



JCU Career Center's Guide to Writing an Effective Résumé

You only have one chance to make a first impression. Often your résumé IS that first impression. Your résumé is also the beginning of the interview process. Therefore you must understand your audience by analyzing the job description and understanding the company/industry. You must also understand yourself and identify your best skills to promote throughout your résumé.

The résumé is a **MARKETING** document that promotes your abilities as they relate to your occupational target. Therefore it is important to use what is **MOST RELEVANT** in your experience so that the language used in your résumé mirrors the language they use in their job description.

FORMAT = Keep it **SIMPLE** so you can focus on **CONTENT**

MARGINS: Top & Bottom .5 Left & Right 1.0

FONT: Arial 10-11 point or Times New Roman 11-12.

SPACING: Single space between lines. With paragraph spacing try to shrink paragraph marks and/or use paragraph spacing to make smaller spacing between sections or subsections.

SECTIONS: Use headings that make sense. Required headings should include **Name** and **Contact information**, **Education** and **Work Experience**. The headings do not have to be written in stone. For example, if you have certifications or licensure the education section could become **Education and Professional Training** or instead of **Volunteering** you could use **Community Contribution** that can include both professional and non-professional involvement. Another one could be **Leadership** or **Campus Involvement** instead of **Extracurricular Activities**.

OTHER: Brainstorm other sections that may be relevant highlighting or summarizing functions such as **Research** or **Special Projects**.

CONTENT = **ACTION** and **RESULT** oriented accomplishment statements

USE BUZZ WORDS----Research company and/or industry and analyze job posting/occupation.

IDENTIFY YOUR BEST SKILLS: Ask yourself what are your top **THREE** skills, **WHY** and **HOW** have I used them? Use the action verb list on page 3 or thesaurus to come up with more Skills/Action verbs that you can use in additional statements.

Using a top 10 list of skills with an added result from experience can quickly add up “bullet” statements for the résumé. Use of a skills inventory can be helpful when working from scratch. You can work with a Career Advisor and review skills inventory options.

NOW YOU'RE READY TO WRITE!!!!!!!!!!!!!!

Strategies for Effective Descriptions

The descriptions used to express your experience are what sell you as a candidate. They are the heart of the résumé and relate your past and current experience to the position you are seeking.

Here is one strategy in compiling effective descriptions of your experience:

STEP 1: Make a T-Table with one column representing a specific past experience and the other representing a position you hope to pursue.

- A) Brainstorm and list every duty you performed and skill you displayed in the past experience column.
- B) List every responsibility, qualification, duty, etc. given in the job description of the desired experience under that column.
- C) Circle items that are alike between the two lists.
- D) These are the aspects that your description should convey.

Past Experience X	Desired Experience

STEP 2: Look at the list of action words on the next page.

- A) Circle all that you feel you performed in your specific past experience.
- B) Select the action words that best convey the circled items from STEP 1.
- C) Write a statement beginning with each of the action words you selected. It should be concise and specific.
- D) This is your rough draft of a statement.

STEP 3: Pretend you are in an interview and the interviewer asks you this question:
“What about Past Experience X has prepared you to work at this Desired Experience?”

To answer this question:

- Look at your rough draft statements composed in STEP 2
- Begin with an action word and tell

- 1) What you did
- 2) How or why you did it (the significance)

*Reference the résumé shell on page 4 for examples of rules of thumb, but remember: there is an exception to every rule!

Action Words

As you describe your job experiences, try to lead off with action verbs; this brings your résumé to life. Here is a partial list of verbs that might prove helpful.

Addressed	Drafted	Motivated
Administered	Edited	Negotiated
Analyzed	Elicited	Organized
Assigned	Enhanced	Oversaw
Attained	Established	Persuaded
Authored	Evaluated	Planned
Chaired	Examined	Prioritized
Clarified	Executed	Produced
Collaborated	Explained	Promoted
Collected	Extracted	Publicized
Composed	Formulated	Recommended
Conducted	Gathered	Reconciled
Consolidated	Improved	Recruited
Contacted	Increased	Reorganized
Contracted	Influenced	Researched
Convinced	Initiated	Resolved
Coordinated	Instituted	Reviewed
Corresponded	Interpreted	Scheduled
Critiqued	Interviewed	Spoke
Delegated	Investigated	Strengthened
Developed	Lectured	Supervised
Diagnosed	Managed	Translated
Directed	Mediated	Wrote

*******EXAMPLE*******

NAME

Address ▪ Phone ▪ email
Professional Website Twitter page LinkedIn Profile (*optional*)

SUMMARY OF QUALIFICATIONS/PROFILE

College major and concentration with what kind of existing experience? Relevant skills and recognition for results and accomplishment. Highly relevant “special” skills such as technology or languages referred to in job description.

EDUCATION

College/University, City, ST
Bachelor of Arts, History
GPA/Honors:
Related courses:

May 2015

Special projects/coursework/Research

HONORS AND ACTIVITIES/LEADERSHIP

Resident Assistant
ANY Student Activity/Group (Pres., VP, Treasurer, Secretary, Marketing)
Admissions Ambassador
Greek Life Council
Athletics (Varsity, captain)

RELATED EXPERIENCE/WORK EXPERIENCE

Company, City, STATE
JOB TITLE

(YEAR-present)

- Action oriented statement with results including detailed adjectives, i.e. quantities, frequencies, % etc.
- Action oriented statement with results including detailed adjectives, i.e. quantities, frequencies, % etc.

Company, City, STATE
JOB TITLE

(YEAR-present)

- Action oriented statement with results including detailed adjectives, i.e. quantities, frequencies, % etc.
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JOB TITLE

(YEAR-present)

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 - Action oriented statement with results including detailed adjectives, i.e. quantities, frequencies, % etc.
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SKILLS

Technology, Computer, Language, etc

JOSEPH WILLIAMS

330-255-1234 JWilliams14@jcu.edu
4545 Warrensville Center Road, University Heights, Ohio 44118

Education

John Carroll University, University Heights, Ohio May 2014
Bachelor of Science, Finance and Economics

Internships

Findley Davies, Inc., Cleveland, Ohio May 2013 to August 2013
Consulting and Marketing Intern

- Drafted summary of HIPAA Wellness Program Rules for client distribution materials
- Calculated claims expenses and compound annual rates of growth used in client presentations
- Reviewed Total Benefits Reports and handled information of highly compensated employees
- Crafted case studies, e-newsletters, social media posts distributed to over 5,000 contacts
- Researched internet benchmarking data used in presentations for prospective clients
- Collaborated on website redesign project
- Performed audit of health insurance data of over 250 client retirees
- Coordinated seminars and webinars for over 100 company contacts
- Performed statistical analysis of website using Google Analytics for a website redesign

Excel Realty Investments, Beachwood, Ohio May 2012 to August 2012
Intern

- Managed the planning and the development of multi-family real estate developments
- Updated Michigan State Housing Tax Credit Application for up to \$1 million
- Generated Pro Formas for multi-million dollar commercial properties
- Finalized agreement to purchase documents for commercial properties
- Collaborated on monitoring the maintenance and compliance of existing properties with government housing regulations

Cleveland Scholastic Rowing Association Beachwood, Ohio May 2012 to August 2012
Fundraising Intern

- Developed phone script for fundraising outreach
- Created, developed and completed internet auction raising over \$3,000

Work Experience

John Carroll University Call Center
Student Caller January 2012 to Present

- Received over \$20,000 in pledges for John Carroll University
- Converted calls into donations 13% higher than average caller
- Raised \$14 more per hour than average caller

Services and Activities

Mayfield City Special Olympics Team Coach	2013 to Present
John Carroll University Varsity Football Team	2010 to Present
Economics Association	2011 to 2012
John Carroll University Honors Program	2010 to 2013

Katherine McNee

1 John Carroll Boulevard University Heights, OH 44118
(216) 397-1904; kmcnee15@jcu.edu

Marketing Major with solid customer service experience.
Strong digital media skills with an interest in social media marketing.

EDUCATION

John Carroll University

Bachelor of Science in Business Administration
Major – Marketing
GPA – 3.42

University Heights, OH
May 2015

Relevant Courses: Business Information Systems Marketing Principles
 Management Information Systems Business Communications

Regents American College of London
Study Abroad

London, England
Jan 2013 – May 2013

HONORS

Benjamin A. Gilman International Scholarship - Awarded based on essay and digital media project
John Carroll Scholarship
Ignatian Mission Scholarship
Community Foundation for Greater Buffalo Scholarship

EXPERIENCE

John Carroll University

Student Worker – Economics & Finance Department

University Heights, OH
Fall 2013

- Assists Department Secretary by doing Microsoft Word projects and other office related activities

John Carroll University

Student Worker – Tim Russert Department of Communication

University Heights, OH
Fall 2013

- Assists Department Secretary by doing graphic and web design projects and other office related activities

Mighty Taco

Crew Member

Buffalo, NY
Summer 2012

- Maintained clean work environment and provided efficient service

John Carroll University

Student Worker – Physics Department

University Heights, OH
Fall 2011 – Spring 2012

- Supported Department Secretary by copying papers, answering telephones and running errands

SKILLS

Computer: Proficient in Microsoft Word, PowerPoint, Excel and Access
Knowledgeable in Web Design, Photoshop and Digital Media

ACTIVITIES

American Marketing Association