

Resumes 101

A resume is your personal marketing tool! Use this guide, as well as reaching out to your coach, to assist you in crafting your resume.

What is a resume?

A **one to two page** summary highlighting your education, work experiences (both paid and unpaid) and other qualifications that make you qualified for the job you're applying for.

- The **goal** of a resume is to get you **an interview!**
- For students, a resume helps showcase who you are outside of school.
- A resume can also be really helpful if you don't have a competitive GPA.
- Showcasing your non-academic involvement and experiences gives recruiters a more holistic view of your strengths and skills.

Typical Resume Components

- **One page** using "basic" fonts - Arial, Calibri, Courier, or Times New Roman (resumes for graduate students may be 2 pages)
- Font size should be between **10 and 12 point** font (excluding your name which should be at least 14 or 16 point font)
- **Margin size** should be between **.5" and .9"** (all edges)
- Save and upload your completed resume as a PDF before sending it electronically
- Print on resume paper, if you so desire.



For creative career fields, such as Marketing, Advertising, Public Relations, Art, Graphic Design, etc., it is encouraged to craft a resume that is reflective of your creative skillset. Canva.com is a good place to look for these types of resume templates.

Dos and Don'ts:

Do:

- Use [resume templates](#) and edit them to your needs
- The resume should highlight key information and be easy to scan.
- Be concise! Be succinct, non-repetitive, and organized!
- Type and save your resume so you can make changes as appropriate.
- Make sure you use active verbs to describe your experiences.
 - [\(See the attached Action Verb List\).](#)
- Have someone proofread your resume to catch typos and evaluate the content!

Don't:

- Use incomplete sentences or phrases
- Use “I” in your sentences
- Leave have any misspellings or grammatical errors.

Crafting your Bullet Points:

- Start with an [action verb \(see the attached Action Verb List\)](#)
- Before writing your bullet points, ask yourself these questions!
 - What did you do?
 - How did you do it?
 - Why did you do it?
 - What marketable skills did you take from your role?
 - What did you learn?
 - What did you gain from this experience?
 - What did you accomplish?
- Focus on the results - [what did you contribute](#) to your organization/employer?
- **Quantify.** You want to use numbers! Always present them in number form.
- How many bullets should I use?
 - This will depend on the information you are providing. Provide enough information to clarify your point, concisely. Leave out unnecessary details.



Resume Format

Heading: (full name, address and phone number where you can easily be reached). Include a permanent address, phone number, and a professional email address. Information should always be current.

Example:

CARL S. FORWARD
1234 Springdale Road, Austin, TX 78721
(512) 123-4567, CForward@outlook.net

Education: Start with the university, college, or certificate program at which you are currently enrolled. You will also include your:

- City & State where the school is located
- Most recent degree or certificate program, Date of graduation
- Complete title of all majors, minors, licenses, and certifications
- Cumulative GPA - can also add major GPA if higher than cumulative GPA

Example:

Texas State University, San Marcos, TX

Bachelor of Science in Psychology, Minor in Business, May 2020

Major GPA 3.60; Cumulative GPA: 2.91

Relevant Courses: Consumer Behavior, Sociology, Marketing Analytics I and II



Experience:

- Include **full-time, part-time, internship, volunteer and other experience**. This is a listing of your paid and unpaid work experiences.
- List the **most recent experience first**. List the position, the place where you were employed (organization), location (city, state) and a concise description of what you did. **Include dates you worked** (Month, Year – Month, Year).
- In describing your responsibilities on the job, be specific and use **active skills verbs** such as “planned,” “organized,” “coordinated,” “supervised” and “achieved.”
- Use past tense verbs for past experiences and present tense verbs for current experiences. You can use **bullets to help facilitate a quick review** of your resume.
- Volunteer experiences may be incorporated into Career Related Experience or listed separately under heading: Community or Volunteer Experience.

Example:

Mindstream Media Group, Dallas, Texas

Social Analyst Intern, May 2019 - August 2019

- Reviewed new projects and social media campaigns using social media analysis, qualitative research, and quantitative projections.
- Communicated and collaborated with social media team and other departments to assess campaign needs.
- Managed document and spreadsheet workflow throughout the course of each campaign during the 3-month term.



Extracurricular Activities: If you do not have much work experience, **your extracurricular activities can also be listed** to demonstrate what you do outside of school include (along with a description of what you do and any positions you hold) any - Clubs or Leadership Organizations, Sports, Volunteerism & Community Work, and/or Extracurricular Activities.

Example:

Texas State Innovation Club, San Marcos, Texas

Co-Chair, January 2019 - Present

- Served alongside other members to lead projects within the School of Journalism
- Led meetings and workshops for 25+ members of the Innovation Club, monthly.
- Collaborated with team members to start-up a communications podcast, creating new content and leading podcasts bi-monthly.



Skills: Highlight any relevant skills that **may make you stand out!** Include technical, hard, and soft skills.

Example:

Advanced knowledge of Adobe Creative Suite, and Adobe Audition.

Moderate knowledge of Salesforce, Hootsuite, and Google Analytics.

Honors: List any awards or honors you have received both in and outside of school

Resume Primer

I. List any Academic Achievements given to you throughout your college career (or high school for recent high school graduates).

Are you in the Honors College, honors fraternities or societies? Have you been Dean's List or won ANY academic awards or distinctions?

Award Name and Year(s) Won:

II. Student Involvement or Extracurricular Activities you have participated in during college (or high school for recent high school graduates), include positions you've held.

For example: Women's Soccer Team, 2016-2018; Student Advertising Association, Member 2017-2019 & President 2019-2020.

Activity and Year(s) Participated:

III. Community Service you have done during the past 1-5 years (if you have many, focus on the more recent and/or relevant service opportunities). For example: Sunday Youth Group Volunteer, 2016-2018; Habitat for Humanity Build, March 2019.

Project or involvement and Month(s)/Year(s):

IV. Work & Internship Experience during college and high school (if you have more than 3-4, focus on the more recent and/or relevant work opportunities).

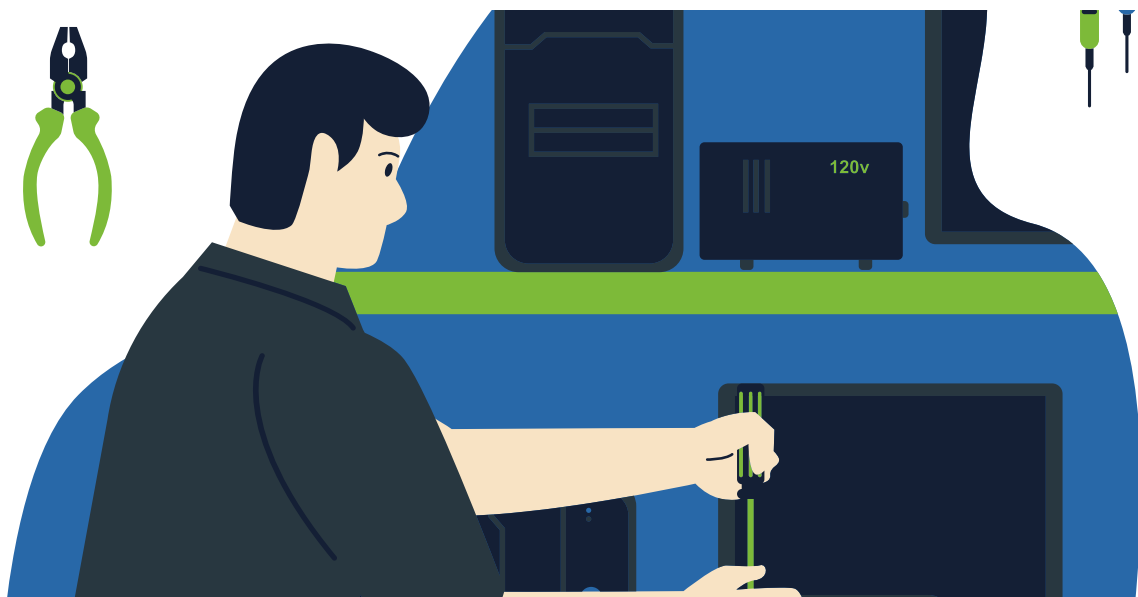
For example: Dell Technologies, Summer 2018

Jobs/Internships and Month(s)/Year(s):

V. What other unique skills and experiences do you have?

(Bilingual, study abroad experiences, technical skills, etc).

VI. Who are two professors/teachers, managers, or community leaders that can serve as a good reference for you?



Action Verbs List

Skill: Analytical

Analyzed	Diagnosed	Interpreted	Reviewed
Clarified	Evaluated	Interviewed	Solved
Collected	Examined	Investigated	Summarized
Compared	Extracted	Located	Surveyed
Conducted	Gathered	Organized	Systematized
Critiqued	Identified	Researched	Tested

Skill: Communication

Addressed	Directed	Interpreted	Publicized
Authored	Drafted	Lectured	Recruited
Clarified	Edited	Marketed	Resolved
Communicated	Elicited	Mediated	Summarized
Composed	Explained	Moderated	Translated
Contacted	Formulated	Negotiated	Wrote
Convinced	Influenced	Persuaded	
Corresponded	Informed	Promoted	

Skill: Creativity

Acted	Developed	Instituted	Planned
Adapted	Directed	Integrated	Revised
Composed	Established	Introduced	Revitalized
Conceptualized	Fashioned	Invented	Shaped
Created	Founded	Modified	Solved
Customized	Illustrated	Originated	
Designed	Initiated	Performed	

Skill: Facilitation

Adapted	Enabled	Individualized	Taught
Advised	Encouraged	Influenced	Trained
Coached	Evaluated	Informed	Tutored
Communicated	Explained	Instructed	
Coordinated	Facilitated	Moderated	
Developed	Focused	Persuaded	
Educated	Guided	Stimulated	

Skill: Financial

Administered	Balanced	Estimated	Projected
Allocated	Budgeted	Forecasted	Reconciled
Analyzed	Calculated	Managed	Reduced
Appraised	Computed	Marked	Researched
Audited	Developed	Planned	

Skill: Leadership

Administered	Delegated	Facilitated	Monitored
Advised	Designated	Fostered	Motivated
Allocated	Directed	Founded	Officiated
Allowed	Educated	Guided	Recruited
Appointed	Employed	Hired	Sanctioned
Approved	Empowered	Influenced	Supervised
Assigned	Enabled	Instructed	Trained
Authorized	Encouraged	Interviewed	
Chaired	Endorsed	Led	
Coached	Enhanced	Moderated	

Skill: Management

Administered	Delegated	Improved	Produced
Analyzed	Developed	Initiated	Recommended
Assigned	Directed	Instituted	Reorganized
Attained	Enhanced	Managed	Reviewed
Chaired	Established	Motivated	Scheduled
Consolidated	Evaluated	Organized	Strengthened
Contracted	Executed	Planned	Supervised
Coordinated	Increased	Prioritized	

Skill: Organizational

Arranged	Consolidated	Organized	Set up
Assembled	Dispatched	Prepared	Specified
Budgeted	Distributed	Processed	Standardized
Calculated	Executed	Purchased	Systematized
Catalogued	Generated	Recorded	Tabulated
Charted	Implemented	Retrieved	Updated
Classified	Inspected	Reviewed	Validated
Coded	Maintained	Routed	Verified
Collected	Monitored	Scheduled	
Compiled	Operated	Screened	

Skill: Problem-Solving

Augmented	Generated	Remodeled	Solved
Customized	Identified	Repaired	Streamlined
Elevated	Interceded	Restored	Strengthened
Enlarged	Invented	Retrieved	Supplemented
Extended	Reduced	Revitalized	Transformed
Extracted	Refined	Settled	
Finalized	Reformed	Solicited	

Skill: Support

Advocated	Counseled	Guided	Resolved
Aided	Demonstrated	Intervened	Supported
Assessed	Educated	Motivated	Volunteered
Assisted	Encouraged	Referred	
Clarified	Facilitated	Rehabilitated	
Coached	Familiarized	Represented	



Skill: Teamwork

Aided	Collaborated	Cooperated	Participated
Assisted	Contributed	Mediated	Partnered

Skill: Technical

Adapted	Designed	Maintained	Replaced
Applied	Developed	Operated	Solved
Assembled	Devised	Overhauled	Studied
Built	Engineered	Programmed	Upgraded
Calculated	Fabricated	Remodeled	Utilized
Computed	Installed	Repaired	

CARL S. FORWARD

1234 Springdale Road, Austin, TX 78721
(512) 123-4567, CForward@outlook.net

EDUCATION

California State University San Bernardino, San Bernardino, CA
Master of Social Work, Expected June 2020

California State University East Bay, Hayward, CA
Bachelor of Arts in Psychology & Minor in Human Development, June 2017

EXPERIENCE

School Social Work Intern **August 2018 – Present**
Hudson Elementary School District, CA

- Provide and evaluate the success of individual and group counseling sessions for students K- 8th.
- Plan and facilitate workshops and other learning opportunities for students, teachers and guardians.
- Provide referral linkage to outside resources within the community.
- Collaborate with administration, faculty, and support services.
- Assist in attendance related issues and help develop an attendance plan to address attendance concerns.

AmeriCorps VISTA – Community Outreach & Mental Health Educator **August 2017 – July 2018**
North Texas Counseling Center, Rowlett, TX

- Evaluated current outreach plans, developed and implemented new outreach plans to inform people of WTCG services.
- Scheduled and delivered presentations to the community – Created new collaborations with nonprofits.
- Assessed current fundraisers while creating and implementing new fundraiser ideas.
- Helped raise over \$80,000 for this organization with fundraisers and events.
- Recruited and managed volunteers for all events.
- Gathered research regarding mental health and substance abuse for future grant projects – Researched extensively on the Zero Suicide Initiative and the benefit of CBT for reducing suicide ideation.

LEADERSHIP & INVOLVEMENT

Camp Coordinator/ Swim Instructor **November 2016 – June 2017**
Shadowglen Country Club, Hayward, CA

- Oversaw the daily activities of the camp and knew the whereabouts of all the campers.
- Assisted with hiring and scheduling of staff.
- Responsible for knowing, understanding, and training the staff about the TPC camp policies and emergency procedures.
- Maintained program records including incident reports and daily attendance.

Student Athlete/Team Captain **September 2013 – June 2017**
Cal State East Bay Swim Team, Hayward, CA

- Dedicated 20+ hours a week of meetings, practice, travel, competition, study hall, and succeeding in the classroom.
- Volunteered in various areas around Alameda County.
- Worked closely with two other captains and the coaching staff.

PROFESSIONAL SKILLS

Risk Assessment, Mental Health! Writing Appropriate IEP Goals, Tier 2 Behavior Plan, 2018 Counseling on Access to Lethal Means, HIPAA Training, Public Speaking (Toastmasters), Proficient in Microsoft Office including Excel and PowerPoint, Event Planning, and Volunteer Coordination

CARL S. FORWARD

MARKETING ASSISTANT

PERSONAL PROFILE

I am a dedicated and high-performing marketing assistant with years of professional experience in supporting the development of marketing campaigns.

ACCOMPLISHMENTS

- Outstanding Marketing Employee of the Year 2019 Awardee, ZimCore Marketing Hubs
- Excellent Marketing Assistant Certificate, Eikotoi Solutions, Inc.

CONTACT INFORMATION

Mobile: 123-456-7890
Email: hello@reallygreatsite.com
LinkedIn: @reallygreatsite
Address: 123 Anywhere Street, Any City, State, Country
12345

WORK BACKGROUND

Marketing Assistant

ZIMCORE MARKETING HUBS, 2018-PRESENT

- Conceptualizes unique marketing campaigns for brands
- Monitors effectiveness of marketing strategies
- Works closely with the creative and strategy teams

Marketing Intern

EIKOTOI SOLUTIONS, INC., 2017-2018

- Researched consumer preferences and digital trends
- Maintained the clients' social media presence
- Accomplished daily responsibilities and tasks

ACADEMIC BACKGROUND

University of Quarkcove

BACHELOR OF SCIENCE IN MARKETING, 2012-2016

- Consistent Dean's Honor Lister
- Vice President of the Young Entrepreneurs' Organization
- Secretary of the Student Council
- Member of the Quarkcove Radio

Winshire Academy

COMPLETED SECONDARY EDUCATION, 2008-2012

- Academic Excellence in English and Science
- Staff Member of the Student Government
- Secretary of the Entrepreneurs' Club
- Contributor of the Winshire Post

MY REFERENCES

Leonard Smithson, Marketing Director
(123) 456 7890 | hello@reallygreatsite.com
Indira Patil, Marketing Manager
(123) 456 7890 | hello@reallygreatsite.com

Carl S. Forward

PERSONAL HISTORY

I am a creative director who has been leading a team of creatives for over three years. I am dedicated to achieving the best vision for a campaign.

SKILLS AND ABILITIES

- Strong grasp of advertising creative process
- Great communication skills for interacting with clients and agency team
- Motivated team leader

CONTACT INFO

Address: 123 Anywhere St., Any City, State, Country 12345

Phone: (123) 456-7890

Email: hello@reallygreatsite.com

Website: www.reallygreatsite.com

AWARDS & ACHIEVEMENTS

- Best New Young Writers Award, Kelyan State University 2013
- Marketing Excellence Award, Rujae & Barts 2019
- Creative Lead Award, Rujae & Barts 2020

WORK EXPERIENCE

CREATIVE DIRECTOR

Rujae & Barts | April 2020 - present

- Manages agency creative team
- Handles creative aspects of major client campaigns
- Provides support to junior creatives
- Tracks creative team's performance

SENIOR COPYWRITER

Rujae & Barts | January 2016 - April 2020

- Created copy for major ad campaigns
- Worked with art director and designers to form campaign ideas
- Provided changes and edits based on client notes

EDUCATION & TRAINING

UNIVERSITY OF KELYAN

Master's in Communication | Graduated May 2015

- Specialized in Communications Management and Leadership
- Graduate student TA for Advanced Techniques in Copywriting
- Student assistant, College of Marketing

KELYAN STATE UNIVERSITY

BFA Creative Writing | Graduated June 2013

- Graduated Class of 2013, Magna Cum Laude
- Editor in Chief, The Kelyan Herald, 2012 to 2013
- Student reviewer, Kelyan Richfields Journal, 2011 to 2012

External Resources

Austin Community College

- [Career Essentials Guide](#)
- [Resume Guide](#)

Texas A&M University

- [Career Center Guide](#)
- [Resume Writing Checklist](#)

Texas State University

- [Resume Guide](#)
- [Crafting a Curriculum Vitae](#)

University of Texas at Austin

- [Career Planning for Success](#)
- [Resume Guide](#)
- [Cover Letter Guide](#)
- [Crafting a Curriculum Vitae](#)

Sample Resumes

- [Chronological Resumes](#)
- [Curriculum Vitae](#)

References

- [Tips from Balanced Careers](#)
- [Texas A&M Career Guide Page 27](#)

