

Resume Writing

Career & Internship Services

CCAPS • CDes • CFANS

UNIVERSITY OF MINNESOTA

198 McNeal Hall (St. Paul) • 411 Bruininks Hall (Minneapolis) • 612-624-2710 • www.careerhelp.umn.edu • careerhelp@umn.edu

General Suggestions

1. Use this handout to create a draft resume and review samples in 198 McNeal Hall or 411 Bruininks Hall or at <http://www.careerhelp.umn.edu/resumesamples> for ideas.
2. Have your resume reviewed by a career professional or peer advisor in Career and Internship Services. Resumes can be reviewed, daily without an appointment, during drop-in hours.

Core Components

Heading

Elizabeth (Beth) Nelson *(Ensure your name is larger and stands out from the rest of the text).*

-or- Xiaoji (Shou –G) Li *(If your name is difficult to pronounce, consider a phonetic spelling after your name.)*

Minneapolis, MN *(Just the city and state is sufficient for employer to know where you are located)*

612-555-5555 / wang01@umn.edu *(Be sure your voice mail and email address are professional)*

www.wang01.com *(If you have an online portfolio, be sure to include it here.)*

Summary of Qualifications

A summary is an optional bulleted section near the top of your resume that highlights the most relevant skills you bring to the position – evidence for these skills should be found in the body of your resume.

- Three years of experience conducting marketing in corporate environments
- Extensive knowledge of social media tools including Facebook, Twitter and Instagram
- Strong organizational skills and detail orientation developed while conducting marketing research

Objective

The objective is a brief statement that tells the employer the type of position you are seeking. Most employers report that it is important to include an objective on a resume. Follow the general formula below:

To obtain/acquire a _____ position within the _____ field using my strong _____ and _____ skills.

EXAMPLES:

- To acquire a marketing position within the agriculture industry in Minnesota or Wisconsin
- To obtain a graphic design internship where I can use my six years of computer and design skills
- To secure a Business Analyst position within Target Corporation using my strong analytical skills and passion for a team oriented environment

Education

Include only your college level education and omit high school education unless it is your first semester of college. Start with the most recent institution and put the most relevant details toward the top. Consider adding relevant courses if you do not yet have related work experience. Add GPA if above a 3.0. Major GPA can also be used if it is higher, just be sure to label it as Major GPA.

University of Minnesota-Twin Cities

Expected Spring 2020

Bachelor of Science in Nutrition, emphasis in Nutritional Science. Minor in Spanish

GPA: 3.28 Major GPA: 3.55

Related Coursework: Nutrition Education, Food and Nutrition Management, Food Quality, Nutritional Toxicology, Food Regulation in the U.S.

Experience/Related Experience/Supporting Experience

Describe work, internship and/or volunteer experiences that will be of interest to an employer. Start with the most recent and work backward in time. Include title, location, dates, employer name/department and skill statements.

Residential Accessibility Intern

Minneapolis, MN

March 2015 - March 2017

Thomas Eickhoff Design, Inc.

- Modified 20 existing floor plans and reviewed 5 new home plans to meet client needs
- Evaluated and surveyed buildings in a detailed manner to confirm Americans with Disabilities Act (ADA) compliance
- Collaborated with 4 colleagues to develop an ADA survey for a multimillion dollar supermarket chain

Activities

Activities sections can include items such as student organizations, volunteering, or professional associations. Include the organization name, your title, dates of participation and possibly a bullet statement to explain a leadership role or accomplishment.

EXAMPLES:

Crop Science Society of America

September 2016 - present

-or-

Graduate & Professional Student Assembly, University of Minnesota

October 2014 - June 2016

- Communicated news and concerns between student body and administration

General Resume Suggestions

- Resumes should be 1 or 2 pages. Research what is typical for your field and employer type (Government agencies typically prefer 2 pages.)
- Do not use first person "I" or "Me"
- Phase out high school information as you approach graduation unless it is very relevant
- Spell out abbreviations
- Proof read VERY carefully!
- Omit unrelated information
- Move relevant information toward the top
- Order items within in section in reverse chronological order

Identify Your Skills and Action Verbs

Below you will find a list of skills and action verbs for different jobs you will often find in job descriptions. Review the list and note those skills/action verbs you have used in previous positions so you can be sure to include them in your resume. For more skill verbs visit <https://www.livecareer.com/quintessential/action-verbs>

Skills:

Analytical, Artistic, Coaching, Collaboration, Communication, Conflict Resolution, Counseling, Creativity, Critical Thinking, Customer Service, Decision Making, Facilitation, Financial, Goal Setting, Influencing, Interpersonal, Language, Leadership, Listening, Management, Mentoring, Negotiation, Networking, Organizational, Persuasion, Presentation, Problem Solving, Public Speaking, Research, Teamwork, Technical, Planning, Time Management, Training, Writing

Action Verbs by Job Categories:

Communication & Creativity

Communicate Formulate
Compose Influence
Correspond Interpret
Create Interview
Design Invent
Develop Produce
Direct Publish
Edit Translate

Administration & Management

Advise Monitor
Consolidate Pioneer
Coordinate Plan
Delegate Process
Direct Promote
Enforce Supervise
Initiate Support
Manage Train

Helping

Administer Encourage
Advocate Examine
Aid Guide
Assist Mediate
Assess Mentor
Clarify Provide
Contribute Refer
Counsel Represent

Technical

Adapt Improve
Analyze Install
Assemble Operate
Calculate Program
Compile Recruit
Devise Program
Generate Systematize
Implement Upgrade

Sales

Consult Market
Document Maintain
Establish Negotiate
Identify Obtain
Improve Perform
Introduce Reduce
Launch Solve
Lead Survey

Teaching

Coach Inform
Collaborate Facilitate
Compose Instruct
Demonstrate Motivate
Educate Persuade
Empower Present
Enable Review
Explain Teach

Office & Clerical

Approve Optimize
Arrange Organize
Catalogue Oversee
Collect Prepare
Complete Process
Compute Record
Execute Screen
Monitor Update

Research & Analysis

Accumulate Explore
Audit Extract
Compare Forecast
Conduct Inspect
Discover Investigate
Document Recommend
Evaluate Research
Experiment Validate

Business & Financial

Acquire Eliminate
Adjust Finance
Allocate Gain
Appraise Increase
Balance Lead
Decrease Project
Distribute Reconcile
Double Reduce

Writing Strong Skill/Bullet Statements

Strong skill statements are critical to a quality resume. Use the three part format shown below to create great bullet statements that make a positive impression to employers.

Action/Skill Verb	+	Details & Skills	+	Results (If possible)
Designed...		Who? What? Where? How?		What were results/outcomes?
Organized...		What skills/qualities did you use?		How did it help the
Managed...		Can you quantify?		employer/client?
Example 1:				
Action/Skill Verbs		Details & Skills		Results/Outcomes
<i>Communicated</i>		<i>Co-workers/customers (who)</i>		<i>Exceeded sales goals (result)</i>
		<i>Products – clothing & accessories (what)</i>		<i>By 10% (quantify)</i>
		<i>Friendly, courteous, sales (skills)</i>		
Before and after versions for this example:				
<ul style="list-style-type: none"> • Customer service • Communicated clothing and accessory product information to customers exceeding sales goals by 10% 				
Example 2:				
Action Verbs		Details & Skills		Results/Outcomes
<i>Managed</i>		<i>Dairy herd (what)</i>		<i>Smooth operations</i>
		<i>Milking/feeding (what)</i>		<i>Health of herd</i>
		<i>300 animals (quantify)</i>		<i>Maximize production</i>
Before and after versions for this example:				
<ul style="list-style-type: none"> • Milked cows • Managed the milking and feeding of 300 dairy cows to ensure smooth operations and herd health 				

Types of Skill/Bullet Statements

- General routines, duties, and tasks(most common)
- Special projects or professional development completed
- Awards, recognition, certifications, or accomplishments gained
- Technical and soft skills, programs, or web-based applications used
- Types of people/positions you work and communicate with actively

Visual Appeal

To ensure your resume is readable, be sure to follow the below guidelines:

- Have a balance of white space and text
- Avoid resume templates
- Print on white, ivory, or grey paper
- Keep font sizes to 10 or 12 point
- Select easy-to-read font types
- Use bold, italics or capital letters to highlight key pieces of information and headings

Sending Your Resume by Email

If you are sending your resume via email, be sure to:

- 1) Merge the resume with any other application materials (cover letter, references) so employers only have to open one document
- 2) Save the application as a pdf to ensure it appears properly on their computer
- 3) Label your application with your name: K.Smith Sales Representative Application.pdf
- 4) The email text should be professional and very brief since you are already including the cover letter as an attachment:

Ms. Jackson,

Thank you for taking time to chat with me at the University of Minnesota Job and Internship Fair last week. Attached you will find a copy of my resume and cover letter which I am submitting for the Analyst Internship. I have also applied on line as requested.

Thank you for your consideration,
Kerri Johnston
612-555-5555 / johnst01@umn.edu

Online Application Systems

Many companies will ask you to apply to their positions via their online system known as an Applicant Tracking System (ATS). In many cases, a computer is screening your resume to match it to their job descriptions. Only those resumes with a high score will be reviewed by a human resources professional.

Note: The below guidelines that relate to formatting apply only to online application systems. Print copies used for networking can use many of the below features!

Follow these formatting tips to ensure your resume can easily be read by the ATS:

- Avoid templates and make your formatting as simple as possible
- Save your resume as a .doc when loading into an online computer system
- Avoid using Microsoft word formatting tools such as headers, footers, tables, lines, or columns.
- Match the skills requested in the job posting exactly as written “Six Sigma” versus “6 Sigma”
- Avoid using special characters or symbols in resumes
- Use the most common font styles such as Times New Roman, Tahoma, Calibri, or Verdana
- When listing employment start and end dates always include months
- Always spell out abbreviations in your resume
- Your resume can be longer than 1 page for online systems to ensure you cover the skills and qualifications listed in the job posting
- Using all capital letters for headers and resume can be a good alternative to using different font styles and sizes
- Tailor your resume to each position! See the next page for details.

Tailoring Your Resume

Once you have developed a basic resume, it is critical to individualize this resume to the unique needs of the organization and the position. Tailor your resume by following these steps:

1. Add the specific company name and/or job title to the objective statement
2. Use the language of the industry and from the job posting in your skill statements and cover letter
3. Adjust your category headings to match the position “Design Experience” or “Research Experience”
4. Put the most relevant bullet statements within each job toward the top

Sample Job Description

Review the below job posting for a Full-Time Sales Representative and note how key skills in this job description are underlined and addressed in the sample resume on the next page.

Full-Time Sales Representative

Medium size retail display company seeking an independent inside sales representative to join team. Sales representatives are responsible for contacting medium and large retailers to identify sales prospects for our wide array of retail display cases, fixtures and counters. The ideal candidate has had 2 years of success in sales and prior knowledge of the retail industry. We are a team oriented and fun work environment.

Responsibilities:

- Contact and build relationships with current and potential clients
- Collaborate with Sales and Marketing team to identify new strategies for increasing business
- Document client contacts using a CRM system
- Present information on sales activities to managers and upper level leaders
- Some travel required.

Qualifications:

- Previous success in a sales oriented role
- Strong written and oral communication skills
- Microsoft Excel, Word and CRM experience a plus
- Organizational skills and ability to juggle multiple projects simultaneously
- Bachelor’s Degree in a related field.

To apply send your resume and cover letter to jobs@retailcompany.com

SAMPLE RESUME 1

KAREN SMITH

2353 Park Boulevard ♦ Bloomington, Minnesota 55403
952-333-2345 ♦ ksmith@yahoo.com

- OBJECTIVE** To obtain a Sales Representative position within the retail industry utilizing my skills in communication, collaboration and sales.
- EDUCATION** **Bachelor of Science, Retail Merchandising**
University of Minnesota Anticipated May 2019
Major GPA 3.64, Overall GPA 3.23
- London School of Economics** – Semester Study Abroad Spring 2016
- Coursework in marketing and sales; Gained global perspective on business topics
- SALES EXPERIENCE** **Heller Willett, Sales Intern** May 2015-September 2016
St. Louis Park, Minnesota
- Organized a Microsoft Excel database and prioritized prospects by zip code to aid sales staff
 - Accompanied staff on sales calls and independently conducted service calls
 - Researched and presented information on market expansion strategies at sales meetings
- Student Alumni Board, Sponsorship Committee Chair** September 2014-May 2015
College of Design, University of Minnesota, St. Paul, Minnesota
- Sold sponsorships to local corporations for annual fundraiser raising \$10,000 in funds
 - Contacted corporate and individual sponsors to make in person sales meetings
 - Exceeded previous sponsorship levels by 10 percent
- OTHER EXPERIENCE** **Office of Development, Student Assistant** September 2016-present
College of Design, University of Minnesota, St. Paul, Minnesota
- Collaborated with development staff to manage Excel spreadsheets and a CRM system tracking contacts with donors
 - Gain understanding of strategies to develop strong relationships with prospects
 - Design marketing tools including an invitation to promote a donor reception sent to over 500 corporate partners including Target Corporation and Best Buy
- Target Stores, Guest Services Supervisor/Cashier** October 2014-July 2015
Edina, Minnesota
- Communicated with customers and resolved complaints while maintaining a professional pleasant attitude
 - Trained over 30 guest services staff and revised staff training manual to ensure outstanding employee job knowledge
- HONORS/ ACTIVITIES** **Fashion and Business (FAB)** September 2015-present
- Managed the online magazine production for this fashion focused student group
- University of Minnesota Marching Band** September 2015-present
- Lead a team of 15 students in the trumpet section of the band

Tip: Use a variety of skill words in your statements.

Note how the resume includes skills mentioned in the posting on the previous page.

EDUCATION

University of Minnesota, Twin Cities

College of Continuing Education

Bachelor of Applied Science, Health Services Management

Minneapolis, Minnesota

Anticipated Graduation May 2017

GPA 3.11

RELEVANT COURSE WORK

- Human Resources
- Finance
- Health Care Delivery Systems
- Humanistic Health Care & Communication
- Administration and Management
- Addiction Studies
- Medical Terminology
- Accounting

EXPERIENCE

Literacy Mentor

University of Minnesota – America Reads

Minneapolis, Minnesota

January 2015 – Present

- Promote literacy skills and positive reading habits of students through one-on-one and small group tutoring.
- Encourage positive attitudes toward lifelong learning.
- Facilitate a small group of students in completion of their homework.
- Developed learning plans with teachers and supervisors that were dependent on the specific learning needs of the student.

College Day Registration Coordinator

University of Minnesota

Minneapolis, Minnesota

August 2015 – November 2015

- Provided high school students with the opportunity to see the UMN through a cultural lens.
- Planned and executed different workshops for students.
- Managed the registration of 100+ students for the event.
- Recruited 20+ volunteers to help the board run college day.
- Played the role as the primary contact for high school administration.

Customer Service Representative

Target

Minneapolis, Minnesota

November 2013 – October 2014

- Rang up customer purchases and arranged for door to car services.
- Provided professional and friendly customer service.
- Prepared for promotions by adding signage and retagging merchandise.
- Escorted customers to products and answered any questions.

ACTIVITIES

Volunteer, Methodist Hospital

June 2010 – June 2013

- Provided service to patients, families, community and staff.
- Process phone orders for flowers and other products.
- Deliver ordered products to patients. Verify patient information with information desk.

Marketing Intern, Children First

October 2011 – July 2013

- Introduced and implemented multiple marketing strategies for many campaigns.
- Created a new mission statement, elevator speech, and updated the logo for the company's new vision.

Skills

- Somali
- MS PowerPoint
- Dreamweaver
- Photoshop
- MS Word
- MS Excel
- Basic Python
- Photography