

Resume

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A resume is a marketing tool that conveys your qualifications to employers and demonstrates how your skills are relevant to a particular job. The main purpose of a resume is to obtain an interview. An employer typically spends less than 30 seconds looking over a resume to determine whether or not it ends up in the “no” or “maybe” group. Develop a resume that grabs the immediate attention of employers so you get picked for the interview. This guide will help you do that.

Guiding Principles of Resume Construction:

Simple | Uncluttered | Visually pleasing | Error free | Targeted to the job

RESUME FORMATS

- 1.) A **chronological** (time based) resume highlights your work history starting with the most recent work experience going backwards. This format works well for individuals with a developed work history without large gaps in employment. It is best suited for employment in a single industry and to show progressive growth in responsibility or position. Technically speaking this is “reverse chronological order” because it works from the present backwards.

Chronological format considerations:

- The most familiar format to employers
- The easiest format to write and update
- Traditional – the safest format choice
- Emphasizes steady employment and single industry employment
- Less suited for multi-industry employment, short-term, and unrelated work

- 2.) A **functional** resume highlights your functions and skills regardless of where, with whom, or when you obtained them. Functional resumes are used to emphasize specific skill-sets or to de-emphasize limited experience. This format is well suited for those with work experience that is not directly related to their career goal, career changers, and those with gaps in work history.

Functional format considerations:

- Great for new career directions
- Highlights skills and functions - not job titles, dates, or employer names
- Unrelated work experiences and/or gaps in employment history are deemphasized or omitted
- Takes more effort to write
- Less traditional and somewhat riskier format to use

- 3.) A **combination** resume combines both the chronological and functional formats. The combination resume highlights specific skills and functions you have done and includes a brief employment history listed in reverse chronological order at the bottom. This format is a good choice for career changers, and job-seekers that have limited experience and those wanting to focus on transferrable skills.

Combination format considerations:

- Allows for an applicant's skills to be showcased first
- Highlights relevant skills while still listing the work history that HR prefers
- Focuses on skills that can transfer from industry to industry
- More creativity is required to write this format to avoid repetition
- Employment gaps or unrelated work experience will still be evident but not as obvious as in a chronological

RESUME GUIDELINES

- ✓ **Sell yourself and your brand** – communicate who you are, what you offer, and what makes you different from other applicants
- ✓ **Customize to maximize** – each job is unique, your resume should be tailored to match the job posting
- ✓ **Keep it simple and concise** – limit your resume to one or two pages
- ✓ **Prioritize information** – organize your information to present the most relevant first
- ✓ **Design for easy reading** – bulleted text allows you to highlight key points, adequate white space makes text easier to read, and consistent spacing gives your resume a uniform look
- ✓ **Use action verbs** – always lead the description of an experience with an action verb: “inspected....”
- ✓ **Use tense correctly** - use past tense for all action verbs except those describing present work
- ✓ **Format consistently** – use standard fonts that are easy to read and a reasonable size (10, 11, or 12); format must be consistent throughout your resume
- ✓ **Absolutely no errors** – ensure there are no spelling, grammar or punctuation errors; have others proof read your resume
- ✓ **Avoid templates** – difficult to edit, headings/sections pre-programmed and not changeable, for the most creative control create your resume “free-handed” using word processing software (i.e. MS Word)
- ✓ **Update often** – update your resume regularly as you acquire more skills and earn credentials
- ✓ **Don't...**
 - Include photographs or graphic art
 - Repeat items that appear in your cover letter
 - Include personal information such as health, age, or marital or parental status, etc.
 - Use abbreviations or acronyms
 - Use “I”, “me”, or “my” anywhere on your resume
 - Misrepresent or exaggerate your experiences
 - Include references on resume

SECTIONS OF A RESUME

Heading / Contact Information – include your name, address, phone, email, LinkedIn, and your web page link

Goal/Objective Statement – used to describe your career goals to an employer, should tell the reader what position you are seeking, answers the question “what do you want?”

Professional Profile / Skills Summary – used to highlight yourself, grabs the reader’s attention, and provides a focused summary of relevant qualifications, the “highlights of the highlights”

Experience – list your most relevant experiences (including work, internship, field, clinical, practicum), highlight key accomplishments and transferable skills for the position you are seeking using “action verbs”; include job title, company name with city and state, and dates of employment (if using chronological style)

Education – list most recent credential first; include full name of degree/diploma/certificate, name of program, school name, city, state, graduation date or expected date, certifications, professional licenses

Optional Sections – Professional Associations/Affiliations, Honors/Awards & Activities, Other Work Experience, Leadership/Community/Volunteer Experience/Service Learning

GOAL/OBJECTIVE STATEMENT OR PROFILE SUMMARY

Employers want to be able to immediately determine what you want to do for the organization and what you are good at - this is why a goal/objective statement or profile summary are important. If you are writing a general resume for a career fair or networking event, a general goal/objective is permissible, but if you are answering a specific positing the goal must be targeted not generic.

Goal/Objectives are:

- Easy to write
- Direct and to the point
- Must tell what you want (*position*) may address what you can give (*skills or return on investment*)
- Goal statements change with every resume you send - unless it's a job fair

A Simple Formula

Goal:	To join the	/Department/	team at	/Employer name/	as	/Position name/
Example:	To join the	/Logistics/	team at	/Uline/	as	/Purchaser/

Profile Summaries are:

- Harder to write, take more time
- More directed at skills and personal traits
- Like a 30 second elevator speech
- Typically does not have to change every time you send out your resume

Sample

Professional Cosmetologist with over 3 years' experience in providing customer service and skin care treatments to face and body to enhance an individual's appearance. Strong retail and marketing background with knowledge of quality products and services offered. Characterized as a dedicated worker with a keen eye for detail and quality of work. Excellent communicator with the ability to perform well in a fast paced, high volume, and customer friendly environment.

ACTION VERBS

Managerial Skills	Communication	Research Skills	Technical Skills	Teaching Skills
Administered Analyzed Assigned Attained Chaired Consolidated Coordinated Delegated Developed Directed Evaluated Executed Improved Increased Inspired Managed Motivated Organized Oversaw Planned Prioritized Produced Purchased Recommended Reviewed Scheduled Strengthened Supervised	Addressed Arbitrated Arranged Authored Corresponded Developed Directed Drafted Edited Enlisted Formulated Influenced Interpreted Lectured Mediated Moderated Motivated Negotiated Persuaded Promoted Publicized Reconciled Recruited Spoke Translated Wrote	Cataloged Clarified Collected Critiqued Diagnosed Evaluated Examined Extracted Identified Inspected Interpreted Interviewed Investigated Organized Reviewed Summarized Surveyed Synthesized Systematized	Assembled Built Calibrated Calculated Computed Designed Diagnosed Disassembled Devised Engineered Examined Extruded Fabricated Forged Inspected Maintained Maneuvered Manufactured Molded Monitored Operated Overhauled Palletized Programmed Remodeled Repaired Solved Tested Torqued Troubleshoot Ratcheted	Adapted Advised Clarified Coached Communicated Coordinated Demonstrated Developed Elaborated Enabled Encouraged Evaluated Explained Facilitated Guided Informed Initiated Instructed Modeled Persuaded Role-played Set goals Simulated Stimulated Taught Trained
Financial Skills	Creative Skills	Helping Skills	Clerical/Detail Skills	Other Skills
Administered Allocated Amortized Analyzed Audited Balanced Budgeted Calculated Computed Developed Forecast Managed Marketed Planned Predicted Projected Reconciled Researched	Acted Conceptualized Created Designed Developed Directed Established Fashioned Founded Illustrated Instituted Integrated Introduced Invented Originated Performed Planned Revitalized Shaped Visualized	Assessed Assisted Charted Clarified Case managed Coached Counseled Demonstrated Diagnosed Educated Expedited Facilitated Familiarized Guided Instructed Processed Referred Rehabilitated Represented Supported	Approved Arranged Cataloged Classified Collected Complied Dispatched Executed Generated Implemented Inspected Monitored Operated Organized Prepared Processed Purchased Recorded Retrieved Screened Specified Tabulated Validated	

Chronological Resume Sample 1

JANE A. JONES

1234 S. 56th Street
Anywhere, WI 53177
(262) 123-4567
jonesja@yahoo.com

OBJECTIVE: Pursuing an opportunity to join the purchasing team at UNFI as an Administrative Assistant, utilizing advanced skills in database management, time management, organization and customer service.

EDUCATION

Associate of Applied Science Degree (A.A.S.) - Administrative Professional

Gateway Technical College, Racine, WI
Anticipated Graduation: 05/2020

PROFESSIONAL SKILLS

- Computer Skills: Proficient: Microsoft Office
- Time Management Skills: Expert in multi-tasking, prioritizing and expediting
- Highly Organized: Organize and coordinate multiple executive level calendars
- Refined Customer Relations Skills: Effective interpersonal relations skills, service oriented, professional, handles stressful situations with competence and tact

PROFESSIONAL EXPERIENCE

Front Desk Officer 11/2012 - Present
WXYZ Corporation, Racine, WI

- Initial point of contact for walk-in's, greet and direct customer to secondary contact.
- Operate multi-line phone system, direct calls to appropriate staff, transcribe detailed messages.
- Schedule and coordinate executive level calendars, travel arrangements, coordinate meetings and appointments for 13-member leadership team.
- Ensure and maintain confidentiality of all communications and documentation

Sales Associate 01/2004 - 10/2012
ABCD Clothing, Kenosha, WI

- Assisted customers with clothing choices and checkout, received consistent positive ratings on customer service feedback surveys.
- Operated cash register, accurately balanced drawer daily, increased personal sales performance by 23% over 3-month period.
- Efficiently inventoried and creatively displayed merchandise.
- Awarded top salesperson in region for 4 consecutive months.

ASSOCIATIONS/LEADERSHIP/CERTIFICATIONS

International Association of Administrative Professionals (IAAP) – member	2012 - Present
Secretary, Student Government Association (SGA), Gateway Technical College	2014 - 2015
Certified Administrative Professional (IAAP)	Expires: 08/2021

Chronological Resume Sample 2

JAMES A. SMITH

1234 S. 56th Street
Anywhere, WI 53177
(262) 123-4567
smithja@yahoo.com

CAREER SUMMARY

Marketing Professional with 2 years of experience in digital & social media marketing with strong interpersonal and teamwork skills. Advise teams to successfully achieve marketing objectives, instrumental in effective social media and marketing strategy to improve brand awareness and significantly enhance online communications. Strategically utilize metrics to improve marketing campaigns. Effective client management skills with the ability to build sustainable partnerships.

EDUCATION

Associate of Applied Science Degree (A.A.S.) - Marketing

Gateway Technical College, Racine, WI
Anticipated Graduation: 05/2020

PROFESSIONAL EXPERIENCE

Marketing Intern

11/2018 - Present

American Sports Team, Milwaukee, WI

- Utilize Microsoft Office programs that include Excel to enter and manage consumer database.
- Create game-day promotional material utilizing Microsoft Publisher to promote events.
- Assist in managing game-day operations and events that include family friendly activities to engage fan participation
- Develop interactive social media campaign to generate game day interest and enthusiasm for team.

Sales Associate

01/2016 - 10/2018

ABCD Clothing, Kenosha, WI

- Assisted customers with clothing choices and checkout, received consistent positive ratings on customer service feedback surveys.
- Operated cash register, accurately balanced drawer daily, increased personal sales performance by 23% over 3-month period.
- Efficiently inventoried and creatively displayed merchandise.
- Awarded top salesperson in region for 4 consecutive months.

ASSOCIATIONS & LEADERSHIP EXPERIENCE

Secretary, Student Government Association (SGA), Gateway Technical College

2018 – 2019

- Co-led execution of a new strategic plan and vision for student body; operational budget of \$50,000
- Coordinated monthly meetings while keeping accurate records of discussion topics

Member, Alliance for Multicultural Students

2018 – 2019

- Led and developed tutoring service for high-risk youth in the Racine community