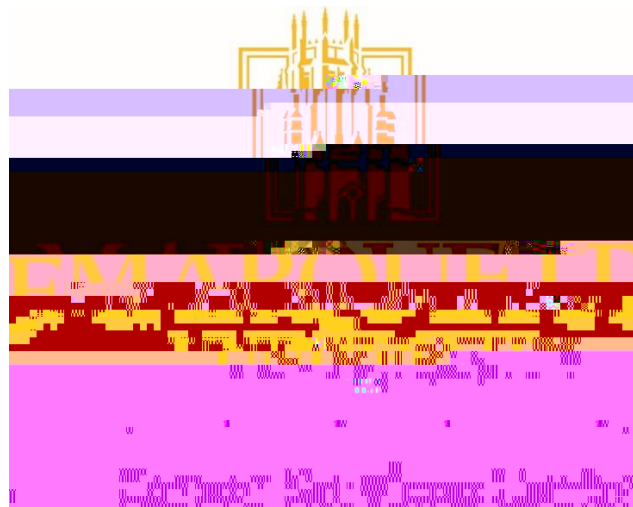


## Marquette University Career Services Center



Most rules for a good resume are not set in stone, but strong guidelines. There is no one "right" way to write a resume. Each person has different experiences and abilities, so it's important to tailor your resume to best highlight your skills and interests.

MU CSC Career Counselors are available to help with resume/cover letter development and improvement during the academic year Monday through Friday; 12:00 - 2:00 p.m.

MU CSC Career Counselors are available year-round

Ways to schedule an appointment:

1. Online: [www.marquette.edu/csc/](http://www.marquette.edu/csc/)
2. 414-7423

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### Formatting

Resumes tend to be very **conservative** in format: the primary goal being readability. In some fields, such as advertising, marketing, and fine arts, creativity is more acceptable and often expected. Creativity should not deter from the overall **intelligent and professional** look. We suggest that you **never use templates** as provided by MU or any other source. Templates often limit your creativity and employers ignore resumes when they have seen the same template multiple times.

### Technical Details

Remember the fewer indents and tabs you use the better your resume will be. Use a document reader that some employers use for online submissions. Bulleted action statements are not complete sentences, so periods are not needed. If you do choose to use them, be consistent with them throughout the document. When creating bulleted points, use the bulleting function in your word processor to create a bullet character and spaces.

### Length

If possible, a **one-page** resume for any and recent grads is recommended. Margins should be between **1/2 inch - 1/4 inch** (often this makes the difference between one and two-page resume)

### Font

One font and one color should be used throughout the document. Font size between **10-12 point** font size will vary depending on the font you choose, the same applies to the size of your margins. Differentiate section headers, selectively use different types of highlighting text. Serif fonts are easier to read than sans-serif fonts in a document like this - Google if you want to know more. Experiment with fonts like Georgia, Garamond or Times New Roman that suits your resume.

### Grammar, Spelling, Typos

No grammatical or spelling errors.  
**No personal pronouns (I, me, my, etc.) are used.**  
 Unless necessary, avoid definite and indefinite articles in descriptions such as "a", "an", "the".  
 All information is delivered in bullet, action-word statements

## Elements of a Resume



*Personable and motivated entry-level marketing professional with experience in both non-profit and for-profit environments. Skilled in creative problem-solving and implementation. Efficient presentation and communication skills acquired through student leadership positions.*

Example:

*Software & Marketing Internship Experience*

This part of your resume may include several of the following:

Career Related, Related (or) Relevant Experience, Work Experience, Internship Experience, Volunteer Experience, Campus Involvement, Service, Leadership, Activities

**Career Related OR Related OR Experience** is really any area in which you may have experience and is related to your career goal, even remotely

**Additional Work Experience** is this to list in how you have had to do things, to do with, or simply that you know how to work. Sometimes this section does not include bulleted action word statements but may include a few short sentences or phrases.

Briefly describe for each position:

- o Job title, organization, community, dates, date (month and year)
- o List your responsibilities for each, using bulleted action statements to describe positions and achievements (see pg. 11).

Example:

**Student Activities Center (SAC) RECEPTIONIST**  
 Milwaukee, WI August 2011 – May 2012  
 Greeted and assisted all clients, students and visitors of the Career Services Center.  
 Provided administrative support to all functions of the Career Services Center.

Use chronological order, starting with the most recent career-related experience first. List your responsibilities for each, using bulleted action statements to describe positions and achievements. The section may be titled many things such as career-related or non-career-related experience.

**Class Projects** (Optional)

If you have little or no career-related experience, this is a good place to demonstrate your skills. List the project title, the organization, the semester, and the date. Then list the objectives, tasks and accomplishments in bulleted action statements under each position.

Example:

**“Be Well Marquette” Class Project**, Spring 20xx  
 Co-ordinator of incoming freshman students  
 Coordinated development and marketing for event with attendance of over 100 students.

**Honors, Activities, Leadership, or Special Skills** (Optional)

Front load these with those most important or most pertinent to your objective (career goal). You may want to use specific headings such as professional organizations, computer skills, and leadership positions. Include any honors, scholarships or recognition awards that you have received. If you were actively involved in any of the teams or committees while in college, those may be included also. The key to this section is keeping it brief. If you need more detail, use the guidelines from the resume writing section.

\_\_\_\_\_ (Optional)

The trend is to keep away from any extraneous information that does not already connect to your career goal. If you already have experience, education, or other qualifications that may want to consider adding it to your resume. For example, if you are applying for a forest ranger position and you enjoy biking in the wilderness, include it by stating: Skilled in all terrain biking and in mountain biking. What you need to ask yourself is, "Will this information help the potential employer learn more about how well I can do the job?" If your answer is yes, then be sure to include the information.

### **Technology/Computer Skills** (Optional)

Many people do not have industry-specific tech skills, but if you do, then those need to be highlighted. It may be that you do not have specific computer skills, but you can include a "line" could be added to your profile, or you could address the skills in the description of the job in which you used them. Microsoft Office programs are other applications that may be relevant.

## Writing Bulleted Action Statements

### What are bulleted action statements?

Bulleted action statements are a concise statement of skills and abilities that you use as a critical tool and stick to your work experiences. These phrases begin with action verbs. There are thousands of action verbs, "Established", "Created" (see pg. 9 for a list). The bullet point in front of these concise statements are visual landmarks to aid the reader in navigating the document quickly.

### Steps to write a bulleted action statement:

1. **Choose an action word** (see pg. 9) Action words are written in present tense for current experience and past tense for experiences which have ended

Example: "Established"

2. **Identify content** from your experiences

Examples: built professional relationships, used written communication skills, improved efficiency

3. **Quantify** (see pg. 9-10) to help you be specific and concise: How many, how often, what type, where, with/for who.

Examples: "over 20 customers", "monthly", "20% increase of sales from 2014 to 2015"

4. **Be specific, concise, and quantify if possible** (to help you be specific, consider the following questions: how many, how often, what type, where, with/for who, how much).

Examples:

5. **Put it all together**

Example:

Established and maintained relationships with 20+ clients, resulting in a 20% increase of sales

### Writing Tips for Action Statements

Statements should not be paragraphs. They should be to the point including information specifically related to the role of application.

Review the transferable skills necessary for the position.

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Review the transferable skills necessary for the position. These may be listed in the job description or your own research to determine them in your own

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Accelerated	Created	Granted	Persisted
Accented	Critiqued	Greeted	Planned
Accomplished	Debated	Guided	Pointed out
Achieved	Demonstrated	Handled	Pooled
Adhered to	Derived	Helped	Practiced
Administered	Designated	Honed	Prepared
Adopted	Designed	Hosted	Presented
Advised	Developed	Illustrated	Prevailed
Applied	Devised	Implemented	Prioritized
Apprehended	Directed	Increased	Produced
Assessed	Discharged	Indicated	
Assigned	Dispatched	Influenced	
Assimilated	Displayed	Initiated	
Assumed	Earned	Innovated	
Attained	Efficient	Inspected	
Attracted	Eliminated	Instituted	
Authorized	Emphasized	Installed	
Balanced	Employed	Integrated	
Beneficial	Empowered	Invested	
Benefited	Enforced	Investigated	
Bolstered	Endorsed	Judged	
Boosted	Engineered	Justified	
Briefed	Enriched	Listed	
Budgeted	Established	Logged	
Built	Estimated	Made	
Carried out	Evaluated	Maintained	
Caused	Exceeded	Managed	
Chaired	Excelled	Mapped	
Charted	Exercised	Mastered	
Checked	Exhibited	Mattered	
Closed	Exonerated	Mediated	
Collaborated	Featured	Merited	
Combined	Financed	Mobilized	
Commanded	Formed	Multiplied	
Commissioned	Formulated	Navigated	
Complied	Fulfilled	Negotiated	
Constructed	Gathered	Obtained	
Continued	Generated	Operated	
Contributed		Organized	
Controlled		Originated	
Cooperated		Outlined	
		Oversaw	
		Participated	
		Performed	

## **Transferable Skills**

### **Planning and Organizational Skills**

Meet deadlines and manage time effectively

Work under time and environmental pressures

Successfully handle multiple requests/assignments/work

Be accomplished, identify and prioritize things

Assess needs

Develop goals for self and/or an organization

Factors to evaluate progress to follow up with tasks

Stick to a difficult endeavor and see it through to completion (4 years of college)

### **Critical Thinking Skills**

Quickly and accurately identify the key issues when making a decision or solving a problem

Explain a theory generated from human behavioral data

Explain a theory generated from human behavioral data

Use facts to judge validity of theories

Create innovative solutions to complex problems

**Research and Investigation Skills**

Use a variety of sources of information to research problems or answers to questions

Conduct literature searches on

- Develop research questions
- Apply primary and secondary research methods to test the reliability of data
- Develop research instruments and administer and interpret quantitative results from empirical work
- Conduct statistical analyses and interpret statistical results
- Establish logical inferences from empirical data
- Select appropriate statistical tests for the analysis of research

Interpret qualitative and quantitative data

- Effectively communicate research findings to others
- Select, administer, score, and interpret various psychological tests or assessments
- Deal effectively with financial, temporal, and personnel constraints on research

**Computer Skills**

Use a variety of software applications, word processing, spreadsheets, etc.

- Internet research and e-mail skills
- Computer programming skills
- Webpage and website design skills

**Personal Skills**

- Define and explain ethical behavior and practice it in difficult situations
- Establish a positive attitude and self-image
- Set limits for stress and demands
- Demonstrate flexibility and ability to handle change
- Recognize the value of lifelong learning and apply professional development opportunities
- Identify career and life goals and make decisions to make decisions
- Ability to accept responsibility and work independently

**Creative Skills**

- Generate ideas for problem solving
- Use intuition to develop new ideas
- Learn to think out of the box
- Mentally organize information gathered from research literature
- Design visual media to easily convey message

**Leadership and Management Skills**

- Align team members and resources to achieve goals
- Motivate team members during busy or stressful times of work
- Advocate the best interests of others to benefit the organizational goals

## Elements of an Electronic Resume

Most employers accept job search materials and applications electronically. Many organizations have websites for you to post your resume and cover letter. Others accept materials via e-mail. There are some basic rules to keep in mind when applying for positions online.

### When to use an electronic resume

Use e-mail referring to an attached cover letter and resume. This is the most common method to use when you see in the internet or on a e-mailed address and they are requesting your resume in their because it is posted with an ad or you are in a job market with a recruiter.

Date: Tue, 20 November 2007 07:00 (EDT)  
 From: Grace Goodwin (grace.goodwin@marquett.edu)  
 Subject: Account Executive Position  
 To: Bernard Murray (Bmurray@rapidforms.com)

Attached please find a cover letter and resume for the Account Executive Position at David Forman. Please

Grace Goodwin

\*\*\*DON'T FORGET TO ATTACH YOUR COVER LETTER AND RESUME!

Option 2: Send your cover letter as the body of the e-mail message. Print your resume as a PDF file and attach it. Many employers won't accept attachments because of the threat of computer viruses. If in doubt, ask before you send any attachment. This method can be used in a job market where the employer is not sure that the information is received.

Date: Tue, 20 November 2007 07:00 (EDT)  
 From: Grace Goodwin (grace.goodwin@marquett.edu)  
 Subject: Account Executive Position  
 To: Bernard Murray (Bmurray@rapidforms.com)

Dear Mr. Murray:

Cover Letter Text (Refer to your resume: " Below is a text version of my resume....")

Resume Text

Grace Goodwin

Option 3: Organizations may ask you to complete an online application or to submit your resume through their website. You may be able to upload your original resume from your disk. It is recommended that you save your resume as a PDF file as this is a secure file format. If you are given a link to a website, it may be a good idea to print out the information and bring it to the interview. Please refer to the company's website for more information.



### **Use a professional email address**

Even the most professional correspondence can be sabotaged by a <http://www.hotguy.com> Hot Guy or Crazy About Cars so make sure your return e-mail address remains professional.

### **Scannable Resumes**

Employers use software to scan resumes for keywords. The software searches the database for keywords to determine the desirable job candidates. This

means your resume needs something special: keywords.

This means your resume needs something special: keywords.

A header on the first page contains your name, address, and phone number; subsequent pages should contain your name and phone number.

Use the following keywords to describe your work experience, duties, abilities, and achievements. Use the same industry-specific terminology so your resume has a better chance of being a "hit." Many employers use a

proper buzzwords will show that you're industry-savvy and will move your resume to center screen.

Use:

- o white, standard size paper
- o 10-12 point font
- o one-inch margins
- o flush left with no tabs
- o bullet points
- o keywords, rather than verbs
- o industry jargon, acronyms, and software known\*

Avoid:

- o overly large font
- o condensed texts (letters touching)
- o italics and underlines
- o vertical and horizontal lines
- o folding and stapling of your resume







## Career Services Center Contact Information

**Location:**

Holthusen Hall, First Floor  
1324 W. Wisconsin Avenue  
P.O. Box 1881  
Milwaukee, WI 53201-1881

**Phone:** (414) 288-7423

**Fax:** (414) 288-5302

**E-mail:** [career.services@marquette.edu](mailto:career.services@marquette.edu)

### How to Schedule an Appointment

1. **Online:** [Click here to schedule an appointment](#)
2. **Phone:** Call 414-288-7423
3. **In-person:** At the Career Services Center (see location)

You will receive a **confirmation e-mail** after scheduling an appointment [outlining our policies and how to](#)

