



The Art of the Application: Perfecting your Resume



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TODAYS WORKSHOP

THE RESUME

THE PURPOSE &
STRUCTURE OF A RESUME

CULTURE

WE WILL EXPLORE HOW ELEMENTS
OF CULTURE INFLUENCE
EXPECTATIONS OF RESUMES

TIPS

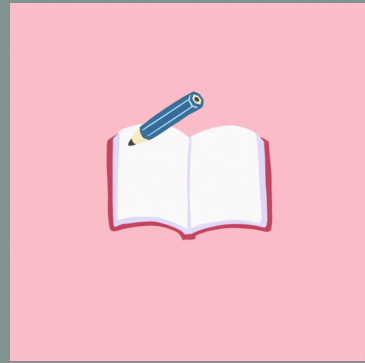
HOW TO APPROACH
WRITING YOUR RESUME

WRITING ACTIVITY

MASTER RESUME
BRAINSTORMING &
WRITING ACTIVITY



Introduction Activity



- What are some positive qualities that you can bring to a job and/or academic environment?



WHAT IS A RESUME?

A resume is a written summary of your education, experiences, qualifications, skills and sometimes even personal interests. You send resumes to a hiring manager or admissions officer to **demonstrate why you are a good fit** for their opportunity.





Structure

A resume has several key sections

- Contact information
- Professional summary (*optional)
- Education
- Experience
- Skills, awards, hobbies, etc.



Academic vs Job resumes

Academic

- Focus on your academic achievements
- Emphasis on extracurriculars (well rounded)
- Important to include publications, creations, research, conferences, etc.
- Can *sometimes* be more than one page
- Specific instructions

Job

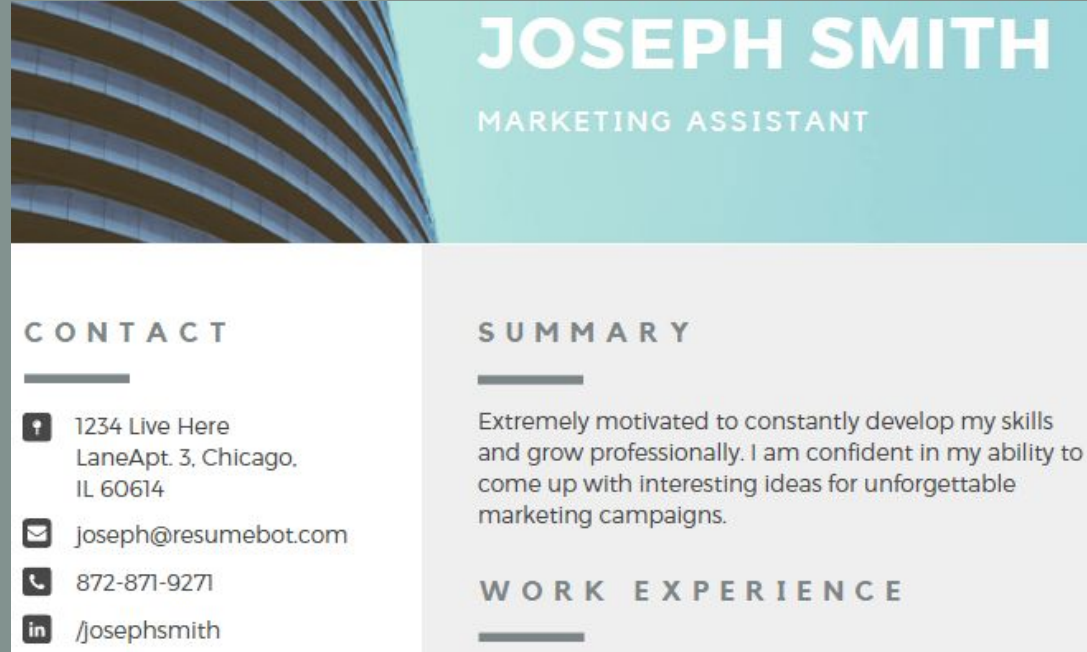
- Focus on your skills and relevant experience
- Not as much focus on your personal interests
- Do not need to include everything you have done
- ONLY one page
- Resume personalized to each job opportunity



Contact Information



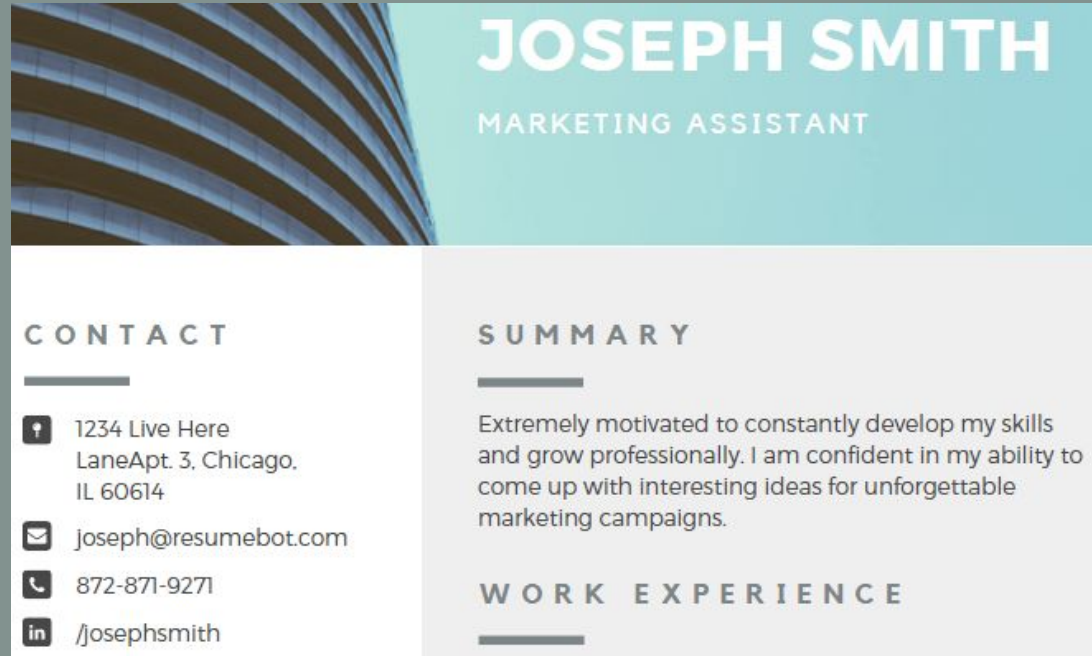
- First & last name
***Bold & Big Font**
- Email address
- Location - City, State, Country
- Phone number
- Links to relevant social media such as LinkedIn





Professional Summary

- *Optional section of the resume
- A professional summary is a statement at the top of a resume. It describes the candidate's relevant experience, skills, and achievements. The purpose is to explain your qualifications for the opportunity in 3-5 sentences.



Education

- Name of your school
- Location
- What you are studying
- Graduation date
- Grades
- Relevant coursework ✨
- Educational awards/honors
- Links to thesis, publications, etc.

University of Kentucky | Lexington, KY

B.A. in Accounting candidate | Diploma expected 2019

Prominent Coursework: Intro to Risk Management, Actuary Sciences

Honors: Member, Phi Mu Epsilon

Experience



- Include:
 - Position
 - Company
 - Location
 - Dates (chronological order)
- 2-3 points describing your experience

WORK EXPERIENCE

Digital Marketing Manager

Airfield Baumax

06/2015 – Present

London, UK

Achievements/Tasks

- Created a new format for reporting and presenting the sales, customer engagement and Google AdWords reports that shortened the meetings by 30%.
- Updated and monitored the Bid Strategy in Google AdWords campaigns and increased the CTR (click-through rate) by 4% in the first month.
- Redesigned and researched keywords for updating the product pages on the online shop which increased the keywords in Top 100 by 565 and in Top 10 by 24.
- Located and proposed new potential business deals (B2B) by contacting potential partners.

Contact: Clark Jefferson – clark@airfieldmax.co.uk

Marketing & Sales Assistant

IKEA

09/2013 – 05/2015

Copenhagen, Denmark

Achievements/Tasks

- Assisted in the creation of press releases and new catalogues.
- Compiled and distributed successfully financial and statistical information, such as budget spreadsheets for the new campaigns.
- Conducted primary research into the most popular sold items and discovered new customer behavior patterns that will be implemented in the next marketing strategy.



EXPERIENCE EXAMPLE

COMPANY NAME HERE

START-END DATE






Job / position title

- List your responsibilities
- Adapt this to your needs
- Try to keep it short
- Get straight to the point
- Don't omit very important information

Coral Springs Elementary School July 2015-Present



Lead Fifth Grade Teacher

- Coordinate individualized educational experiences for up to 30 students and facilitate small group experiences to deliver appropriate content for students' educational levels
 - Incorporate both reading and writing lessons to strengthen student skills.
 - Direct a team of fifth-grade teachers to ensure consistent curriculum and foster an atmosphere of teamwork that draws on teachers' strengths
- 
- 
- 

Skills, Awards, Honors & Extracurriculars

- Technical skills, certifications, scholarships, awards, computer skills, languages, publications, sports, hobbies, clubs, volunteering, etc.

First Aid Certification

American Red Cross, May 2018

Expires: May 2020

Relevant skills: CPR

Notary Public, New York

New York State Department of State. Issued Sept. 2017

Renewal date: Sept. 2021

Skills

- *Word processing software*
- *JavaScript*
- *Russian - Level 4+ (ILR)*



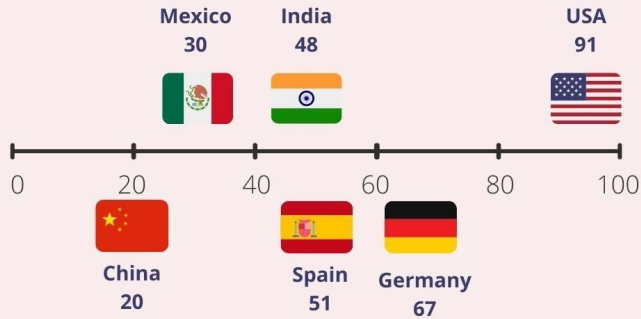
CULTURE

How does culture impact resume expectations?

UNITED STATES CULTURE



Individualism vs. Collectivism



- Individualistic societies place a greater emphasis on the individual and close family.
- Collectivistic societies stress the importance of the group & social cooperation
- The USA is considered one of the most individualistic countries in the world.

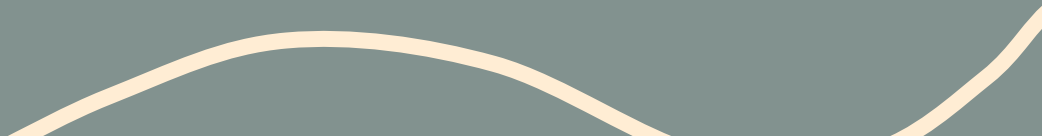
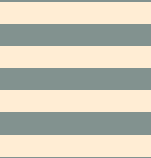
Geert Hofstede Cultural dimensions
Score out of 120





How culture affects the resume

- In the United States there is the concept of *selling yourself*
Showing the value that you as an *individual* will bring to the environment, team, university, etc.
- Expected to confidently talk about your accomplishments and contributions
- The use of the Active voice & strong verbs





Active Voice VS Passive Voice

- The subject does the action
- Structure: Subject + Present Simple Verb + Object

- Examples:
Sandra bakes a cake
Hector pets the cat
Lila paints the canvas

- The subject does the action
- Object + To Be (present simple) + past participle + subject

- Examples:
The cake is baked by Sandra
The cat is petted by Hector
The canvas is painted by Lila



SHOW & TELL

WEAK VERBS

- Work
- Responsible for
- Study
- Make
- Take
- Show
- Do
- Explain
- Watch
- Think

STRONG VERBS

- Implemented, operated, created, researched, devised, initiated, presented, utilized, maintained, demonstrated, planned, guided, examined, proposed, managed, communicated, prepared, supported, applied, oversaw, provided, recruited, collaborated, performed, executed, synthesized, gathered, designed, achieved, converted, etc.





Weak vs Strong Wording

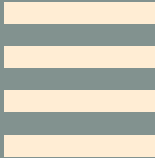
- “A promotion to team leader was awarded to me after only six months of service,”
- “Wrote the content for the organisation’s sales strategy.”
- "I was tasked with mentoring new hires."
- "The department budget was increased because I helped my team meet sales goals for the quarter."
- “I was promoted to team leader after only six months.
- Increased revenue by 20% by delivering the organisation’s sales strategy.”
- "I mentored new hires so they were better prepared for their role and understood expectations."
- "Helped increase the department budget because my team met sales goals for the quarter."



Rewrite



- The instagram account was run by me → I managed the company's social media accounts, increasing followers and interactions by 60%
- The students were taught by me → I coordinated individualized educational experiences for up to 30 students and facilitated small group experiences to deliver appropriate content for students' educational levels





RESUME TIPS

- Easy to read and uniform format
- No pictures
- Use numbers & statistics
- Be specific & demonstrate how you have made an impact
- Less is more
- If you tell, you must show
- *One page only!
TIP: Make the font size & spacing small between each line if you run out of space
- Past tense for past experiences & present tense for ongoing experiences

SUMMER COOPER

PROFESSIONAL TITLE

CONTACT

+1 103 456 7890
youremail@email.com
Country, City, zip
username

SKILLS

PROFESSIONAL

- Team Building
- Meeting Deadlines
- Punctuality
- Goal setting
- Prioritization
- Brainstorming
- Problem Solving
- Providing Discipline
- Business Writing

EDUCATION

ENTER YOUR DEGREE

Business Marketing
University of

PROFILE

Profiles are the first opportunity to highlight a person's relevant career experiences, skills, and what goals they are looking to achieve while in his or her next position. Your profile should be customized to match the qualifications the employer is seeking. Well-written resume profiles are concise yet informative. In your profile, only include the skills and qualifications that relate to the specific job for which you are applying.

WORK EXPERIENCE

YOUR JOB TITLE GOES HERE

Company Name | 2008 - 2010

Describe your responsibilities in concise statements led by strong verbs. Focus on those skills and strengths that you possess and that you have identified as being important to your field. Try to incorporate industry specific key words.

- Maecenas maximus turpis tellus, sit amet gravida nisi laoreet ermentum.
- Suspendisse in ultricies arcu. Ut nec dignissim tortor.
- Maecenas maximus turpis tellus, sit amet gravida nisi laoreet ermentum.
- Suspendisse in ultricies arcu. Ut nec dignissim tortor.
- Maecenas maximus turpis tellus, sit amet gravida nisi laoreet ermentum.

YOUR JOB TITLE GOES HERE

Company Name | 2008 - 2010

Be sure to vary your action words. You do not want all your descriptions to sound the same. Use present tense for those activities which are ongoing and past tense for those with which you are no longer involved.

- Maecenas maximus turpis tellus, sit amet gravida nisi laoreet ermentum.
- Suspendisse in ultricies arcu. Ut nec dignissim tortor.
- Maecenas maximus turpis tellus, sit amet gravida nisi laoreet ermentum.
- Suspendisse in ultricies arcu. Ut nec dignissim tortor.

YOUR JOB TITLE GOES HERE

Company Name | 2008 - 2010

Brief description goes right here.

Lauren Conrad

Position title

PROFILE

Short summary about yourself and your goals. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

+123 456 7890

name@mail.com

City, State

EXPERTISE

Project management

Accounting

Public relations

Social media campaigns

Negotiation

EXTRAS

Volunteer work
Organization | 2016

Brief description goes right here.

Award name
Organization | 2016

Brief description goes right here.

Education

Degree

Your major
Name of school | 2016-2017

Degree

Your major
Name of school | 2016-2017

Work experience

Job position

Company name | Location | 2015-2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Aenean commodo ligula eget dolor.

Job position

Company name | Location | 2015-2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Aenean commodo ligula eget dolor.
- Aenean massa. Cum sociis natoque penatibus.

Job position

Company name | Location | 2015-2017

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

Activity: Analyze the resumes



Guiding Questions:

Format

- Is it one page?
- Is it easy to read?
- Is the font, font size, spacing, etc. the same?
- Does it have all the necessary sections? (contact information, education, experience, skills/awards/honors/etc.)

Language

- Are the sentences too short?
Too long?
- Do they show & tell?
- Are they specific or vague?
- Do they write in the active voice or the passive voice?
- Do they use strong verbs?
- Do they sound confident?

A Bad Resume Example

Dirk Groshnik

551 Washington Place Bloomfield, NJ, 07033 908-641-1220 dirk.groshnik@gmail.com

Objective

Looking for a good sales manager position where I can apply my skills. No office experience yet, but I'm a hard worker and have what it takes to get the job done.

Qualifications

Leadership

- Founded one of the best RuneScape clans in history, with over 400 members and 300 billion total XP.
- Helped train new employees at the Trader Joe's in Montclair, NJ.

Dedication

- Dedicated hundreds of hours training in League of Legends. Finally reached Platinum tier this November.
- Spent my summer helping my grandpa renovate his porch last year (2019).

A Bad Resume Example

Christina Jacobs

A bad resume with no specifics

Customer Service Representative

Contact

783-291-2211

Christina.jacobs@hotmail.com

Experience

01/2020 - Present

Customer Service Representative • ProNet Communications

- Responsible for receiving calls from customers
- Tasked with updating clients on connection status
- Tried to create positive rapport with customers
- Used software to log customer feedback

01/2017 – 12/2019

Customer Service Representative • Nashville Internet Co., Ltd

- Handled incoming calls from customers
- Responsible for ensuring phone calls were handled in a calm, courteous, and professional manner
- Charged with increasing customer satisfaction
- Tasked with upselling faster internet connections to customers

An Excellent Resume

Elizabeth Santos

Chicago, IL | (123) 456-7891 | Esantos@email.com

Summary

Energetic elementary teacher with 15+ years of experience delivering engaging lessons. Driven to engage reluctant learners, foster communication with parents, and collaborate with fellow teachers.

Education

Coral Springs University

August 1997–May 2001

Bachelor of Science in elementary education, Minor in mathematics education

Experience

River Tech Elementary, Lead Fifth Grade Teacher

July 2019–Current

- Direct a team of fifth-grade teachers to ensure consistent curriculum and foster an atmosphere of teamwork that draws on teachers' strengths
- Oversee student activities including classroom learning, lunch, recess, and bus pickup and drop-off
- Coordinate individualized educational experiences for up to 30 students and facilitate small group experiences to deliver appropriate content for students' educational levels
- Work with parents and school staff to design, adjust, and apply IEPs for students with special needs
- Spearheaded committee to select and implement new reading and literacy curriculum for lowest-scoring upper elementary students

River Tech Elementary, Third Grade Teacher

August 2003–Jul 2019

- Designed a positive reinforcement program for behavior modification that was adopted as a school-wide program in its second year
- Coordinated author visits to grow students' love of literacy and encourage them to consider career paths relating to writing or publishing
- Managed student activities related to classroom learning, homework, and before-school care and headed after-school enrichment programs
- Improved school breakfast and lunch menus through a committee that explored the relationship between nutrition and classroom performance
- In a district of 225 teachers, received recognition as District Teacher of the Year for the '12-'13 school year

Skills

- Proficient in Google Classroom, record keeping, parent-teacher communication

An Excellent Resume

Sofia Flores

Lubbock TX | (123) 456-7891 | sflores@email.com

Summary

Highly flexible and dedicated Teaching Assistant with 15+ experience of tireless commitment to the learning and well-being of children.

Education

Longford Tech

Aug '00-May '02

General Education/Assistant Teaching

Experience

River Tech, Second Grade Teacher's Assistant

Jul '19 - Current

- Handled individual tutoring for 40+ children to help master or reinforce concepts presented by the lead teacher
- Supervised 100+ children while in hallways, classrooms, lunchroom, and recess
- Fostered communication with the parents of 40+ children by recording student performance data
- Established a system to load and unload 4+ buses in a timely fashion

Crane and Jenkins, Fourth Grade Teacher's Assistant

Aug '15 - Jul '19

- Supervised 40+ students in the use and care of classroom equipment and materials to avoid injuries and damage
- Executed the lamination of 50+ teaching materials to ensure durability
- Performed assistive measures using supportive technology and assistive devices for 10+ disabled students

Retail Ocean, Roaming Teacher's Assistant

Jan '13 - Aug '15

- Differentiated 30+ lessons to ensure appropriateness for all students
- Identified the need to request and stock 50+ teaching materials and supplies
- Supervised with the lead teacher the completion of 15+ state standardized tests

Certifications

- Associates of Arts

Skills

- SPSS
- Research



How to approach writing a resume

- Customize the resume to the opportunity
- Read the job description carefully
- Do your research!
- Apply even if you don't have related experience or meet all of the qualifications
- Demonstrate how you were able to develop or use skills that are relevant to the job in other experiences.
- Have a Master Resume that you regularly update



Master Resume Activity

- Think about your experiences & what you could put on your resume
- Fill in the resume template with your ideas



First & Last Name

emailaddress@email.com | +55 123456789 | [LinkedIn](#)

PROFESSIONAL SUMMARY

Write 3-5 sentences about your qualifications for the opportunity.

EDUCATION

University, City, State, Country

- Degree Month Year
- Grades
- Honors/awards
- Relevant classes

EXPERIENCE

Position, Company, Location

Start date - End date

- Write 2-3 points about your experience

Position, Company, Location

Start date - End date

- Write 2-3 points about your experience

Position, Company, Location

Start date - End date

- Write 2-3 points about your experience

SKILLS, AWARDS & CERTIFICATIONS

- Honors Date
- Awards Date
- Scholarships Date
- Certifications Date
- Languages skills & level
- Technical skills
- Computer skills

*Tips

- Make your name big!
- Leave enough space so your resume is aesthetically pleasing & easy to read
- Keep the formatting the same (same font, same size, all dates to the right side, etc.)
- Make sure it is only one page



Resources

- Grammarly:
Website & browser extension
that helps with writing
- Indeed:
Resume templates
Sample resumes
Sample cover letters
Sample interview questions &
answers
Helpful articles

