

Effective Resume Writing

A Resume Is...

- A marketing brochure to sell yourself to an employer
- A brief summary of what you have done in the past and can do in the future
- A tool to get an interview not a job
- Often used by employers to screen you out not in

Resume Tips

- Keep it Short and Simple (KISS)
- Easy to read & scan
- Top half most important
- Don't use "I" or "me"
- Try to keep it to one page in length
- Use "action" or skill words
- Be careful not to use jargon
- Plain, professional paper
- Rule of thumb is to use your last 10 years of experience
- Careful with spell check!
- Have someone review it!
- Ask yourself, "If I were the employer, would I interview this person?"
- Expect to revise, revise, revise
- Personalize your resume for each job you apply for



Career & Cooperative Education Services – SC 123
480-423-6523

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Personal Information

- Your first and last name should go at the top so your name stands out
- List your address: street, city, state, zip
- Include phone number with area code—limit to 2 phone numbers
- List your personal e-mail address (should be professional and include your name)
- Never put your picture on a resume or include any personal information such as marital status, age, etc. that an employer can use to discriminate

Objectives

- Used to state what kind of job you are looking for
- Focuses your resume
- Keep it simple, specific, and to one line
- If the job title is known, then list that along with the company name
- Use a general one if you can't change your resume for every job you apply for
- It is optional--if not included employers will assume you are looking for a job similar to your last position
- HINT **Think like you are in HR..."What pile do I put this resume in?"

Specific example: Sales Representative at XYZ Company, Job Posting #12345

General example: Sales representative in the pharmaceutical industry

Summary of Qualifications

- A statement that summarizes your experience, areas of expertise, and skills
- It provides a reason why to hire you for the job in your objective
- It highlights information listed in the body of the resume
- Most summaries include the number of years experience you have in the field or a phrase like "Extensive experience working in the foodservice industry"

Examples:

- Over 5 years of accounting experience in retail and hotel industries
- Skilled at accounts receivable and payable

Skills or Accomplishments

- Use to emphasize your skills instead of your work experience
- Use if you have a short work history and need to add to your resume
- Use if you're changing careers and need to highlight your transferable skills
- Highlight the accomplishments that benefited your previous employers.

Education

- List your most recent education first
- State the name of school attended, degree, major (if applicable), city, state, and year graduated (if fairly recent)
- Put your education towards the top if it will help you get the job, otherwise put it on the bottom of your resume
- Leave education section off if it's not an asset

Work Experience

- Summary of your job descriptions and duties
- Try to include statements of achievements and contributions. One crucial thing employers are looking for...What did you accomplish at your job?
- List your most recent job first
- Emphasize duties that will be transferable to the job you are applying for
- State your Job Title, Company Name, Dates Employed (preferably just years), City, State, and Job Description
- Use action/skills words to start your sentences
- Keep your sentences short
- Use the present tense to describe your current job and past tense for previous jobs
- If you have had a series of job titles with one employer, list the job title, dates you held the job, and a job description separately

Types of Resumes

Chronological

- ✓ The traditional and most frequently used
- ✓ Starts with your current or most recent employment
- ✓ Focuses on work history
- ✓ Good to use when your objective (job target) matches work history
- ✓ Best used in traditional fields/organizations

Functional

- ✓ Best used for career changers
- ✓ Focuses on skills, abilities and accomplishments
- ✓ It does not use job descriptions
- ✓ Good to use when your objective is different from work history

Combination

- ✓ Use a little bit of chronological and functional formats
- ✓ Utilizes both skill sets and job descriptions
- ✓ Beneficial if you are listing similar accomplishments in all positions

Chronological Resume Example

Jane Doe

1234 West Main Street
Chandler, Arizona 85224
Home: 480-988-1111 Cell: 602-988-1212
jane.doe@hotmail.com

Objective

Help Desk Specialist (Posting # 45678) at ABC Company

Education

Currently enrolled at Scottsdale Community College, Scottsdale, AZ
Pursuing Associate of Applied Science in Web Development (anticipated graduation May 2010)

Certifications

Microsoft Certified Professional and A+ Certified

Highlights of Qualifications

- Excellent customer service skills with individuals from diverse backgrounds
- Able to effectively build and maintain positive customer relations, resolve customer complaints, and anticipate customer needs
- Successful sales experience in retail and wholesale work settings
- Strong communication, organizational, problem solving, and multitasking skills
- Proven ability to work independently and as a team member
- Computer skills include: Microsoft Word, Excel, PowerPoint and Adobe Photoshop
- Bilingual in English and Spanish

Work History

| | | | |
|---|---|----------------|----------------|
| 2008 – Present | Network Technician/ Technician Assistant | ABC Contractor | Scottsdale, AZ |
| Conduct network installations, resolve troubleshooting issues and provide related support. Train end-users in the use of NT Workstations and Windows XP. Promoted after six months. | | | |
| 2003 – 2008 | Customer Service | XYZ Company | Phoenix, AZ |
| Worked with customers in call station environment to solve basic problems over phone. Described technical information to non-technical end-users and provided team leadership for conversion project. | | | |
| 2001 – 2003 | Sales Associate | Bob's Books | Scottsdale, AZ |
| Sold books and accessories for small, privately owned bookstore. Set up in-house displays that quickly boosted sales by 18%. Expedited customer concerns in a professional manner. | | | |

Volunteer Experience

Cleaned and painted homes for needy families, Save the Family, Phoenix, AZ, 2008-2009

Activities/Accomplishments

Scottsdale Community College Computer Club, Vice-President, 2009
Recipient of Heart of the Artichoke Grant – Scottsdale Community College, 2008 & 2009

Functional Resume Example

MAUDE MARVALLA

1912 Livingstone Way
Scottsdale, Arizona 85256
Cell: 555-555-5555
maude.marvalla@yahoo.com

OBJECTIVE

Management position in the hospitality industry

EDUCATION

Associate of Applied Science in Hotel and Restaurant Management
Scottsdale Community College, Scottsdale, AZ - May 2009

RELEVANT SKILLS AND EXPERIENCE:

COMMUNICATION/CUSTOMER SERVICE SKILLS

- Fluent in Spanish
- Greeted, registered and assigned rooms to guests in a friendly and professional manner
- Answered guests' questions pertaining to hotel registration, shopping, dining, entertainment, and travel directions
- Received guest requests and/or complaints and ensured that appropriate actions were taken
- Made and confirmed reservations using a multi-line phone system
- Directed phone calls with proper etiquette to correct hotel departments and staff
- Received Employee of the Month awards for outstanding customer service

COMPUTER/MATH SKILLS

- Utilized hotel reservation software to keep records of guest accounts and room availability
- Completed check-out procedures, computed bills, and collected payments using various monetary transactions
- Posted room, food, beverage, laundry, telephone charges to ledger manually and in the computer
- Verified and balanced entries and records of financial transactions reported by hotel departments
- Ran final night audit and associated reports

MANAGEMENT/ORGANIZATIONALSKILLS

- Supervised and trained hotel staff
- Scheduled night shift for staff and reorganized schedules when short-staffed
- Date stamped, sorted, and racked incoming mail and messages
- Directed staff in maintaining safe and clean hotel environment

EMPLOYMENT HISTORY

| | | |
|---|----------------|----------------------|
| Night Auditor – The Grand Hotel | Phoenix, AZ | May/2009-Present |
| Front Desk Clerk – Hotel Scottsdale | Scottsdale, AZ | May/2007-May/2009 |
| Customer Service – XYZ Retail Outlet | Scottsdale, AZ | July/2005-April/2007 |

ACTIVITIES

Vice-President, Latino Student Association, Scottsdale Community College
Member, Student Leadership Forum, Scottsdale Community College

Other Optional Resume Sections

- Accomplishments
- Achievements
- Activities
- Associations
- Awards
- Certifications
- Honors
- Military Service
- Relevant courses
- Training
- Volunteer Work

Reference Page

- The phrase “References available upon request” is not necessary
- List references on a separate page from your resume; format it so it matches your resume
- A reference page is not considered part of a resume; however it is helpful to bring one with you to an interview
- List 3-5 references
- Make sure to ask your references first if they will agree to be listed.
- Use currently employed people
- Try to include work or education references
- Include their name, job title, company name, address, phone number, and email
- Example:

References for John Sample
602-555-1212
john.sample@hotmail.com

Mr. John Doe
111 E. Main Street
Mesa, AZ 85212
480-123-4567
jdoe@web.com
Past supervisor at XYZ Company
Known for 2 years

Scannable Resumes

Scannable resumes are used by many medium to large sized companies to have a computer review your resume rather than a person. The computer is looking for words within your resume that matches the company's search list. When there is a match it creates a "hit". The more "hits" you receive the more qualified you seem. Thus, the goal is to maximize the number of "hits" your resume receives and to make the formatting easy for the scanner to read.

- ✓ Use key words and phrases from the job description
- ✓ You can include a key words section on your resume after your objective that includes industry "buzz" words
- ✓ If there is more than one way to describe something, use all the ways
- ✓ Write out industry terms and use common acronyms
- ✓ Use light colored paper, wide margins, and lots of white space
- ✓ Do NOT use bullets, bold, underlining, italics, or fancy fonts
- ✓ Use Time New Roman or Arial Fonts at 10-12 pt.
- ✓ You do not need to limit yourself to one page!

E-mail Resumes or ASCII Text Resumes

ASCII resumes are text only resumes and lose the formatting of your regular resume. These resumes are often used for posting on the Internet or for sending a resume through e-mail. The benefit of an ASCII resume is a company can download your resume regardless of their type of computer. Additionally, it is a way to protect companies from downloading viruses.

Create an ASCII resume:

1. Open your regular resume and save as "text only" or "rich text format" or "plain text" file depending on the software version of your computer.
2. Your formatting will be lost so you must review your resume and correct any necessary changes.
3. Bullets will change to "?" marks so be sure to delete!

Cover Letters

Always include a cover letter! It is used to introduce yourself and your resume. It is an opportunity to explain your interests and abilities and how they relate to the job you are applying for. Focus on highlighting your best selling point while not repeating your whole resume.

Example Format:

Your address

Date

Name of Person or Human Resources
Company Name
Street Address
City, State, Zip

Dear Mr. /Ms.....,

The first paragraph should discuss what position you are applying for, how you heard about it, and why you are interested in it.

Your advertisement on www.jobing.com, indicating an opening for an administrative assistant is of special interest to me. Mary Smith, who currently is employed with your company, suggested I write to you. I have heard that ABC, Inc. is a growing company and needs dynamic employees who also want to learn and contribute to the business.

The second paragraph explains how your experience and skills fit the position.

During the last five years, I worked as an office manager for XYZ Company. In this position, I improved office efficiency by investigating and selecting word processing equipment. I understand that your opening includes responsibilities for supervising and coordinating work processing procedures with your home office. I was able to reduce my company's operating costs over 30 percent by selecting the best equipment for our purposes. In terms of my educational background, I am completing coursework toward an undergraduate degree in business administration. Therefore, I believe that my education and experience qualify me for the (fill in the blank) position at your company.

The third paragraph wraps it up by stating "resume enclosed" and your plans for follow up and thank them for the consideration.

I would appreciate the opportunity to apply my skills on behalf of your company. For your examination, I have enclosed my resume for your review. I would very much like to be a part of your team and would welcome the opportunity to further discuss how I might contribute to your organization's goals. Thank you for your time and consideration.

Sincerely,

Your first and last name
Your phone number
Your email address

Sending A Thank You Note

Before leaving the interview, ask for the interviewer's business card. As you are walking to your car, think about the manager, the company, and the job. If you were impressed with all three and you definitely want this job, take the next step and handwrite a short thank you note. Tell him or her that you definitely want the job. A few days later, follow-up on the telephone to see if they've made their decision.

Tip: You may want to keep some notecards and stamps in your car so you can write a note from the parking lot immediately after your interview. Mail it via the U.S. Postal Service on your way home.

Also after every interview, email the same thank you note so it reaches the interviewer during the same day as your interview.

What can a thank you note do for you?

A simple thank you note could help you stand out from the competition. It will keep your name alive in the manager's mind and it will tell the manager that you want this job so much that you took the time to write. This could trigger a phone call offering you the job or a request for a second interview. Either way, the interviewer will be impressed!

How long should this thank you note be?

Keep it short and sweet. Employers don't want to waste time with a long letter. They will be more apt to read it if it is to the point and approximately one to three brief paragraphs.

Thank You Note Example

October 17, 2009

Dear Ms. Smith:

Thank you for the time you spent with me this morning. I was certainly impressed with the efficiency, friendliness and overall climate at the ABC Resort and Spa.

Now that you have told me more about ABC's immediate interest in hosting new Scottsdale events and conferences in 2010, I feel my Associate of Applied Science degree in Hotel Management plus my two years of part-time work in hospitality could really be of value to you.

I hope you will consider me favorably for the position of Hotel Assistant Manager.

Sincerely,

Steven B. Boyd
Home: 480-265-3596
steven.boyd@yahoo.com