

GETTING STARTED

The first step is to get the necessary information on paper. Don't worry about format yet!



1

List your work experience in **reverse chronological order**, with your most recent experience first. Include your job title, the company name, location and your dates of employment.

2

Develop **3-4 bullet points for each experience**, using action verbs and specific results to describe your accomplishments.

3

Write down related **awards, certifications and activities**.

4

Make a **list of competencies and technical skills**, such as languages, software applications and special training.

5

Using the above items, **write 3-5 brief statements** that summarize what makes you qualified for the specific position you want.

Don't have professional experience?

Use volunteer experiences, on-campus jobs, coursework or activities to show marketable skills like organization, teamwork, initiative, communication, planning, technology, leadership and problem solving.

TEMPLATE AND LAYOUT

Now, take what you've written and put it in resume format. The best format brings the most important information to the top of the page. A reviewer looks at a resume for an average of 10 seconds, so you need a specific objective and a focused summary of qualifications high on the page to make it easier for the employer to see the connection between your skills and the position in which you are applying.

If you don't have much work experience, keep your resume to one page. If you have professional experience, your resume may be two pages (but no longer). If your resume is two pages, include your name and "Page 2" at the top of the second page.



Your resume should never include

- Age or date of birth
- A photo
- Gender
- Health
- Marital status
- Race
- References
- Reasons for leaving previous job
- Religion
- Salary information
- Sexual identity



ADD CONTENT AND RESULTS TO BUILD RESUME EXPERIENCE

Verb

Use strong dynamic verbs to start your statements and try not to repeat verbs.

Task

Describe the task you completed.

Context

Explain why this is important. Consider who the project was for, how long it took to complete and who was involved.

Results

Quantify your results. Did you save time or money, increase productivity or improve a process?



TOP ACTION VERBS

- Achieved
- Created
- Coordinated
- Decreased
- Increased
- Developed
- Improved
- Launched
- Managed
- Mentored
- Trained
- Resolved

Examples

Compiled and analyzed weekly reports outlining performance data pertaining to streams, click rates, site heat maps and customer engagement, presenting key findings to CEO, CMO, Associate Vice President and Senior Director.

Directed development and execution of digital marketing initiatives on behalf of leading agency generating more than \$10.5 million in yearly revenue, serving hundreds of enterprise clients nationwide.

Initiated, wrote and edited the first training manual for company's data tracking system, which cut training period in half and was adopted across the company and is still in use today.

Revamped help desk ticket system through implementation of new processes and training, reducing average response time by 25%.

Spearheaded initiative to introduce new destinations, developing partnerships with international tour operators located throughout Asia and Europe to expand revenue channels.

FONTS AND FORMATTING

- Keep body text to 10-12pt
- Use one standard font like Arial or Tahoma
- 1" margins
- Don't use special characters
- Use basic bullets like circle or square

