final product.

EDIT UNTIL YOU ARE CERTAIN THE INFORMATION IS CLEAR AND CONCISE: Does this resume best reflect you and your qualification for the position?

REVIEW: Have several individuals review your resume to gather comments and suggestions. These individuals might include Career Services staff, your advisor, faculty members, or other professionals with whom you have contact. In doing so, you will be able to make sure your resume is comprehensive. Realize that opinions about resumes may vary among individuals. Ultimately, you will have to decide what is best for your situation.

FORMAT: There are a number of styles and formats that you may consider when typing your resume on the computer. Avoid using templates because they may not allow you to easily move information or change bullets, fonts, or text sizes. Determine which format best fits the type, and amount, of information you need to convey on your resume.

LENGTH: One page resumes are recommended for non-education majors, current students, and recent grads!

UNIQUE: Think about what separates you from other candidates. Does your resume reflect this?

PRINTING: Print your resume on quality paper using white or light-colored paper. Avoid paper with speckles that could look like dirt smudges or specks when sent as a fax or duplicated on a copier. Also, be sure to use a high quality laser printer. Ink jets tend to smear or “feather” on resume paper.

SAVE: Save your resume in more than one location. If you have it saved onto a hard drive, keep a backup copy just in case. If emailing your resume, use your name when titling the document. For example: Natalie_Knight_resume.doc.

AVOID REPETITION: If you have used the word “planned” to describe one task or responsibility in your experience section, use another word to convey the same message later, such as “coordinated” or “facilitated”.

PERSONAL INFORMATION: Do not include a photograph or other personal data information such as age, weight, height, marital status.

KEYWORDS & SCANNABLE RESUMES: Some companies use computers to scan a resume, which allows employers to search for applicants using keywords. Tips for creating a scannable resume include using keywords and industry jargon, using a traditional and simple resume format, avoiding italics, bolding, and underlining, eliminating punctuation, and providing white space between words. Use keywords related to the position and career field. Keywords can often be found in the responsibilities or qualifications section of the job posting or by researching industry jargon.

REMEMBER... your resume reflects you. Put your best foot forward!