

McDaniel College Career Services
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Resume Writing for Experienced Job Seekers

**CAREER SERVICES**

Discover your purpose. . . . Create your destiny!

The Resume: Purpose

A resume is a written document that summarizes your work-related accomplishments and capabilities. It acts as a sales tool and markets you to potential employers. It states what you are seeking, what you can do for the company, your prior positions, and your knowledge, skills, talents, and training.

A well-formed and proficient resume also serves three main purposes:

1. It communicates to the employer your skills and qualifications.
2. It helps get you an interview.
3. It provides the framework for discussion during the interview.

The Resume: Parts

There are many styles of resumes you can choose from; however, all resumes should include the same basic information.

I. Contact Information

At the very top section of your resume, usually in bold print, provide your name and contact information.

Name: Use your full, formal name or the name by which you prefer to be called. For example:

Tzirina (Lynn) Murray

Address: Include your physical residence address. If you use a post office box for mail, include this too.

Telephone Number(s): Include your home telephone number with the area code. You can also include a mobile phone number (refer to it as “mobile” rather than “cell”. Pager numbers are less desirable because you must call back in order to speak to the person who called you. Refrain from using work numbers. This communicates a message that you are using your employer’s resources and time to support your own personal job search campaign.

E-mail address: Because e-mail is now the most preferred method of communication in the job search, always include your private e-mail address. However, be sure to check your e-mail at least twice a day, and never use your employer’s e-mail address.

II. Career Summary

The Career Summary summarizes and highlights your knowledge and expertise. The Career Summary allows you to “paint a picture” of yourself in relation to your career goal. Experts believe that the Career Summary is a much more powerful introduction than the Objective. According to them, the problem with Objectives is that they are either too specific (limiting you to a marketing /sales position) or too vague (a challenging opportunity with a successful organization offering growth and advancement). Also, objectives

can be read as self-serving because they describe what you want instead of suggesting what you have to offer an employer (Enelow and Kursmark, 2003).

The Career Summary should focus only on the specific skills, qualifications, and achievements of your career that are related to the position for which you are applying. Your summary is not a historical overview of your career! Rather it is a concise, brief, no more than 4-5 bullet, sharp presentation of information designed to sell you into your next position. (Enelow and Kursmark, 2003).

This section can be called a number of titles, such as:

Career Summary	Career Achievements	Career Highlights
Career Synopsis	Executive Profile	Expertise
Highlights of Experience	Management Profile	Profile
Professional Qualifications	Professional Summary	Summary
Summary of Achievements	Summary of Qualifications	

III. Education, Training, and Certifications

List in reverse chronological order your academic and technical training. Be sure to include only the names of those schools from which you have obtained a certificate, degree, license, or continuing education credits. Also include the year you graduated (if still attending, list your anticipated graduation date), the type of degree or certificate (no abbreviations), your major, minor, specialization or concentration, and your GPA (if it's worth noting). You may also want to include relevant courses that you have taken, but only those that relate to the type of job in which you are seeking. Elementary and High Schools can be omitted once you attend college.

Suggestions:

- If you are a college graduate, experts advise that you omit listing elementary and high schools.
- If any of these are particularly notable, you may want to highlight them in your Career Summary.
- Experts suggest that if you are over the age of 50, it is not recommended that you date your education or college degrees. Simply include the degree and the university with no date. Remember, the goal of your resume is to share the highlights of your career and open doors for interviews. It is not to give your entire life story (Enelow and Kursmark, 2003).

IV. Professional Experience

Here is where you distinguish yourself from all of the other applicants. This section is the “meat of your resume.” It's what gives your resume substance, meaning, and depth. It's also the section that will take the most time to write. If you've held the same position for 12 years, how can you consolidate all that you've done into one short section? Conversely, if you've held your current position for only 7 months, how can you make it seem significant and worth mentioning? (Enelow and Kursmark, 2003).

Provide a brief, yet informative description of your work experience. Be sure to include the dates of employment, the employer's full name and geographical location, your job title, and your duties. Describe your duties using short phrases that start with strong action verbs (see list of action verbs). Experts advise that you refrain from using complete sentences, for the “I” is understood. Additionally, you should not use “responsibilities included” as a description. Order phrases in each position by importance to the job desired or career objective so that the most important and relevant skills are read first.

Include all internships, volunteer positions, temporary jobs, cooperatives, student teaching, and military experience that are related to the position for which you are applying. (Enelow and Kursmark, 2003).

Here are several examples of how you can format your Professional Experience section:

Achievement Format

Emphasizes each position, the overall scope of responsibility, and the resulting achievements.

Dekalb County Fire Department	Dekalb, GA	1990-2004
Director of Emergency Medical Services	1998-2004	
Shift Commander - Captain	1994-1998	
Engine Company Officer - Lieutenant	1992-1994	
Emergency Medical Technician - Engineer	1990-1992	
Supervised Emergency Medical Services comprising 45 EMTs and paramedics at three fire stations. Coordinated all phases of EMS and served as Chairman of EMS Operations Committee. Wrote and implemented EMS protocols.		
Achievements:		
<ul style="list-style-type: none"> Created the model for state licensure for other fire departments based on stringent training and performance requirements. Reduced annual material costs by 50% through more efficient vendor sourcing and purchasing processes. 		

Challenge, Action, and Results (CAR) Format

Emphasizes the challenge of each position, the action you took, and the results you delivered.

Corporate Sales Manager	1996-2004	DMV Corporation, Illinois
Challenge -	To plan and execute a complete turnaround, revitalization, and return to profitability for a \$20 million specialty gift products manufacturer.	
Action -	Revitalized relationships with over 300 accounts, launched a massive image-building campaign, and recruited/trained six top-notch sales associates.	
Results -	<ul style="list-style-type: none"> Achieved all turnaround objectives and returned the operation to profitability in the first year. Delivered strong sustainable gains: <ul style="list-style-type: none"> 128% increase in sales revenues over 12 months 100% on-time customer delivery 	

Functional Format

Emphasizes the functional areas of responsibility within the job and the associated achievements.

Assistant Principal **Donald High School** **Oregon** **1999- Present**
Member of 6-person administration and management team of this 1000 student public high school.

Curriculum /Instruction:

- Supervise instructional planning, goals, and objectives.
- Recruit, interview, hire, and direct work performance of 42-person teaching staff.

Staff Development:

- Orchestrate professional development opportunities for teaching staff across all grade levels.
- Supervise and coordinate work of chairpersons of staff development committees at all 43 schools throughout the Burgundy District.

Outreach and Communications:

- Write and publish press releases, fliers, and other promotional materials.
- Lead public speaking engagements at area middle schools to raise level of enthusiasm of incoming students.

Career Track Format

Emphasizes fast-track promotion, overall scope of responsibility, and notable achievements.

Ryncon America, Inc.	Dallas, Texas	1993 to Present
Vice President - Marketing	2001-Present	
Vice President of Sales - New Products	1998-2001	
Sales Director	1996-1998	
National Accounts Manager	1993-1996	

Fast-track promotion through a series of increasingly responsible positions to current role as Vice President of Marketing Operations Worldwide. Recruited and developed a talented team of sales and marketing professionals that now serve as Rycon's core marketing and sales management team.

- Built division from \$20 million in annual revenues in 1998 to \$120+ million in 2002
- Achieved #1 market position in North America and maintained positioning for three consecutive years
- Surpassed all profit goals for 10 consecutive years

Skills-Based Format

Puts the initial focus on specific skills rather than when and where they were used. Helpful in bringing less-current skill sets to the forefront and avoiding emphasis on employment gaps.

**Clinical Laboratory Scientist
Marquette General Health System**

**2000-Present
Marquette, MI**

Member of the largest laboratory in the Upper Peninsula, serving as the main reference facility for other laboratories and clinics in Northern Michigan.

Molecular Science: Operate the PCR laboratory and process test specimens.

- Procedures: Mitochondrial DNA, HCV Genotyping and MTB Genotyping
- Test & Equipment: 9600 Thermocyclers, Cobas and Amplicor HIV Detection Kit

Core Lab: Performed routine medical laboratory procedures.

- Test & Equipment: Urines, Coag(MLA), and Drug Screens (Syva, Tecan)
- Microbiology: Read plates, Bactec 260, Baxter Walk-Away, and Mycology

Skills-Based Format #2

Law Offices of Earl W. Hadley

Founder / General Manager

1995-Present

Founded specialized legal practice providing corporate advisory services to CEOs across a broad range of industries and on a broad range of business issues.

Serve in the capacity of a Senior Operating Executive / General Counsel to client companies, providing hands-on leadership in:

- Strategic Planning & Vision
- Cost Control & Avoidance
- A/R & Collections
- Policies & Procedures
- Human Resources
- Bankruptcy / Turnaround

Experience Summary Format

Briefly emphasizes specific highlights of each position. It is best used in conjunction with a detailed Career Summary.

Tiny Tots Child Development Center
Preschool Teacher

Macon, GA
2003-Present

- Instructed 17 three-and-four-year-old children in twice-weekly class
- Assisted with school's reaccreditation process

Green Day School
Preschool Teacher

Valley Glen, GA
2000-2003

- Transformed classrooms with creative decorations that tied in with weekly themes and classroom reading
- Instituted literature-based, early-childhood curriculum
- Supervised two assistant teachers

Village Day Camp
Secretary

Valley Glen, GA
1997-2000

- Managed billing, registration, student scheduling, and site tours
- Administered employee timesheets, reporting, and payroll

Consulting and Project Format

Emphasizes clients and project highlights.

Developer: Maxx Data Application

Client: Value Enhancement Services, Inc. June 2002 - Present

Project:

- Prepare system and design requirements for the Maxx system
- Write specifications and database definitions
- Continue to modify and enhance the system

Platforms:

- Microsoft Access XP, VBA, ADO, SQL Server
- Microsoft Excel XP, UML Use Case Studies, UML Use Case Diagrams

Benefits:

- System helps client recover lost money by identifying oversights and overpayments
- Slashed audit time in half - from 3 months to 6 weeks - and doubled recovered funds

Technology Skills Format

Emphasizes technological expertise and notable projects / achievements.

July 2002 - August 2004

Honeywell IAC

Applications Engineer, Specialty Chemicals Division

Columbus, OH

Proctor & Gamble Shampoo & Conditioner Plant Expansion

Mariscala, Mexico

January - August 2004

- Assisted in definition of HPM and PLC logic for core control box
- Developed software to simulate batch production of shampoo and conditioner

B.F. Goodrich Carbopol Plant Upgrade Project

Paducah, KY

January - June 2003

- Implemented and adapted old TDC 2000 MFC database, interlocks, and complex control loops into current TPS control system
- Developed installation qualification and operational qualification documentation for testing procedures

Control System Engineer, North American Projects Division

Phoenix, Arizona

TCO Project

Tengiz, Kazakhstan

April - December 2003

- Translated and implemented Control Bailey control schematics into current TPS control system
- Developed software to simulate a nitrogen-generation unit for expansion area

Control System Engineer, CSCC

Ashland, KY

Ashland Petroleum Steam Project

Catlettsburg, KY

July 2002 - March 2003

- Established real-time steam model for refinery
- Created a search program for ASM using G2 code

Project Highlights Format

Places emphasis on the specific projects, their scope of responsibility, and their associated achievements.

1996-2002

Reiser Events, Inc.

Manager-Special Events, Fundraising & Public Relations

Canton, DE

Planned and coordinated conferences, meetings, and special events for companies, professional associations, and arts/cultural and other organizations nationwide.

- Toledo Arts Council. Created cultural events that boosted membership by better than 60%
- National Speakers Association. Organized 5 well-attended conferences. Net revenues from events increased by 26%
- Purdue University. Coordinated 3 auctions raising over \$200,000 to fund library expansion

Project Highlights Format #2

Sales Representative

The Dallas Centurion News

December 2000 to September 2004

Dallas, Texas

High profile position working with companies throughout the Dallas metro region to provide expert leadership in the creative design, development, and execution of media advertising campaigns.

- Dallas County Arts Commission. Designed artwork for mural and footpath for the Buck Henry Theater
- Transventure Insurance. Created graphics for 200-page investor report
- Toy Crazy. Designed corporate logo, letterhead, and brochure

V. Technology Skills

If you are in a field unrelated to technology, you can include a brief statement in your career summary that communicates you are PC proficient. For example:

PC proficient with Microsoft Word, Access, PowerPoint, and People Soft.

However, if you're employed in the information technology industry and have unique technological qualifications, you'll want to include a separate section with this information. If the position for which you are applying requires strong technical skills, it's recommended that you insert this section immediately after your Career Summary. Conversely, if your technical skills are a plus rather than a specific requirement, the preferred placement is after your Education section (Enelow and Kursmark, 2003). Below are two examples of ways to format and present this section:

Technology Profile

Operating Systems:	Windows XP, NT 4.0 Workstation
Hardware:	Printers, scanners, CD-ROMs, NIC cards
Software:	Microsoft Office Suite, FileMaker Pro

Technology Skills Summary

Windows XP	FileMaker Pro	Microsoft Office Suite
Printers	CD-ROMs	NT 4.0 Workstation
Scanners	NIC cards	Ethernet 10

VI. Optional Categories

The main focus of your resume should be your professional experience and academic credentials that are directly related to the position for which you are applying. However, you should also include things that will set you apart from other candidates. Following is a list of the other categories you may or may not include in your resume. According to the experts, it's the "extras" that get the interviews. Remember, however, that if something is truly impressive, you may want to include it in your Career Summary. If this is the case, it's not necessary to repeat the information at the end of your resume (Enelow and Kursmark, 2003).

Honors and Awards

If you have won honors and awards, that are related to the position for which you are applying, you can either include them in a separate section or integrate them into the Education or Professional Experience section. For example:

"Sales Manager of the Year" Systems, Inc. 2002
"Athlete of the Year" Granger College 2006

Public Speaking

Include all events, related to the position for which you are applying, where you served as the Keynote Speaker, Panel Presenter, or Session Leader. For example:

Session Leader, "Why Ask Why," 2003 National Association for Intellectuals Conference, Atlanta

Publications

If you are published, be sure to include your publications because they validate your knowledge, qualifications, and credibility. Publications include books, articles, online Web site content, manuals, and other written documents. Here's an example:

Author, "*Hiring for Long-Term Retention*," American Management Association Journal, May 1999

Teaching and Training

When someone hires you (paid or unpaid) to speak to an audience, it communicates a strong message about your skills, qualifications, knowledge, and expertise. If you teach or train at colleges, universities, technical schools or on your job, list those topics that are related to the position for which you are applying. For example:

Adjunct Faculty, Department of Psychology, Morgan State University, 1997-Present.
Teach Career Development and Planning.

Second Grade Teacher Catholic Elementary School 2005-Present

“Greek Leadership 101” Douglas College Spring 2005

Committees and Task Forces

List committees, task forces, and other special project teams on which you have participated. List only those related to the position for which you are applying. For example:

Member, 1999-2000 Committee on “Safety and Regulatory Compliance in the Workplace”

Professional Affiliations

Being a member of an educational, professional, or leadership association communicates a message of professionalism, a desire to stay current with the industry, and a strong professional network. List educational, career related, or leadership associations of which you are a member. If you have held leadership positions within these organizations, be sure to include them.

For example:

American Counseling Association

Professional Member 1992-Present

Membership Committee Chairperson 2000-2004

Equipment and Instrumentation Skills

For people employed in manufacturing, construction, engineering, health care, and etc., list all the equipment with which you are proficient or familiar. For example:

Proficient in the use of: □ Lasers □ Slit Lamp
 □ Fillers □ Sorters

Proficient in the diagnosis of: □ Macular Degeneration □ Glaucoma Treatments
 □ NLD Obstruction □ Conjunctivitis

VII. Consolidating the Optional Categories

Sometimes you have so many optional categories at the end of your resume, each with only a handful of lines, that spacing becomes a problem. In this situation, consider consolidating the information using one of the following formats:

Professional Profile	
Affiliations	National Education Association
Public Speaking	Speaker, NES Leadership Summit, Chicago, 2000 Presenter, CPA Annual Conference, San Diego, 1999
Languages	Fluent in Spanish and German
Technology Qualifications	Microsoft Word, Access, Internet, and E-mail
Honors & Awards	Clinician of the Year, AMA, 2000

VIII. References

Because you can volunteer references during the interview, experts recommend this section be omitted. It is not necessary to say “Available upon Request” because it only takes up space without contributing anything.

Four Types of Resumes

The Printed Resume

Known as the “traditional resume,” this resume is forward by mail or fax in response to an advertisement and take to interviews. When preparing a printed resume, you want to create a sharp, professional, and visually attractive presentation. This piece of paper conveys the very first impression of you to a potential employer.

The Scannable Resume

This type of resume is often referred to as the “plain-Jane” resume. All of the things you would normally do to make your printed resume look attractive – bold print, italics, multiple columns, fancy typestyle, and more – are eliminated in a scannable resume. The purpose here, it to create a document that can be easily read and interpreted by scanning technology. For formatting guidelines, please visit http://www.navigatenow.com/present/scan_1.htm.

The Electronic Resume

This resume allows recruiters to consider, store and access far more resumes than they could if screened by hand. It also allows a single resume to be considered for several job opportunities and to be kept in an

employer's databank for an extended period of time. Finally, electronic resumes are extremely useful for those who use the Functional resume format.

These can take two forms - Email attachments and ASCII text files.

Email Attachments: When including your resume with an email, simply attach the word-processing file of your printed resume. Since most businesses use Microsoft Word, it is the most acceptable format and will present the fewest difficulties when attached. Be sure to name the document appropriately. For example: Jane Smith resume doc.

ASCII Text Files: This type is used for several reasons:

To avoid formatting problems, you can paste the text into the body of an email message rather than send an attachment.

You can readily copy and paste the text version in an online job application and resume blank forms, with no worries that formatting glitches will cause confusion.

The text version is 100% scannable.

For formatting guidelines, please visit <http://www.reslady.com/electronic.html>.

The Web Resume

This type combines the visually pleasing quality of the printed resume with the technological ease of the electronic resume. You host your Web resume on your own website, with your own URL, to which you refer prospective employers and recruiters. With just one click a viewer can access, download, and print your Web resume and because the Web resume is an efficient and easy-to-manage tool, you can choose to include more information that you would in a printed, scannable, or electronic resume.

For sample web resumes, please visit <http://www.dlcreations.com/site%20html/resume.html>, and <http://www.glnet.tv/source/profile.asp?url=Resume>.



RESUME STYLES:

Resumes come in various styles, so it is imperative that you select the style that best communicates your qualifications to an employer.

The following pages include examples of two resume styles: Chronological and Functional.

Chronological Resume:



This resume emphasizes your work experience in a reverse chronological sequence. It is most suitable for those persons whose career direction is clear and their job target matches their work history.

Jackie Jones
845 Town Hall Road
Manner, Montana 34567
999-777-2222

Objective: To obtain a position as a staff or tax accountant.

Education: **University of Maryland Eastern Shore** **2000**
Bachelor of Science in Accounting and Finance

Computer Skills: Peachtree accounting software, Microsoft Office Suite, Internet, and 10 key machine

Employment:

2005- Present

Anne Arundel Community College
Accounting Assistant

- Responsible for A/P, A/R and journal entries
- Coordinate special auditing projects

2000-2004

Fun Station, Inc.
Assistant Manager

- Developed operating budget and revenue goals
- Prepared labor schedules and inventory reports
- Negotiated agreements with suppliers

2003-2004

Kelsey Accounting
Accounting Intern

- Learned basic accounting procedure through shadowing accountants
- Posted A/P and A/R documents on a daily basis

Affiliations:

Association of Management Accountants
The Accounting Society
The Minority Business Society

Functional Resume:



This resume stresses skills, experience and accomplishments rather than the job held. It calls immediate attention to relevant skills and shifts the focus away from aspects of a person's background that would hinder him/her from getting pass the initial screening. It is most suitable for entry-level job- seekers, job seekers who have a lot of experience in the same field and job seekers with varied work histories.

Lonnie Link

1205 York Road
410-766-0000

Baltimore, Maryland 21212
lonni@jcp.com

Highlights of Qualifications:

- Seven years auto mechanic experience
- ACSE and Forklift Certified
- Three years building maintenance supervision experience

Professional Skills:

Auto Mechanic

- Perform oil and lube maintenance on fleets
- Check for proper fluid levels and leaks
- Operate industrial machinery in a two-phase system
- Remove and install bearings and seals, fuel filters, injectors, lines and pumps
- Test, remove and install batteries

Building Maintenance

- Performed apartment punch-out tasks
- Ability to prepare and read work orders
- Performed light plumbing, painting, plastering, electrical, and landscaping duties

Work History:

Fleet Pro, Inc.	Technician	May 1998 - Present
Liberty Hill Apts.	Maintenance	June 1997 – May 1998
Windsor Apts.	Maintenance Helper	April 1996 – April 1998

Education:

Hagerstown Community College 1995
Associate of Science in Automotive Maintenance

Job Corps 1992
High School Diploma and Building and Apartment Maintenance Certificate

Resume Tips and Techniques

Although there are no rules to the game of resume writing, there are certain expectations and a few standards to live by.

Content

Always write in the first person, dropping the word “I” from the front of each sentence. This assumes ownership and gives your resume a more assertive and professional tone.

Try not to use phrases such as “responsible for” or “duties included.” These words create a passive tone and style. Instead, use action verbs to describe what you did.

Style

The traditional chronological resume lists work experience in reverse-chronological order, starting with your current or most recent position.

The functional style de-emphasizes the “where” and “when” of your career and instead groups similar experience, talents, and qualifications regardless of when they occurred.

The combination or hybrid style is a mixture of the chronological and the functional styles. It includes specifics about where you worked, when you worked there, and what your job titles were. It also emphasizes your most relevant qualifications – within chronological job descriptions, in an expanded summary section, in several “career highlights” bullet points at the top of your resume, or in project summaries. Most of the examples in this pamphlet are hybrids. (Enelow and Kursmark, 2003).

Formats

Resumes, principally career summaries and job descriptions, are most often written in a paragraph format, bulleted format, or a combination of both. Following is a list of the advantages and disadvantages of each format. (Enelow and Kursmark, 2003).

Paragraph

Advantages: Requires the least amount of space on the page because they are brief, succinct, and to the point.

Disadvantages: Achievements get lost in the text. They are not visually distinctive, nor do they stand alone to draw attention to them. Employers have to search through lines and lines of text to determine your qualifications.

Bulleted

Advantages: Quick and easy to peruse. Employers can scan through the bullets easily. Allows you to rank your achievements and qualifications in the order of importance as it relates to the job you are seeking.

Disadvantages: Uses more space on the page. Achievements are lumped together with responsibilities.

Combination

Advantages: Clearly presents overall responsibilities in the introductory paragraph and then accentuates each achievement as a separate bullet.

Disadvantages: If you don't have clearly identifiable accomplishments, this format is not effective. It also might shine a glaring light on the positions where your accomplishments were less notable.

Presentation

Presentation refers to the way your resume looks. That is the fonts you use, the paper you print it on, any graphics you might include, and how many pages your resume should be.

Typestyle: Use a font that is clean, conservative, and easy to read. Refrain from anything that is too fancy, glitzy, curly, and the like. Here are a few recommendations:

Times New Roman	Tahoma	Arial	Book Antiqua
Bookman	Century Schoolbook		Century Gothic
Garamond	Gill Sans	Lucida Sans	Verdana

Your choice of typestyle should be determined by the content, format, and length of your resume. Some fonts look better than others at smaller or larger sizes and some require more white space to make them readable. After you write your resume, experiment with a few different fonts to see which one best enhances your document. (Enelow and Kursmark, 2003).

Type Size: Readability is everything! If the type size is too small, your resume will be difficult to read and difficult for employers to skim for essential information. Too large font size can give a negative impression by conveying a juvenile or unprofessional image. As a general rule, select type from 10-12 points in size.

Type Enhancements: **Bold**, *italics*, underlining, and CAPITALIZATION are ideal for highlighting certain words, phrases, achievements, projects, numbers, and other information you want to draw special attention to. However, do not overuse these enhancements, for if your resume becomes too cluttered, nothing will stand out. (Enelow and Kursmark, 2003).

NOTE: Electronic and scannable resumes have specific restrictions on typestyle, size and enhancements.

Page Length: Experts advise that you keep your resume to one or two pages. This same rule applies to managers and executives. However, sometimes it can be difficult to include all relevant information in just two pages. In situations like this, let the amount of quality information you have to share be the determining factor in the length of your resume. If you create a resume that is longer than two pages, make it more reader-friendly by carefully segmenting the information into separate sections. Place running headers on each page indicating your name and page number. This helps recruiters keep all of your pages together, separate from other applicants. (Enelow and Kursmark, 2003).

NOTE: A resume is snapshot of your skills and experience. It does not have to list everything you've ever done. What it should do is entice the reader's interest and attract prospective employers. It's in the interview where you get the chance to further elaborate and explain your skills to an employer.

Paper Color: Be conservative. White, ivory, and light gray are acceptable. Other flashier colors and or scented papers are inappropriate.

White Space: Again, readability is everything! If employers struggle to read your resume, they simply won't make the effort. Therefore, be sure to leave plenty of white space. (Enelow and Kursmark, 2003).

Accuracy and Perfection: One of the most critical steps in resume writing is the proof-reading stage. It is essential that your resume be well written, visually pleasing, and free of any errors, typographical mistakes, misspellings, and the like. Proofread your resume a minimum of three times, and then have two or three other people also proofread it. Your resume is an example of the quality of work you will produce on a company's behalf. If your resume has errors and inconsistencies, it communicates to a prospective employer that you are careless. (Enelow and Kursmark, 2003).

List of Action Verbs

Advised	Expanded	Ordered
Analyzed	Founded	Planned
Administered	Formulated	Persuaded
Arranged	Filed	Purchased
Audited	Financed	Presented
Assessed	Gathered	Promoted
Built	Guided	Printed
Budgeted	Headed	Programmed
Coordinated	Improved	Publicized
Computed	Informed	Researched
Copied	Inspected	Reviewed
Communicated	Interpreted	Recommended
Calculated	Interviewed	Reported
Constructed	Implemented	Sold
Classified	Investigated	Solved
Designed	Instructed	Scheduled
Developed	Initiated	Summarized
Diagnosed	Increased	Supervised
Directed	Lectured	Supplied
Displayed	Maintained	Targeted
Discovered	Managed	Trained
Edited	Mediated	Translated
Established	Monitored	Typed
Evaluated	Negotiated	Updated
Examined	Operated	Upgrade

Sample Career Objectives

Your career objective sets the theme for your resume. The following career objectives are listed to serve as a guide. Preparing a career objective is a very personal process. Many interviewers will ask you to clarify or elaborate about your statement, so it's to your benefit to feel comfortable with the phrasing and meaning of your career objective.

Accountant

Accounting position in budgeting or cost auditing with a growing corporation utilizing experience in computerized accounting systems.

Advertising

A position in media using analytical skills to determine and plan effective media buying.

Arts Administration

Position with community-based arts organization involving public relations, marketing, and promoting performances and exhibits.

Banking

Management trainee position involving exposure to comprehensive bank functions and operations using analytical and organizational skills.

Broadcasting

Broadcasting position using experience in copy editing and writing news releases.

Chemical Engineering

Technical position in plastics or specialty chemicals also offering customer relations and troubleshooting duties.

Computer Programming

Programmer or systems analyst position using quantitative and mathematical training, with special interest in marketing and financial applications.

Communications

Trainee position in public relations department involving copy editing, proofreading, and publication coordination.

Consumer Products Sales

Sales representative with a consumer products organization. Eventual goal is marketing management with involvement in training, advertising, and market research applications.

Criminal Justice

Position in corrections management involving experience with juvenile protection and judicial systems, including court liaison activities.

Electrical Engineering

Initial placement in electronic design involved with research development, testing, and evaluation.

Finance

Position in finance utilizing analytical and communication skills.

Foreign Language

Position in multinational corporation involving sophisticated written and oral bilingual skills in Japanese and Korean. Specific interest in translation of computer programs and manuals.

Graphic Design

Position in art department with specific interest in technical illustration for industrial clients.

Health Care System

Mid-level position in privately owned health care service involving cost accounting, insurance programs, and computerized record keeping.

History

Position with historical conservation department of a municipal or county agency using knowledge of federal regulations and historical research techniques.

Marketing

Entry-level position in direct mail or point-of-purchase marketing, leading to a supervisory position.

Mechanical Engineering

Technical assignment in vibrations study and stress analysis, eventually becoming a project manager.

Newspaper Reporting

A reporting position with a daily or weekly newspaper involving spot news, investigative reporting, and feature writing.

Operations Management

Entry position in industrial products offering experience in sales, procurement, and physical distribution.

Personnel

Personnel assistant in health care facility requiring knowledge of labor relations, benefit programs, and wage administration.

Public Relations

Entry-level position on public relations staff utilizing interests in photography, copywriting, and preparing press releases.

Retail Management

Merchandise management position leading to a senior buying position.

Sales Representative

Representative for an insurance company using communication, organization, and marketing skills.

Social Service Agency

Client-service position involving communication skills and knowledge of federal and state assistance programs as well as private providers. Specific experience and interest in geriatric and adolescent services.

Top Ten Pitfalls in Resume Writing

1. **Too long.** Most new graduates should restrict their resumes to one page. If you have trouble condensing, get help from a career center professional.
2. **Typographical, grammatical or spelling errors.** These errors suggest carelessness, poor education and/or lack of intelligence. Have at least two others proofread it before submitting. Don't rely on spell-checkers or grammar-checkers on the computer.
3. **Hard to read.** A poorly typed or copied resume looks unprofessional. Use a computer. Use a plain typeface, no smaller than 12-point font. Asterisks, bullets, underlining, boldface type and italics should be used only to make the document easier to read, not fancier. Again ask a professional's opinion.
4. **Too verbose** (using too many words to say too little). Do not use complete sentences or paragraphs. Say as much as possible with as few words as possible. *A*, *an*, and *the* can almost always be left out. Be careful in your use of jargon and avoid slang.
5. **Too sparse.** Give more than the bare essentials, especially when describing related work experiences, skills, accomplishments, activities, interests and club memberships that will give employers desired information.
6. **Irrelevant information.** Customize each resume to each position you seek (when possible). Include all education and work experience, but emphasize only relevant experience, skills, accomplishments and activities. Do not include marital status, age, sex, children, height, weight, hobbies, church membership, etc.
7. **Obviously generic.** Too many resumes scream, "I need a job—any job!" The employer needs to feel that you are interested in that position with that company.
8. **Too snazzy.** Use good quality bond paper, but avoid exotic types, colored paper, photographs, binders and graphics. More and more companies are scanning resumes into a database, so use white paper, black ink, plain type, and avoid symbols, underlining or italics.
9. **Boring.** Make your resume as dynamic as possible. Begin every statement with an action verb. Use action verbs, describing what you accomplished on the job. Don't write what someone else told you to do; write what you did. Take advantage of your rich vocabulary and avoid repeating words, especially the first word in a section.
10. **Too modest.** The resume showcases your qualifications in competition with the other applicants. Put your best foot forward without misrepresentation, falsification or arrogance.

The Three R's

The three R's of resume writing are Research, Research, and Research. You must know what the prospective company does, what the position involves, and whether you will be a fit, before submitting your resume. And that means doing research – about the company, about the position, and about the type of employee the company typically hires.

Research the company. Read whatever literature the company has placed in the career library, on the Internet, or even more directly, call the company. Ask for the literature it may have, find out how the company is structured, and ask what qualities the company generally looks for in its employees. Ask if there are openings in your area, and find out the name of the department head and give him or her a call. Explain that you are trying to decide whether to apply to their company, and ask for their recommendation for next steps. Thank that person for the information, and ask to whom your resume should be directed.

Research the position. The more you know about the position, the better able you will be to sell yourself and to target the resume to that position. If possible, interview someone who does the same job. In addition to finding out the duties, ask if there is on-the-job training, whether they value education over experience (or vice versa), and what kind of turnover the department experiences. Ask what they like about the position and about the company; more important, ask what they don't like.

Research yourself. Your goal is not just to get a job. Your goal is to get a job that you will enjoy. After you find out all you can about the company and the position, ask yourself honestly whether this is what you really want to do and where you really want to be. You probably will hold this position for no more than two or three years, so it's not a lifetime commitment; however, this first job will be the base of your lifetime career. You must start successfully so that future recommendations will always be positive. Furthermore, three years is a long time to spend doing something you don't like, working in a position that isn't challenging, or living somewhere you don't want to live.

Once you have done this research, you will sell yourself more effectively. Most employers devote an average of 15 to 30 seconds reading a resume, so it is your responsibility to make it attractive, readable and informational. Remember, the resume can only get you the interview; the interview gets you the job.

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