



# RESUME GUIDE

1. Highlight the experience skills, abilities and knowledge you have listed on the job description. This helps give you the language you need to make it through the Applicant Tracking Systems (ATS).
2. Include in your **Heading**:
  - Name on first line
  - Phone, Email, LinkedIn URL, Location (City, State) on second line; enter one line space
  - Role or position you are seeking on third line
3. Draft your **Profile**, which includes:
  - Power Statement using employer-centric language linking your experience to the position, establishing a sense of qualification. Use keywords reflective of the industry and job description.
    - Use accurate, appropriate and interesting modifier(s) (e.g., highly adept, goal-oriented, solutions-focused, distinguished, dynamic, highly skilled, award-winning).
    - Describe your qualifications and/or achievements with numbers if possible. Keep it brief, clear and concise (4 lines or less).
  - The Qualifications Table describing your core competencies or key strengths as they relate to the position giving a brief snapshot of your value.
    - Each item should complete the thought “I excel at...” Use hard skills. Don’t waste space with soft skills like “dedicated.”
    - Tables of three columns and of 4-5 rows each. Never use the column feature in Word documents.
    - Include the same number of bullets and do not wrap text.
    - Don’t repeat ad nauseum the work experience.
4. Work on your **Education / Certifications** section, which includes:
  - Degrees. Presented in reverse chronological order based on when they were completed. If in progress, you can use “Expected” in the date section. Do not list high school if obtained over 3 years ago. Credentials are presented by their official title, for example: Bachelor of Arts, Organizational Development or Associate of Business Administration, Emphasis in Business Management
  - Certifications. Certifications are placed after Education in reverse chronological order and follow the same rules as above.
5. Insert Your **Experience**...
  - Description. In reverse chronological order. Use a common job title when possible. The company name, location (city and state where you worked), job title and dates should follow a consistent format and will always be presented right before the job description to ensure that ATS applications can parse them correctly. Years only are sufficient. Two-four line big picture showcasing your job description as it relates to your goal. Use third person, action verbs only. Make sure there is past and present tense agreement.
  - Accomplishments/Contributions. Accomplishments are listed directly below the description in bullet format to set them and you apart (quantify if possible).
6. Enter any **Community Service/Volunteerism**. This is usually the last heading at the bottom of your resume if there is space available. Use only if it was recent and was done regularly—not just occasionally.

## Resume Basics:

- White space is good – don’t cram text on it; simplify, tighten it—brevity is key (one page; 1-1/2 – 2 pages if over 10 years of experience in industry).
- Use consistent formatting—zoom in and out.
- Make sure to use straight lined fonts (Calibri, Tahoma, Verdana, Arial, Trebuchet, Gill Sans). Times New Roman and fonts with feet are considered passé.
- Spell check and proofread well. Have others proofread it as well.



## Heading

**Mary Smith**

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### COMMUNICATIONS / CUSTOMER SERVICE / EDITORIALS

#### PROFILE

Highly motivated and driven Communications / English double major graduating December 2018 with experience in customer service, editing, and writing. Proven ability to develop effective relationships, provide exemplary customer service, quickly adapt to new situations, and work on individual projects. A true passion for inspiring others and taking on new challenges. Proficient in Microsoft Office Suite and PhotoShop.

- Communication Skills
- Writing & Editing
- Organization Skills
- Out of the Box Thinking
- Problem Solving
- Relationship Building
- Project Management
- Creative Marketing
- Public Speaking
- Customer Service
- Conflict Management
- Coordinating & Scheduling

#### EDUCATION & CERTIFICATIONS

##### **Bachelor of Arts, Communications**

##### **Bachelor of Arts, English**

FRESNO PACIFIC UNIVERSITY, FRESNO, CA | EXPECTED DECEMBER 2018

Awards: Transfer Academic Scholarship based on academic merit | 2016 - Present

#### RELEVANT EXPERIENCE

##### **Features Editor**

THE PAPER, VISALIA, CA | 2012 - 2014

Coordinated efforts among team and resolved issues among writers. Oversaw distribution of monthly newspapers. Proofed and edited all articles and provided writer feedback and comments. Captured section and article photos.

- Promoted from Staff Writer to Features Editor.

#### OTHER WORK EXPERIENCE

##### **Customer Service Professional**

CUP O JO CAMPUS COFFEE SHOP, FRESNO, CA | 2014 – Present

Provide excellent service to customers by creating a warm and pleasant atmosphere while meeting their needs. Manage cash drawer and transactions. Took inventory and stocked counter.

- Continuously develop effective customer relationships creating repeat business.

##### **Office Manager**

HEALTH CARE INC., FRESNO, CA | Summers 2014 - Present

Greeted patients and effectively listened to their needs. Assisted with staff scheduling and timekeeping. Worked collaboratively with all clinic providers assisting with schedules and patient issues. Ensured all paperwork was properly completed. Maintained accurate and complete medical record system. Coordinated specialist referrals.

- Created and distributed marketing brochure increasing patient visits.
- Designed and developed an aesthetic / welcoming environment for the new business office.

#### COMMUNITY SERVICE / VOLUNTEERISM

##### **Special Events Volunteer**

COMMUNITY FOOD BANK, FRESNO, CA | Winter Breaks 2010 - Present

Assist with event setup and ensure guest needs are met.

## Profile (Skills Summary)

## Education

## Experience

## Community Service