

# RESUME GUIDE

The Best Way To  
Market Your Accomplishments!



**Radford University**  
**Career Center**  
**(540) 831-5373**  
**[www.radford.edu/Careers](http://www.radford.edu/Careers)**



# The Rules



Your resume has 5-10 seconds to catch an employer's eye and get an interview. Make it count!

- 1" margins; 12 point font; Times New Roman – this tends to look the best.
- Use good quality resume paper (white, off-white, ivory, or a subtle grey).
- Consider the overall aesthetics of your resume – use blank space between sections for easy reading.
- If your resume is more than 1 page, make it at least 1 ½ pages so it doesn't leave a virtually empty page. Also, put your heading on the second page along with "page 2."
- Customize your resume to fit each employer. Look for ways to target your resume to the specific needs of the employer. This will take some research on your part.
- Always send a Cover Letter with each resume.
- Anything you bold, italicize, or put in all CAPS will stand out. Use these sparingly.
- Don't include anything that you don't feel comfortable explaining in an interview.
- Always follow-up the sending of your resume by contacting the employer to ensure they have received your materials and to ask for an interview.
- Give a copy of your resume to your references. It provides them with information about you and will help them to talk to an employer about your qualifications.
- The Chronological format is preferred by employers (start with most recent experience). Only use a Functional format if you're sure a skills-oriented format would be an advantage!
- Proofread; using a spell checker is not enough. Also, cut out all unnecessary words and phrases – then, go through and do it again. Make sure every word in your resume (and cover letter) has a purpose and is adding value.

# Getting Started

The first step in developing your resume is to brainstorm your various qualifications that may be pertinent to an employer. A resume is not your life history; it's a marketing tool that should be tailored to fit the employer's needs. Check the following categories that you might be able to include:

## EDUCATION

- \_\_\_\_\_ Scholarships, Honors, Awards
- \_\_\_\_\_ GPA (overall or in major), if 3.0 or higher
- \_\_\_\_\_ Relevant course work
- \_\_\_\_\_ Research experience
- \_\_\_\_\_ Study abroad
- \_\_\_\_\_ Special projects (research, teaching, presentations, etc.)
- \_\_\_\_\_ Financial responsibility for education
- \_\_\_\_\_ High school (if related)
- \_\_\_\_\_ Foreign Language

## EXTRACURRICULAR ACTIVITIES

- \_\_\_\_\_ Volunteer, Community Involvement
- \_\_\_\_\_ Internship
- \_\_\_\_\_ Clubs, Organizations, Fraternities, Sororities
- \_\_\_\_\_ Professional Associations
- \_\_\_\_\_ Athletics, Intramural Sports
- \_\_\_\_\_ Computer Skills
- \_\_\_\_\_ Leadership/responsibility roles
- \_\_\_\_\_ Public Speaking Ability
- \_\_\_\_\_ Special Skills and Interests
- \_\_\_\_\_ CPR, First Aid
- \_\_\_\_\_ Extensive travel or multicultural experiences
- \_\_\_\_\_ Conference Attendance or Presentation
- \_\_\_\_\_ Licenses, Certifications
- \_\_\_\_\_ Training (conflict mgmt., diversity awareness)

# Objective & Professional Summary

## OBJECTIVE

*Form a clear and specific objective that will indicate exactly what opportunity you are seeking.*

- To obtain a \_\_\_ position in the \_\_\_ field beginning in July of 2005.
- \_\_\_ position, where 4 years of management experience will add value to operations.
- \_\_\_ position with (company), utilizing my \_\_\_ major, \_\_\_ internship experience, and extensive (area of expertise).
- \_\_\_ internship that contributes to the (describe company goal) of a/an \_\_\_ organization.
- \_\_\_ position where my expertise in achieving profit-oriented results would be valuable.
- \_\_\_ position utilizing my extensive \_\_\_ experience and demonstrated success in \_\_\_.
- To obtain a \_\_\_ position with a company that will benefit from a confirmed ability to \_\_\_.
- \_\_\_ position with growth-oriented company offering opportunity for advancement and professional development.

### **Professional Summary/Strengths: Use these in short paragraph form or bulleted list.**

Highly motivated, results-focused recent graduate with over 4 years of \_\_\_ experience in the \_\_\_ industry. Possess strong leadership and successful team building capabilities and excellent technical, communication, presentation, and customer service skills. Resourceful problem solver with proven ability to bring quick resolution to challenging situations as well as build lasting relationships with vendors and customers.

Dedicated and resourceful individual with a passion for contributing to the \_\_\_ profession. Possess comprehensive (skills) developed through \_\_\_. Recipient of the (award) for (contribution). Self-motivated with a strong drive to finish tasks promptly and correctly.

Recent graduate offering 4 years of successful \_\_\_ experience specializing in \_\_\_. Solid business background with extensive knowledge of \_\_\_.

Proven ability to effectively manage operations including hiring, training, and supervising staff. Promoted to (job title) within 6 months. (Developed, implemented, etc.) successful \_\_\_.

Developed successful (skills) through \_\_\_. Consistently recognized for \_\_\_. Enjoy working with \_\_\_. Excellent communicator; able to draw people out and quickly put them at ease.

Demonstrated record of \_\_\_ with strong abilities to \_\_\_. Committed to \_\_\_.

(Job category) expertise includes \_\_\_. Self-starter with an ability to learn new skills quickly.

# Professional Experience

The goal of a resume is to get an interview



## **STEP 1: BRAINSTORM**

Quickly write your duties/accomplishments for each job "off the top of your head". Don't worry about grammar or form. Just get them down.

Put yourself in the employer's shoes and determine what they are looking for. Use the job description, company profile, and industry standards to identify this. A resume is not your life history; it's a marketing tool that should be tailored to fit the employer's needs.

Don't think, "I didn't really accomplish anything, I just did my job." Sell yourself and don't under-emphasize your strengths. Think of things that not every Server, Cashier, etc. could say.

Use the "Find Occupations" section of ONET Online (<http://online.onetcenter.org>) to brainstorm tasks that you may have accomplished. Also locate various mission statements. These two steps can make an enormous difference.

Ask friends, bosses, subordinates, and customers to help identify your accomplishments.

## **STEP 2: FORMULATE**

From the employer's standpoint of, "What can this candidate do for me?" consider what message you want to communicate. Make sure you are communicating it effectively.

Write statements in two parts. What you did and what the result was. Think in terms of action-benefit. You completed tasks--but why and how? What measurable benefit did they have?

Use before-and-after comparisons. Example: "Before I organized the inventory, orders took 2 hours to process. Afterwards, orders took 1.5 hours." Then transform this into written accomplishments, like this: "Organized inventory to increase efficiency by 25%."

Give specific examples of your accomplishments. Employers want to know exactly what you will be able to contribute to their company.

- Words like first, only, all, most, best, and highest are impressive. Example: "Only student representative on Committee" or "First student ever selected to..."
- Use numbers and specifics. Example: "Trained 38 new employees at 6 locations" or "Increased sales by 10%" or "Created 30-page presentation"

# Professional Experience (cont.)



## STEP 3: REVISE

Pack every word with power. Make sure every word has a purpose and is adding value. Think of what you are trying to communicate. Rework your sentences many times to give them impact.

Cut out all unnecessary words and phrases – then, go through and do it again.

Accomplishments are written in the past tense.

Place your best accomplishments first, second-best second, and so on.

## ADD-ON PHRASES

achieving a \_\_% success rate

supporting swift and positive resolutions

which increased...

increasing the quality of...

that resulted in win-win solutions

providing additional resources and enabling...

ensuring sufficient inventory levels to accommodate demands

attaining the highest ratings on...

Increasing customer satisfaction levels

that resulted in a higher profit margin

which increased efficiency and productivity

decreasing processing time by \_\_%

that resulted in...

leading to enhanced...

resulting in \_\_% increase in...

significantly enhancing performance

# **Professional Experience (cont.)**



## **ADDITIONAL TIPS**

***Jobs should be listed chronologically, from the present position, then backwards***

***Create a new section to bring past relevant work experience to the forefront***

***Choose Job Titles that are the most professional representation of your experience***

***Gaps in employment don't have to be negative. Note the gap, but give a short explanation. For example: Took six months off to focus on academics, 2002-2004.***

***To minimize the job-hopper image, combine several similar jobs into one "chunk."***

***2007-2008 Secretary/Receptionist; Jones Bakery, Micro Corp., Carter Jewelers***

***Use OptimalFirstImpressions on the Career Center web site to help you develop your resume  
[www.radford.edu/careers](http://www.radford.edu/careers)***

# Action Verbs

## Administration and Management

advised	enforced	instituted	negotiated	reorganized
approved	ensured	integrated	originated	represented
authorized	examined	launched	oversaw	responded
chaired	explained	listened	pioneered	reviewed
consolidated	guided	managed	prioritized	sponsored
counseled	headed	mediated	promoted	streamlined
delegated	influenced	mentored	recommended	supervised
determined	initiated	moderated	redirected	taught
developed	inspired	monitored	referred	trained
directed	installed	motivated	processed	validated

## Communication and Creativity

acted	constructed	facilitated	performed	screened
addressed	corresponded	formulated	planned	shaped
arranged	created	influenced	presented	stimulated
assessed	critiqued	initiated	produced	summarized
authored	demonstrated	interpreted	proofread	taught
briefed	designed	interviewed	publicized	trained
built	developed	introduced	published	translated
clarified	directed	invented	realized	wrote
composed	edited	launched	recruited	reported
conducted	enabled	modernized	scheduled	revitalized

## Sales and Persuasion

arbitrated	improved	maintained	produced	resolved
cataloged	increased	manipulated	promoted	restored
consulted	influenced	marketed	proposed	reviewed
documented	inspired	mediated	publicized	saved
educated	installed	negotiated	purchased	served
established	integrated	obtained	realized	set goals
expedited	interpreted	ordered	recruited	solved
familiarized	investigated	performed	reduced	stimulated
identified	launched	planned	reported	summarized
implemented	led	processed	researched	surveyed

## Office Support

administered	charted	examined	instituted	provided
allocated	completed	executed	justified	recorded
applied	contributed	followed up	maintained	repaired
assisted	coordinated	formalized	managed	reshaped
assured	determined	formulated	operated	resolved
attained	dispensed	hired	ordered	scheduled
awarded	distributed	identified	packaged	screened
balanced	documented	implemented	planned	secured
budgeted	drafted	improved	prepared	solved



## Technical

analyzed  
charted  
classified  
communicated  
compiled  
computed  
conducted  
coordinated  
designed

detected  
developed  
devised  
drafted  
edited  
educated  
eliminated  
excelled  
expanded

expedited  
facilitated  
formed  
generated  
improved  
increased  
inspected  
installed  
instituted

integrated  
maintained  
marketed  
mastered  
modified  
operated  
pioneered  
prepared  
processed

programmed  
published  
reduced  
researched  
restored  
revamped  
supplemented  
surveyed  
trained

## Teaching

adapted  
advised  
answered  
briefed  
built  
certified  
chaired  
charted  
clarified  
coached

collaborated  
communicated  
conducted  
coordinated  
delegated  
delivered  
demonstrated  
designed  
developed  
directed

distributed  
educated  
effected  
empowered  
enabled  
expanded  
facilitated  
formulated  
generated  
grouped

guided  
harmonized  
implemented  
influenced  
informed  
initiated  
innovated  
instituted  
instructed  
integrated

lectured  
listened  
persuaded  
presented  
responded  
revolutionized  
set goals  
stimulated  
summarized  
trained

## Helping and Care-giving

advanced  
advised  
aided  
assisted  
attended  
balanced  
boosted  
clarified  
collaborated  
comforted

consoled  
consulted  
contributed  
counseled  
demonstrated  
diagnosed  
encouraged  
facilitated  
familiarized  
fostered

furthered  
guided  
helped  
instilled  
mentored  
negotiated  
nourished  
nursed  
nurtured  
optimized

promoted  
provided  
reassured  
reclaimed  
rectified  
redeemed  
reeducated  
referred  
reformed  
rehabilitated

represented  
served  
settled  
supplied  
supported  
stabilized  
translated  
treated  
tutored  
unified



# The Do's and Don'ts of the Resume

## ***Resume Do's:***

- Be sure all information is accurate.
- Include enough information to make the employer wants to interview you.
- List only those jobs that demonstrate responsibility and leadership.
- Omit discriminatory information such sex, age, religion, race, marital status.
- Use information that is relevant to the job you are seeking.

## ***Resume Don'ts:***

- Don't present yourself inaccurately
- Don't use wordy statements.
- Don't leave gaps in length of employment.
- Don't personalize the resume.
- Don't clutter the resume with information regarding former work history.
- Don't have someone else write your resume

## ***Resume Format Do's:***

- Be sure the resume is attractive in format and easy to read.
- Be consistent in style and format.
- Use a format that is professionally appropriate for the position you are seeking.
- Include references on a separate reference sheet.
- Keep the "bulk" or your resume content to one page.
- Document work history by using powerful accomplishment statements.

## ***Resume Format Donts:***

- Don't try to make the resume unusual and artistic in appearance
- Don't mix print style or use excessive bolding and underlining
- Don't mention salary history or wage expectations.
- Don't use complete sentences or pronouns.
- Don't write in paragraphs or narrative.

## **Remember!!**

- Margins: 1" Left, Right, Top and Bottom;
- Font Type: Arial or Times New Roman;
- Font Size: Preferably 12 and no smaller than 10;
- Bold: Name and all resume headings; Bullet: All accomplishment

## Fax and E-Mail Etiquette

With the increase in communication through the use of technology, the job search process has become less formal in the past few years. This has occurred for two main reasons. Employers receive and review as many as 100 applications a day. Secondly, professionals are constantly in search of employment opportunities where skills are demanded at competitively high salary ranges. These 2 factors alone have resulted in multiple job changes nationwide with considerable movement among employees young and old. While use of the Cover Letter is still considered the ultimate courtesy in the application process, use of FAX and email has become increasingly popular. The following protocol should be followed if choosing one of these forms of technological communication:

### *Fax Etiquette*

- Complete a FAX cover sheet being careful to include all requested contact information.
- Be sure to address the FAX cover sheet to the individual who has requested your resume.
- Enclose a copy of a formal cover letter or word-processed statement of your reason for application
- Include references with your resume only if requested.
- Make sure your FAX communication is followed by a FAX confirmation of receipt.
- Include the FAX confirmation with your record of application to this particular company.
- Follow your FAX transmission with a call to the company to determine receipt and to inquire when you may expect an interview. This may be done the following day.

### *E-mail Etiquette*

- Check with the employer to determine their preferred method for emailing information.
- Make sure email information is included on your resume.
- Follow the same business etiquette in emailing credentials that would be used in mailing a resume.
- Type your email message in business writing style using correct grammar and punctuation.
- Include all closing information on your email message including name, address, telephone, and return email information.
- After email has been initiated, follow employer instructions regarding future contact for a subsequent interview.

## WRITING PERSONAL OR PROFESSIONAL STRENGTHS

The Strengths, Skills, or Summary section of the resume will appear second after the Objective statement. The Strengths section may also be titled Professional Strengths, Summary of Qualifications, or Summary of Skills. A Professional Summary is usually used when the candidate has an extensive work history or can also be used by graduate level students.

Your statements should be brief, one-line entries that highlight and draw attention to your most valuable qualifications. Remember, employers summarize a resume in about 10 to 15 seconds. The purpose of the Strengths section should encourage the reader to take an in depth look at your qualifications, performance, and work history.

A general formula for compiling a Strengths section should include the following:

- Experience statements summarizing skills developed through your work history, i.e., customer service, cash management, supervision, training, inventory management;
- At least 1 statement on technical expertise to include knowledge of computer systems, hardware and software or programming languages;
- 1 or 2 statements on personal attributes which are identifiable through your documented work performance, i.e., Team player who also works well independently, Ability to work under pressure and meet deadlines in a timely manner, Strong written and verbal communication skills;
- A final statement can be added to draw attention to any special endorsements, talents or abilities, i.e., Student of ROTC, Bilingual with ability to speak fluent Spanish, Pursuing MCSE certification.

Begin writing your Strengths statements by reviewing your work history and documenting the skills that you have mastered. If you have extensive experience in a field of work, you may include the number of years of experience in the statement. Examples of the skills you have mastered and how to write your statements might include:

### **Restaurant and Retail Sales Work:**

- Experienced in customer service and cash management in food services
- Knowledge of cash transactions and inventory management in retail sales
- ??? years experience in restaurant operations

### **Teaching or Sports Positions:**

- Experienced in delivery of instructional material in a classroom setting
- Experienced in coordinating sports programs for children ages ??? thru ???
- Experienced in management and safe operations of sports facilities and equipment

### **Supervision**

- Ability to supervise staff with knowledge of training procedures
- Experienced in supervision of staff in a ??? setting

# Sample Resumes

**Jane Smith**  
Jsmith12@radford.edu  
(800) 123-4567

## Home Address

156 Main St.  
Columbus, OH 12345

## School Address

452 Smartway Dr. Apt 3  
Radford, VA 24141

## **OBJECTIVE**

To obtain an internship, in the fall 2009 semester, for a local newspaper, in the New River or Roanoke Valley

## **EDUCATION**

B.A., Radford University, May 2010

Major: **English**; Minor: **History**

Overall GPA: 3.42

Self-financing 100% of educational expenses with money from student loans and personal finances

Study-Abroad, Spring 2006, Australia

## **RELATED COURSEWORK**

Introduction to English Studies

Business Writing

The Study of Fiction

Professional Writing

American Literature

Technical Editing

## **WORK EXPERIENCE**

Smartville Restaurant

Waitress

- Utilize customer service skills to adequately communicate with cross-cultural patrons
- Exercise skills in time-management to successfully deliver food and beverage items in a fast paced environment
- Perform other various tasks such as: clean tables, operate cash register and seat customers

September 2007 – present

Radford, VA

ABC Counseling Agency

Receptionist

- Used interpersonal communication skills to work with a team of eight community counselors while serving as the first point of contact for each client
- Implemented cooperation and patience with clients in order to assess and handle problematic behavior to provide a safe and comfortable environment
- Used SumTime Database to access and input client billing information

Summers 2005 - 2007

Columbus, OH

## **INVOLVEMENT AND VOLUNTEER WORK**

Career Coaching Club, Secretary

Environmental Club

Radford Women's Basketball Team

Beans and Rice, Volunteer

American Red Cross, Volunteer

# Sample Resumes (cont.)

## (2 page resume sample)

**Joe Smoe**  
(540) 555-3947  
bsmoe@radford.edu

School Address  
PO Box 555  
Radford, VA 24141

Home Address  
1234 Eastern Dr.  
Somewhere, VA 24019

### OBJECTIVE:

To obtain admission, to Radford University's Curriculum and Instruction graduate program, for fall semester 2010

### EDUCATION:

B.S., **Interdisciplinary Studies**, May 2010

Concentrations: **Math and English**

Radford University, Radford VA

Overall GPA: 3.36; In-Major GPA: 3.64

*Self-financing 100% of educational expenses through student loans and personal savings*

### RELATED COURSEWORK:

Community: A Middle School Perspective  
Approaches to Teaching  
Adaptive Strategies in Arithmetic

Middle Level Teacher Assistant Program  
Conceptualizing, Planning and Teaching  
Practicum in Early Intervention

### RELATED EXPERIENCE:

Blue Sky Middle School

January 2010 – present

Student Teacher

Christiansburg, VA

- Create and implement daily class lectures, assignments and homework for two 8th grade Algebra classes
- Utilize communication skills to adequately lecture students concerning class topics as well as integrate technology into the daily assignments
- Provide feedback to teachers and parents on student progress

Notso High School

August 2009 – December 2009

Early Field Experience Teacher

Radford, VA

- Supervised 19 freshman students during morning study hall
- Assisted study-hall students with homework and assignments from various class subjects

Upthere Elementary School

January 2008 – May 2008

Volunteer/Teacher's Aide

Roanoke, VA

- Assisted second and third grade teachers with daily implementation of lectures, assignments, examinations and homework
- Utilized leadership skills to supervise and assist all levels of students with homework during morning and afternoon study hall

**Joe Smoe**  
(540) 555-3947  
bsmoe@radford.edu

**OTHER EXPERIENCE:**

Joe's Chicken Arena  
Cashier

September 2009 – present  
Overthere, VA

Hose For Me Department Store  
Sales Associate

January 2008 – October 2008  
Camel, VA

**UNIVERSITY INVOLVEMENT:**

- Environmental Club
- Skiing Club, Social Chair
- Beta Kappa Pi Fraternity

**HONORS AND AWARDS:**

- Dean's List 2009, 2010
- Outstanding Performance Award, 2009
- Student of Success Seminars, Radford University

# Sample Resumes (cont.)

Sally Soooo

195 Lost Ave, Lostville, VA 24019, (000) 888-9765,saasoo@radford.edu

## OBJECTIVE

To obtain a full-time, permanent career opportunity, starting in June 2008, as a pediatric nurse working for a hospital in the New River or Roanoke Valley

## EDUCATION

B.S.N., **Nursing**, May 2008  
Radford University, Radford, VA  
Overall GPA: 3.52

## RELATED EXPERIENCE:

- Wonderful Medical Center: Med-Surgery Unit
- Graciously Community Hospital: Maternity/Nursing
- Graciously II Memorial Hospital: Med-Surgery Unit
- Graciously II Memorial Hospital: Acute care for the Elderly Unit
- Graciously III Memorial Hospital: Pediatrics

## RELATED SKILLS

- Catheter, IV and suction training
- Medical terminology and medication administration skills
- CPR and First Aid certified
- Able to work with various populations: infants, children, adults, and elderly
- 

## OTHER EXPERIENCE

SmallMart  
Sales Associate

June 2007 – February 2008  
Hootersville, VA

JoJo Pizza  
Deliverer

November 2006 – June 2007  
Hootersville, VA

Mouseville Dept. Store  
Sales Associate

Summers 2005, 2006  
Hootersville, VA

## UNIVERSITY INVOLVEMENT

Radford University Nursing Student Association, Member  
Environmental Club, Events Chair  
Intramural Women's Soccer, Participant

## COMMUNITY INVOLVEMENT

American Red Cross, Volunteer  
Beans and Ride, Volunteer  
Salvation Army, Volunteer



# Sample Reference List

## Sally Soooo

195 Lost Ave, Lostville, VA 24019, (000) 888-9765, saasoo@radford.edu

### References

Dr. Jo Hatfield  
Assistant Professor  
Our University  
PO Box 773  
Ourville, VA 24141  
(000) 555-6762  
jjjgggr@radford.edu

Mrs. Nice Wonder  
Earth Science Teacher  
Diamond Middle School  
545 PricesOver Bearing Rd.  
Oursville, VA 24060  
(000) 555 - 2456  
nworrkk@oursville.edu

Ms. Your Wonderful  
Manager  
No Bikinis Allowed Public Swimming Club  
3420 5th St.  
Oursville, VA 29998  
(000) 555-8989  
wwwwme@gmail.com

