

George Memorial Library

Writing Standout Resumes

How to impress recruiters and land your dream job



What We're Learning Today



Here are the topics we will cover this morning:

- What is a resume?
- Resume vs CV.
- Different resume formats.
- What you need to know before making a resume.
- Resume writing tips to help you get hired.

How to Write an **Awesome** Resume

A resume is what stands between you and your dream job. So make sure your resume game is strong!



Resume vs. CV

Many people use resume and CV interchangeably — **but they are not the same.**



CVs are more extensive.

A curriculum vitae includes the full extent of your **academic credentials** and **professional experience**.





Resumes are concise.

Include only the **skills and qualifications** related to the position you want.

Preparation is key.

What you need to know before writing your resume.



HR DEPARTMENTS OF MAJOR COMPANIES RECEIVE AS MUCH AS

1,000 resumes

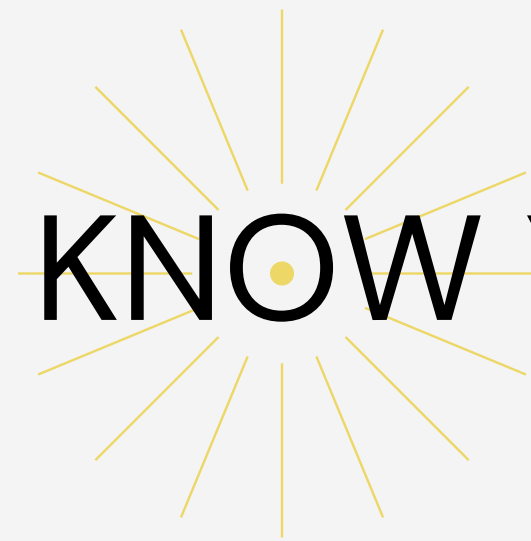
per month.

Some receive 200 resumes
per available position



Many companies use Applicant Tracking Systems (ATS) to filter resumes before they even reach a human recruiter.

To pass an ATS, your resume needs to include keywords from the job posting. These systems often reject resumes with fancy formatting, images, or non-standard fonts.



KNOW YOURSELF



Understand your strengths and skills

KNOW THE
JOB DETAILS



Align your experience with the role

3 Types of Resume Formats

01

REVERSE CHRONOLOGICAL:
LATEST WORK
EXPERIENCE FIRST.

02

FUNCTIONAL OR FRESHER:
FOCUSES ON SKILLS
AND ACHIEVEMENTS.

03

COMBINATION:
BEST FOR THOSE WHO
HAVE A DIVERSE SKILL SET.



Resume Summary

Introduce your relevant experience, achievements, and skills.

Professional Experience

Past jobs or relevant experiences (most recent at the top). 3-5 descriptive bullets per experience.

Education

Highest degree, school name, and academic honors.

Additional Skills

Relevant technical skills and soft skills (bullet format).

JOHN SMITH

123 YOUR ADDRESS
CITY, STATE, ZIP CODE
(XXX)-XXX-XXXX
YOUR@EMAIL.COM

Resume Summary

Administrative Assistant with 6+ years of experience organizing presentations, preparing facility reports, and maintaining the utmost confidentiality. Possess a B.A. in History and expertise in Microsoft Excel. Looking to leverage my knowledge and experience into a role as Project Manager.

Professional Experience

REDFORD & SONS, BOSTON, MA

Administrative Assistant, September 2015 – Present

- Schedule and coordinate meetings, appointments, and travel arrangements for supervisors and managers
- Trained 2 administrative assistants during a period of company expansion to ensure attention to detail and adherence to company policy
- Developed new filing and organizational practices, saving the company \$3,000 per year in contracted labor expenses
- Maintain utmost discretion when dealing with sensitive topics
- Manage travel and expense reports for department team members

BRIGHT SPOT LTD, BOSTON, MA

Secretary, June 2011 – August 2015

- Typed documents such as correspondence, drafts, memos, and emails, and prepared 3 reports weekly for management
- Opened, sorted, and distributed incoming messages and correspondence
- Purchased and maintained office supply inventories, and being careful to adhere to budgeting practices
- Greeted visitors and determined to whom and when they could speak with specific individuals
- Recorded, transcribed and distributed minutes of meetings

Education

RICHER BROOK UNIVERSITY, CHICAGO, IL

- Honors: *cum laude* (GPA: 3.6/4.0)

Additional Skills

- Expert in Microsoft Office, with a focus on Excel
- Bilingual in Spanish and English
- Web and tech savvy, require little to no training



Resume Summary

Introduce your relevant experience, achievements, and skills.

Relevant Skills

Create **skill categories** (instead of job titles). 3-5 bullets under each that proves you have that skill.

Work History

Short list of past jobs (employer name, job title, years employed).

Education

Highest degree, school name, and academic honors.

JOHN SMITH

123 YOUR ADDRESS
CITY, STATE, ZIP CODE
(XXX)-XXX-XXXX
YOUR@EMAIL.COM

Professional Summary

Experience customer service representative with a proven track record of boosting month-to-month sales. Able to predict, evaluate, and meet the specific needs of customers while maintaining an efficient work schedule. Awarded "Employee of the Month" for consistently receiving positive customer feedback. Seeking to leverage my experience in customer service to fill a Sales Clerk position at Blamey's.

Relevant Skills

CUSTOMER SERVICE

- Receive a +95% on customer service feedback surveys on a consistent basis by providing a friendly in-store environment
- Enhance the customer experience by providing quality assistance and in-depth product knowledge
- Educate customers on up-and-coming brands and the latest fashion trends

SALES

- Exceeded sales goals an average of 10% for 5 straight months
- Upsell customers through the recommendation of products that meet their specific needs
- Process 30+ customer transactions a day and factored sales, discounts, and promotions into the final price

MERCHANDISING

- Restock and organize new shipments of inventory in a timely manner, cutting average of 2 days off the merchandising process
- Develop and create unique displays that attract customers to a desired product
- Team worker who is able to adapt in highly dynamic and changing situations in the office

Work History

Ulta, Manhattan, NY
(2016-2017)
Sales Clerk

GAP, Albany, NY
(2014-2015)
Sales Representative

Education

Associates Degree / Fine Arts
Nassau Community College, Garden City, NY
3.77 GPA



Resume Summary

Introduce your relevant experience, achievements, and skills.

Technical Skills

Organize your relevant hard skills (best for senior-level, managerial, or highly skilled job seekers).

Work History

2-3 relevant jobs highlighting your expertise (skills + accomplishments). 3-5 bullets per job.

Education

Highest degree, school name, and academic honors.

JOHN SMITH

123 YOUR ADDRESS, CITY, STATE, ZIP CODE | (XXX)-XXX-XXXX | YOUR@EMAIL.COM

Resume Summary

A general bookkeeper with 8+ years of experience using both single-entry and double-entry systems for medium-sized businesses. Specialize in performing bookkeeping for multimillion-dollar companies. Possess expertise in numerous pieces of bookkeeping software. Identified and eliminated departmental inefficiencies to increase productivity by 15%.

Relevant Skills

Finance

- Corrected spreadsheet error saving A/P \$3,500.
- Performed financial calculations such as amounts due, interest charges, balances, discounts, equity, and principal for a multimillion-dollar company.
- Certified QuickBooks Accountant.

Organization

- Checked figures, postings, and documents for correct entry, mathematical accuracy, and proper codes.
- Performed general office duties such as filing, answering telephones, and handling routine correspondence.
- Maintained error-free financial books for over 7 years.

Work Experience

GENERAL BOOKKEEPER

Franklin & Rodgers Business Solutions, Scottsdale, AZ / September 2012 - Present

- Accessed computerized financial information to answer general questions as well as those related to specific accounts.
- Formulated, prepared, and issued bills, invoices, and account and financial statements with 10% increased efficiency to ensure timely deliverable.
- Trained 3 new administrative assistants and junior bookkeepers

ADMINISTRATIVE ASSISTANT BOOKKEEPER

Patton Group, Tempe, AZ / June 2010 – August 2012

- Operated computers programmed with accounting software to record, store, and analyze information.
- Operated 10-key calculators, typewriters, and copy machines to perform calculations and produce documents.
- Matched order forms with invoices, and record the necessary information.

Education

B.S. ACCOUNTING

Wilhem University, 2010
Phoenix, AZ

A.S. ACCOUNTING

Wilhem University, 2008
Phoenix, AZ

CERTIFIED BOOKKEEPER

American Institute of Professional Bookkeepers, 2006




To include or not to include a professional summary?





Some opt for a cover letter. Either way, this serves as your elevator pitch.


My Best Resume Writing Tips




 Avoid vague terms like "detail-oriented" or "hard worker."

 Cite instances your skills benefited your team or employer.

 Make your contact information more prominent.

 Use bullet points for better readability.

 Use clean, job-appropriate templates.

The hardest thing about writing
resumes is having to be **picky**.

Be more critical of the information you share and the words you use.

Examples of Bad Resumes



PROFILE

Sales Maestro with more than 10 years experience in retail environments. Recognized for my ability to close deals, provide excellent customer service, and generate cold hard cash. Hire me to boost your company and get the job done.

CONTACT

PHONE:
678-555-0103

EMAIL:
TheHamMan@hotmail.com

HOBBIES

Jiu-jitsu
Philosophy



HAM DUGO

HAM DUGO

Sales Associate

EDUCATION

University of Phoenix – Tempe, AZ
Graduated 2008
AS in Business Administration
President of Jiu-jitsu Club

WORK EXPERIENCE

Walmart Sales Associate
2015–Present

- Help like 50 customers per day by answering questions and helping them find products
- Recommended advanced merchandise display techniques to management, which were implemented and resulted in better sales
- Close roughly \$500 in sales every week
- Named "Employee of the Month" 4 separate times

ZARA Sales Associate
2008–2015

- Stocked and organized inventory with accuracy and efficiency
- Personally broke state-wide records for the number of bootcut jeans sold
- On average, sold more than \$1,500 in merchandise each week
- Once convinced a Chechen businessman to buy our entire collection of button up shirts

SKILLS

MS Office	35%
Italian language	15%
Keeping it cool	100%
Sales	100%
Customer service	90%

Examples of Bad Resumes

BILL JORTS

(888) 129-5231
bill.foresack@gmail.com

OBJECTIVE

Sales Associate with 5 years of experience in retail environments. Recognized for my ability to communicate with customers, providing exceptional service that ensures client retention and positive feedback. Proven ability to increase sales through upselling techniques as well as implementing processes that drive profitability.

EXPERIENCE

Hoop Marketing Marketing Assistant

New York, NY
July 2009 - Present

- Assisted the Marketing Manager in the creation of an international marketing campaign airing in ten countries and requiring translation into six different languages for Domino's Pizza
- Increased engagement across First Bank's social media accounts by 40% through a user-generated content campaign
- Conducted keyword research in order to identify high-volume keywords to target, negative keywords to avoid, and an analysis of competitor's keyword rankings
- Created a personalized and targeted email campaign for Carrie's Shoes resulting in a 35% increase in click-through rates
- Facilitated a successful rebrand campaign focused on refreshing and repositioning a client's brand

Red City Industries Marketing Assistant

Washington, D.C.
May 2016 - July 2019

- Produced reports providing in-depth analysis of current market share distributions and projected market share acquisition for potential new clients
- Conducted market validation research through the administration of an in-person survey of 1,000 participants
- Boosted Google rankings for clients through the creation of informative, high-quality organic content for company blogs, websites, and social media accounts
- Increased conversion rates by 10% on a client's web-based service offering through SEO/SEM campaigns

John Sarbanes for Congress Intern

Annapolis, MD
November 2015 - April 2016

- Made and distributed campaign materials to supporters.
- Helped lead get out the vote efforts in local neighborhoods, knocking on over 800 doors.
- Wrote scripts for other campaign volunteers to follow when phone banking.
- Excelled in a fast-paced, demanding environment.

The Bay Restaurant Server

Annapolis, MD
July 2014 - November 2015

- Memorized restaurant's wine stock and accompanying meals, leading to daily wine sales of \$150
- Wrote patrons' food orders on slips, memorized orders, and entered orders for transmittal to kitchen staff in a 150+ seat restaurant
- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law.
- Performed food preparation duties, such as assembling salads, appetizers, and cold dishes, portioning salads, and brewing coffee, in a fast-paced line kitchen

Boon's Kitchen Restaurant and Bar Trainee Server

Annapolis, MD
October 2013 - July 2014

- restaurant
- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law.
- Performed food preparation duties, such as assembling salads, appetizers, and cold dishes, portioning salads, and brewing coffee, in a fast-paced line kitchen
- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law.
- Performed food preparation duties, such as assembling salads, appetizers, and cold dishes, portioning salads, and brewing coffee, in a fast-paced line kitchen
- Cleaned all work areas, equipment, utensils, dishes, and silverware, and ensured they are stored appropriately in accordance with state law.

RELEVANT COURSEWORK: ECONOMIC PRINCIPLES 101, BUSINESS ADMINISTRATION, THE Basics of Marketing

John Adams High School
3.5 GPA
Academic Honor Roll

HOBBIES

- Amateur soccer player
- Hiking
- Photography

ications upon request in a 70+

reeting, seating, and thanking

ill life
al

Baltimore, MD
December 2012 - August 2015

ing in ten countries and

erated content campaign
keywords to avoid, and an

crease in click-through rates
brand

Washington, D.C.
May 2016 - July 2019

ected market share acquisition

1,000 participants
ic content for company blogs,

M campaigns

Annapolis, MD
November 2015 - April 2016

s their feet

Annapolis, MD
July 2014 - November 2015

\$150
to kitchen staff in a 150+ seat

College Park, MD
Graduated 2014

Annapolis, MD
Class of 2010

Examples of Bad Resumes

Charles Foghorn

200 H Street, Washington, D.C.
charlie.foghorn@gmail.com
(203) 451-2216

EXPERIENCE

Reporter at McClatchy Washington Bureau, Washington, D.C.

September 2018 - August 2020

- *Pitched and wrote weekly stories for McClatchy's national newspapers, the Miami Herald in particular*
- *Reported on 2018 congressional races, as well as Senate hearings*
- *Assisted lead editors with short and long-term economic research*

Organizer at Orange County Democratic Committee, Orange County, CA

June 2017 - August 2018

- *Used NGP VAN to update voter profiles, pull voter registration lists, and track contributions*
- *Planned and prepped for grassroots events aimed at recruiting new members from more than 100 precincts*
- *Ran voter registration drives, having received voter registration certification in Virginia*

Thank you
for attending!

