



Resumes

Purpose of Resume

A resume is a concise summary of your professional highlights and achievements used to gain entry into a desired organization. An effective resume is a marketing tool used to convince an employer of qualifications and potential to perform, leading to an interview. Typical employers spend an average of 10 - 30 seconds per resume on their initial review, thus, resumes should convey only the most relevant information for each position.

Resume Basics

- Generally limit to one page.
- Be specific and concise: use phrases rather than complete sentences.
- Proofread: leave no grammar, punctuation, or spelling errors.
- Omit personal pronouns (i.e. I, We, You, They, She, He, It).
- Position the most important information at the beginning of your resume. If you have two columns, your priority items should be on the left hand side.
- Be honest and professional.
- Tailor it to a specific position; emphasize the most relevant experiences, not every position held.
- List references on a separate sheet of paper.
- Be consistent.
- Exclude personal information, photos, hobbies, and EEO-protected information such as age, marital status, number of children, religious affiliation, etc.
- Avoid controversial information, including negative comments and reasons for leaving a position.
- List accomplishments, metrics, numbers of people supervised, and dollar amounts attained.
- Include college experiences that show leadership or experience (arts, athletics, organizations, government).

Types of Resume Formats

There are two basic types of resume formats: Chronological and Functional/Skills resumes.

Chronological Resumes: The most common resume format, a chronological resume, organizes skills in reverse chronological order under the heading of each position starting with the most recent and working back in order of dates.

Functional/Skills Resume: A functional/skills resume groups in categories skills relevant to the position. Employment is then listed under an EMPLOYMENT HISTORY heading.

This format works best with diverse work histories or limited work experience within the specific field. It also works well with repetitive work histories with the same skills and tasks for more than one position or for non-traditional workers, such as a stay-at-home parents returning to the work force.

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make your resume exceptional!

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careers@albion.edu

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- Upload your resume to the Briton Network where hundreds of employers can view your information for their open positions.
- View more resume tips and examples at <http://www.albion.edu/academics/career-development/additional-resources>
- Get access to full-time and part-time jobs in the community, on campus, and across the nation.
- Visit <http://albion.experience.com/>

Chronological Example

Company 1, Lansing, MI

Behavioral Science Intern, 02/2010 - Present

- Collaborated with counselors, teachers, and direct staff to determine and track treatment goals for 12 teenage boys

Company 2, Grand Rapids, MI

Direct Care Staff, 08/2008 - 01/2010

- Provided clear behavioral expectations utilizing natural and logical consequences for five group home residents

Resume Layout

Each resume should be unique and should include categories relevant to the position of interest. Typical resumes often include some of the following categories:

- Contact Information
- Skills Summary
- Education
- Military Experience/Leadership
- Employment Summary
- Awards
- Volunteer Experience

Functional/Skills Example

Interpersonal Skills

- Mentored two new college freshmen, orienting to campus and offering advice
- Motivated team of three staff to improve efficiency

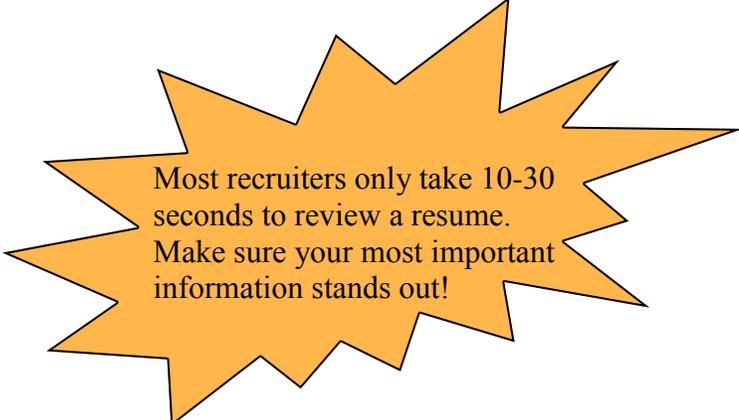
EMPLOYMENT HISTORY:

Company 1, Lansing, MI, 06/2008 - Present

Marketing and Communications

Company 2, Grand Rapids, MI 03/2005 - 05/2008

Technician



Most recruiters only take 10-30 seconds to review a resume. Make sure your most important information stands out!

Objective

An objective statement can be included at the beginning of a resume. An objective is only necessary when applying to a position that is not clear or apparent based on your work history, or when you apply and must identify a specific position out of numerous openings.

Example: To obtain the Grant Specialist position with XYZ Company in order to consult with managers and employees to determine funding needs and disseminate funding information by utilizing my education, experience and communication skills.

Note: A branding or marketing statement can also be used as a more focused introduction to your skills and qualifications.

Create a Strong Image of Your Potential

An effective resume should show an employer an image of your work ethic and abilities rather than simply telling about it. The following are strategies for increasing the impact of your resume:

- **Use Action Verbs:** Begin each description with an action verb, in the correct tense, that describes what you did.
- **Quantify:** Add numbers when appropriate, indicating the amount of money you saved or earned for the company; the number of teammates you worked with or number of clients you managed.
- **Add Specifics:** Do not use vague descriptions (e.g. “answered phones”). Describe transferable skills that work in a variety of work environments (e.g. “used interpersonal skills to answer phones, evaluated customer needs and directed calls to appropriate departments”).
- **Focus on What Sets You Apart:** Highlight your accomplishments and skills, rather than simply listing every task you have performed.
Think:
“What difference did I make?”
“Why is this company better off because of me?”
“What am I most proud of?”
“What did I learn - skills acquired?”
- **Incorporate Results:** Define results that show success and qualifications.

<http://www.albion.edu/careerdev>

103 Ferguson Building

517-629-0332

careers@albion.edu

Getting Started

Many students have difficulty reorganizing the skills they have developed because they think they have only had “typical part-time college student jobs.” With a little effort, however, you can identify transferable skills. Brainstorm for each position:

1. What does a typical day look like?
2. Think details: who, what, when, where, how, why?
3. What are some of my accomplishments? Highlights?
4. What skills did I use to accomplish this task?
5. What have I done that is better than average?
6. What sets me apart?

Write down all ideas, and then decide which are most important. Start with an action verb that reflects the idea and add details from there.

Finishing Touches

- Check for flaws, including inconsistencies.
- Proofread for spelling, punctuation, and grammatical errors.
- Ask for feedback - let someone else read it.
- Use high quality white paper and printer.
- Include a cover letter*

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Tips for Creating a Strong Professional Image

BEFORE:

“Designed several workshops to help students.”

AFTER (with specific results):

“Designed a 6-unit Job-Readiness Training workshop series which is still being used and taught to an average of 30 students every 12 weeks.

BEFORE:

“Performed research and cost effective purchasing of office machinery.”

AFTER (with specific results):

“Researched 13 vendors, negotiated pricing, and purchased a copier, fax machine, and printer that saved \$3,500 from the 2011 expenditures.”

*Information on cover letters available at <http://www.albion.edu/academics/career-development/additional-resources/cover-letters> or stop by our office.

SAMPLE ACTION VERBS

accomplished	consolidated	fashioned	motivated	tested
acted	coordinated	formulated	operated	trained
adapted	corresponded	founded	organized	transferred
addressed	critiqued	furthered	originated	translated
advertised	delegated	generated	performed	treated
advocated	designed	headed	planned	tutored
aided	developed	hired	problem-solved	unified
analyzed	diagnosed	incorporated	promoted	undertook
applied	directed	increased	provided	upgraded
arranged	drafted	inspected	referred	utilized
assembled	edited	judged	rehabilitated	validated
attained	educated	lectured	replaced	verbalized
authored	eliminated	led	researched	verified
chaired	enforced	located	resolved	visualized
collaborated	established	maintained	revised	volunteered
communicated	evaluated	managed	sparked	wrote
composed	expanded	measured	stimulated	
computed	expressed	mentored	submitted	
	fabricated	modeled	supervised	

Sample Resumes

Chronological Resume

Ellen Johnson

1234 South 8th Avenue · Albion, MI 49224 · 517-123-4567 · johnell@gmail.com

SUMMARY OF QUALIFICATIONS

- Experienced in coordinating and organizing people, projects and events
 - Strong communication skills; ability to provide high impact presentations
 - Consistent track record of efficiency, attention to detail, demonstration of initiative, and interpersonal skills
 - Demonstrated creativity and effective resource management resulting in account development
-
- #### EXPERIENCE
-
- United Way, Grand Rapids, MI**
Communications Intern, 06/2013 - 08/2013
- Wrote 10 weekly press releases, resulting in 24 publications in three different local newspapers
 - Developed script for Sub for Santa segment on Good Day Michigan morning news program
 - Assisted in coordination of donor recognition event, hosting more than 150 guests and 15 high profile donors
 - Edited "Live United" campaign pamphlets and website, ensuring seamless transition during new media campaign
 - Provided creative ideas for 15 second commercial, supporting Communications Director in development of workable concept and script

Albion Public Schools, Albion, MI

Mentor with Kids at Hope at Harrington Elementary School, 01/2012 - 05/2013

- Administered Ripple Effects computer based behavioral learning program to students ages 9 to 13 on a weekly basis
- Interacted with 5 to 10 students weekly as follow up to the computer based program to assure accuracy in learning
- Documented interactions with students with weekly case notes and reviewed cases with supervisor

Lansing State Journal, Lansing, MI

Free Lance Writer, 08/2010- 12/2011

- Completed 6 press releases on contract basis, improving company visibility within community
- Proofed office marketing materials and was complimented for significantly improving quality of materials
- Designed and published 10 virtual monthly newsletters distributed to 350 clients and potential clients

Wal-Mart, Jackson, MI

Associate, 03/2008 - 07/2010

- Increased sales in Jewelry and Shoe Departments by 12% through correct price changes, proper shelf tags, and "great immediate" attitude
- Assisted in inventory of an estimated \$2 million in merchandise, achieving store's profit and loss goal of less than .8% loss
- Increased seasonal profits an estimated 10% by creating displays to meet specified layouts

EDUCATION

Albion College, Albion, MI

Bachelor of Arts in Communication Studies, 05/2013

- Public Relations Society of America
- Albion College Mentor, First Year Experience

Functional/Skills Resume

Juan Ramirez

2200 Clark Street · Albion, MI · 123-456-7899 · juanramirez@yahoo.com

OBJECTIVE

Business and Organizations graduate seeking full-time employment as a Marketing Strategist for ABC Marketing Group.

SUMMARY OF SKILLS

- Strategic Planning
- Customer Relations
- Adobe Creative Suite
- Social Media: Blogs, Twitter, Facebook
- Fluent in Spanish
- Teamwork

EDUCATION

Bachelor of Arts in Business and Organizations, Marketing emphasis

Albion College, Albion, MI; Anticipated Graduation May 2014

- 3.67 Cumulative GPA
- Member of The Gerstacker Institute for Business Management

Related Coursework

- Economics and Management
- Intercultural Understanding and Global Issues
- Communication Studies
- International Management

Honors

- Phi Beta Kappa Honor Society, Jan 2010 - Present
- Alpha Lambda Delta, Aug 2011 - Present

SKILLS

Marketing Skills

- Evaluated website traffic for a local small business, making layout recommendations resulting in 13% increase in unique visitors per month
- Recognized niche for blog, improving exposure of client products and increasing sales by \$2,000 per quarter
- Assessed client vision and interpreted to designers creating seamless output of marketing media
- Incorporated rapport-building and persuasion, engaging groups of up to 45 using PowerPoint

Leadership Skills

- Volunteered as church representative in Guatemala for two years, at own expense, supervising more than 15 volunteers
- Supervised and led a group of 50 students during Albion College's New Student Orientation Week
- Assisted in implementing training courses for 25 new recruits, improving profitability

Management Skills

- Created spreadsheets used to track business expenses more efficiently, expediting preparation of a final summary and ultimate reimbursement
- At Marketing Firm, participated in task force to build services and support skills into marketable offerings and capabilities; focused on Spanish-speaking clientele
- Coordinated meetings and appointments for over 150 regulators and major corporate clients; provided 10 executives with daily/weekly summaries of appointments

EMPLOYMENT HISTORY

Marketing Firm, LLC, Detroit, MI, Marketing Intern, Jan 2007 - Present

Legal Services of Michigan, Lansing, MI, Office Assistant, Aug 2004 - Jan 2007