

The Fundamentals of Resumé Writing

Presented by

Career Services Center
Clarion University



Many are called; few are chosen!

**An employer may receive dozens of
resumés for a position.**

**How do you get the employer
to notice yours?**

Staying in the Pool

Your goal is to **stay in the applicant pool**. How?

- Be brief as possible while still giving a good overview of your qualifications
- Include qualifications related to the position's requirements and exclude unrelated information.
- Organize content so strengths and skills are clearly identified and information is easy to find.
- Have an error-free document (punctuation...spelling...grammar...typing).
- Use a uniform format that makes your resume easy to read.

Keys to a Winning Resumé

1. Research the position and organization; read the job description, if available
2. Be able to state your K-A-S-E.
 - Know what you have to offer
 - List your **Knowledge - Achievements - Skills – Experience**
 - Develop a list of accomplishments
3. Create a page with two columns
 - List the employer's requirements in Column 1
 - List your qualifications in Column 2, matching each item in Column 1
4. Select a format that is easy to read and showcases your ability to do the job
5. Proofread...proofread...proofread!

Style and Format

- Avoid using templates...they're difficult to adjust to fit your needs
- Use standard 8.5" x 11" paper
- Select heavier (20 lb.) bond paper in white or ivory
- Limit your resumé to one page...two pages maximum
 - Include name and page number on second page
- Avoid fancy type
 - Suggested sans serif fonts: Arial or Univers
 - Suggested serif fonts: Times New Roman or CG Times
 - Suggested font size: 12 or 11 points
 - No less than 10 points

Style and Format

- Use CAPITALS and **bold** to highlight section headings
- Keep a one-inch margin on all four sides of the page
- Avoid “cute” artwork or photos
- Double space between sections
- Single space within sections
- Use bullets (•) or an asterisk (*) for lists
- Proofread for spelling, grammar, and typos
- Proofread again!
- Give your resumé to two other people to proofread

Common Sections

- The Header
- Education
- Professional Development
- Internships/Field Experiences
- Honors and Awards
- Professional Organizations
- Campus Activities
- Community Activities
- Employment or Work History

The Header

What is the purpose of the
Header section?

Purpose

- Employers use this section to:
 - Obtain your contact information in case:
 - They need additional information.
 - They want to set up an on-site interview.
 - They want to set up a phone interview.

Content

- Name
- Permanent address and phone number
- College address and phone number
- E-mail address
- Cell phone number
- Web address of portfolio or professional web page

Tips

- College address and phone number (if applicable)
 - State the date when you are no longer at this address
 - Address until May 10, 2008
- Phones
 - Alert your roommates to the possibility of an employer's call
 - Make sure the answering machine message is professional!
 - Avoid offensive or obscene ring-back tones
- E-mail address
 - Check your messages daily in case an employer is trying to reach you
 - Use a professional e-mail address
 - Not partygirl@yahoo.com

Example

BRIAN M. JONES

Address until 5/10/08:

700 South Main Street, Apt. B
Clarion, PA 16214
814-226-1000

Permanent Address:

300 Haven Avenue
Jonesburg, PA 17567
717-888-1000

s_bmjones@clarion.edu
814-229-1234 (cell)
www.clarion.edu/bmjones

Education

What is the purpose of the
Education section?

Purpose

- Employers review this section to:
 - Determine if you have the degree required
 - Assess if you have the educational background (knowledge, preparation, training) to do the job effectively
 - Learn how well you have done academically
 - Do you have the ability to learn?

Content

- University Name...City...State
- Degree
- Graduation Date (month/year)
- Major(s)
- Minor(s)
- QPA – Overall and in Major
- Study Abroad

Tips

- Write out:
 - “Clarion University of Pennsylvania”
 - Your degree
 - Bachelor of Science
- Provide month and year of graduation
- Include your QPA (overall and in major) if it is a strength (over 3.0)
- Include only those institutions from which you received a degree (unless you spent extensive time at another institution)

Tips (continued)

- Place this section after the Header if you are a recent graduate with limited experience or employment.
- If your Experience or Employment sections are stronger, place your Education section below them.
- Omit high school information
- If you financed your college education, include a phrase such as:
 - “Financed 75% of college education through scholarships, part-time jobs, and summer employment.”

Example

EDUCATION

Clarion University of Pennsylvania, Clarion, PA
Bachelor of Science in Business Administration, May 2008
Majors: Management
Minor: International Business
Overall QPA: 3.61 (4.0 scale) Major QPA: 3.82
Graduated Summa Cum Laude
Financed 75% of my education through scholarships and work.

Professional Development

What is the purpose of the
Professional Development section?

Purpose

- Employers review this section to:
 - See if your professional learning extends beyond the classroom
 - Determine your professional areas of interest
 - Assess your level of expertise in a professional area

Content

- Outside-the-Class Learning
 - Conferences
 - Seminars
 - Workshops
 - Continuing Education Courses

Tips

- Include on- and off-campus professional development
- Write out program name; no acronyms
- Include dates
 - Month and year, or
 - Semester and year

Example

PROFESSIONAL DEVELOPMENT

Pennsylvania Institute of Certified Public Accountants Conference, Fall 2007
Deloitte and Touche Summer Leadership Program, Summer 2007
Mary L. Walter Leadership Development Series, Spring 2007
Professional Development Seminar, Fall 2006

Internships/Field Experiences

What is the purpose of the
Internships/Field Experiences section?

Purpose

- Employers review this section to:
 - Determine if you have the specialized experience needed for the position
 - Assess if you have had responsibilities that relate to the needs of the position or employer/organization
 - Determine if your experiences are recent

Content

- Job Title
 - Intern, Public Relations Department
- Organization...City...State
 - Clarion Hospital, Clarion, PA
- Dates of experience (month and year only)
 - June to August 2007
- Responsibilities

Tips

- Customize the title of this section depending on your targeted career or position
- List most recent experience first; work in reverse chronological order
- Describe three to four key responsibilities, tasks, accomplishments, or special projects using a bulleted list (no sentences)
 - Use an action verb to begin each phrase
 - Use numbers, data, dollar amounts, or percentages to quantify responsibilities and results
 - Include awards or recognitions

Example 1 - Education

TEACHING EXPERIENCES

Student Teacher – Grade 2, Mary A. Wilson Elementary School
Punxsutawney Area School District, Punxsutawney, PA
March to May 2007 (eight weeks)

- Developed and taught lessons in all subject areas
- Developed an interdisciplinary unit on “Other Cultures”
- Tutored math and reading one-on-one

Student Teacher – Grade 2, Brockway Elementary School
Brockway Area School District, Brockway, PA
January to March 2007 (eight weeks)

- Developed and taught lessons in all subject areas
- Developed and taught a thematic unit on “Immigration”
- Created an interactive Language Arts center and bulletin boards for math

Field Experience – Kindergarten/First Grade, Luthersburg Elementary School
DuBois Area School District, DuBois, PA
Fall 2006 (three weeks)

- Developed an integrated “Thanksgiving” unit

Grade 5, McKeever Environmental Learning Center, Sandy Lake, PA
May 2006

- Team taught ecological concepts to students in an outdoor setting

Example 2 - Education

TEACHING EXPERIENCES

Student Teacher – Grades 10 & 11, Kittanning Senior High School
Armstrong School District, Ford City, PA
March to May 2007

- Taught 11th grade College Prep, 11th grade Advanced Placement, and 10th grade Gifted/Honors
- Developed and taught a unit on Raisin in the Sun by Lorraine Hansbury
- Created accounts, managed, and taught with www.gomyaccess.com
- Created and taught a Playbill project that helped develop an understanding of drama

Student Teacher - Grade 7, Ford City Junior/Senior High School
Armstrong School District, Ford City, PA
January to March 2007

- Taught 7th grade, all levels
- Created and taught a unit on Brian's Song by William Blinn
- Taught a unit on short stories and multi-paragraph essay writing

Field Experience – Grade 7, Redbank Valley High School
Redbank Valley School District, New Bethlehem, PA
Fall 2006 (three weeks)

- Taught a unit on sentence structure

Philadelphia Urban Experience – Grade 9, English
Mastbaum AVTS, Philadelphia, PA
May 2006

- Taught three mini-lessons on Romeo and Juliet

Example 1 – Non-Education

INTERNSHIP

Community Relations Intern
PennDOT Engineering District 2-0, Clearfield PA
June – August 2007

- * Wrote news releases and public service announcements
- * Assisted with creating and editing a newsletter
- * Served as liaison to local print and broadcast media contacts
- * Represented PennDOT at groundbreaking and dedication ceremonies

Example 2: Non-Education

INTERNSHIP

Accounting Intern

Interstate Hotels Corporation, Pittsburgh, PA

January – April 2007

- Tracked 40 corporate cash concentration account reconciliations
- Worked as part of a two-person team in conducting an audit of a full service hotel
- Completed an audit of the cash handling procedures with minimal supervision
- Participated in the drafting and issues of an audit report

Honors and Awards

What is the purpose of the
Honors and Awards section?

Purpose

- Employers review this section to:
 - Assess your academic achievements
 - Learn about your accomplishments
 - Determine if others recognize you for your abilities

Content

- Scholarships
- Honor Programs/Colleges
- Honor Societies
- Dean's List
- Other recognitions
 - Athletic
 - Creative
 - Leadership
 - Professional

Tips

- List in order of importance
- Include description of honorary organizations in parentheses
 - Example: Beta Beta Beta (honorary biology)
- Include “when” (semester or month/year)
- Include number of semesters on Dean’s List
 - Example: Dean’s List, 7 semesters

Example

HONORS AND AWARDS

Academic

National Science Scholarship, 2006-2007
Clarion University Mathematics Scholarship, 2005-2006
Kappa Delta Pi (national education society), 2005-2007
Phi Alpha Theta (history honor society), 2004-2007
Clarion University Honors Program, 2003-2007
Dean's List - 7 semesters

Athletic

Clarion University Scholar/Athlete Honoree, 2006-2007, 2005-2006
Lettered in Track, Spring 2006
Lettered in Cross Country, Fall 2006 & Fall 2005

Professional Organizations

What is the purpose of the
Professional Organizations section?

Purpose

- Employers review this section to:
 - See if your interest in the profession extends beyond the classroom
 - Assess your level of commitment to the profession
 - Determine your level of involvement with professional organizations
 - Leadership roles...committees

Content

- Professional organizations or societies
 - International
 - National
 - Regional
 - Local
 - Campus

Tips

- Include a description (in parentheses) of any organization that may be unknown to the reader of your resumé
- Include:
 - Campus professional organizations
 - Off-campus national, regional, or local organizations of which you are a member

Example

PROFESSIONAL ORGANIZATIONS

American Marketing Association (Clarion University Chapter), 2005 – Present

President, 2007-2008

Vice President, 2006-2007

Society for the Advancement of Management (SAM), 2006 - Present

Accounting Club, 2005 - Present

Campus Activities

What is the purpose of the
Campus Activities section?

Purpose

- Employers review this section to:
 - See if your college involvement extends beyond the classroom
 - Determine if your interest areas might be beneficial to the employer
 - For example: College involvement in the Clarion Call may be of interest to a potential newspaper/employer
 - Assess your level of involvement
 - Leader vs. member
 - Determine your special skills
 - Leadership...organizing...public speaking...planning...budgeting (to name just a few!)

Content

- Examples
 - Student Professional Organizations
 - Clubs
 - Special Interest Groups
 - Activities: Athletic, Cultural, Educational, Social
- Offices Held and Dates
- Special Projects
- Accomplishments or Contributions

Tips

- Can be combined with these sections, depending on the amount of information
 - Honors
 - Community Activities
 - Professional Organizations
- Analyze how each activity is relevant to your targeted job; list in order of importance to your career goals
- Include a description (in parentheses) of any organization that may be unknown to the reader of your resumé
 - Clarion Call (weekly university newspaper)

Example

CAMPUS ACTIVITIES

History Club, 2005 – present

- Team Member, Annual Quiz Bowl; team placed 3rd in 2007
- Fundraiser Participant, Annual Book Sale, 2006
- Tour Guide, Clarion University Ghost Walking Tour, 2005 and 2006

On-Air Disc Jockey, WCUC 91.7 FM (campus radio), Fall 2006

Clarion University Marching Band, 2005-2007

- Percussion Section Leader, 2005, 2006

Clarion University Women's Rugby Team, Spring 2005

Community Activities

What is the purpose of the
Community Activities section?

Purpose

- Employers review this section to:
 - See if your involvement extends beyond the campus
 - Determine if your interest areas might be beneficial to the employer or its community
 - Example: Student involvement in the United Way may be beneficial to an employer who is committed to the United Way. You may be asked to coordinate the employer's United Way campaign.
 - Assess your level of commitment to your college or home community
 - Determine your special skills
 - Leadership...organizing...public speaking...planning (to name just a few!)

Content

- Community, volunteer, or service organizations or activities
 - At Clarion University
 - In the Clarion community and/or surrounding areas
 - Your home community
 - Any where in the world!
- Can occur
 - One time (ex. Special Olympics; a one-time fund raiser)
 - For a short duration (ex. Volunteer coach for a summer)
 - On-going

Tips

- Be sure to have an appropriate balance of professional, campus, and community activities and involvement.
- List activities that are relevant to your targeted job first
- Avoid listing potentially controversial activities
- If they are political or religious in nature, you may want to use generic descriptions
 - Youth leader for church
 - Volunteer for political candidate's campaign

Example

SERVICE ACTIVITIES

Clarion University

Arete (campus service organization), 2005 – present

Clarion University Relay for Life (Team Leader), 2006 & 2007

Clarion Community

Clarion Foodstock (community food drive), Fall 2007

Clarion Hospital Dialysis Center, Summer 2007

Clarion County Special Olympics, Spring 2007

Kiwanis French Fry Stand, Clarion Autumn Leaf Festival, 2005 & 2006

New Kensington Community

Coach, New Kensington Little League, New Kensington, PA, Summer 2006

Employment

What is the purpose of the
Employment section?

Purpose

- Employers review this section to:
 - Determine if (or how much) work experience you have
 - Obtain further evidence of your ability to do the job effectively
 - Evaluate if you have the core characteristics of an “excellent worker”
 - Reliable...dependable...self-motivated...team player...service oriented...friendly (people person)...adaptable...flexible
 - Ascertain your work ethic
 - Assess your time management skills
 - Balancing classes and work

Content

- Job Title
- Employer
- Location of Employment (city and state)
- Dates of Employment (month and year only)
- Number of hours worked per week
- Responsibilities

Tips

- List in reverse chronological order (most recent experience first)
- Include highlights of responsibilities
 - Use an action verb to start each descriptive phrase (no sentences)
 - Highlight tasks, skills, and accomplishments
 - Use numbers, data, dollar amounts, or percentages to quantify job duties and results
 - Include any job-related recognitions or awards
- Show progression or promotions within an organization
 - Lifeguard for one summer to Pool Manager during the next summer

Example

EMPLOYMENT

Resident Assistant, Nair Hall, Clarion University, Clarion, PA

September 2005 to present

- Help to maintain safety and security of a 400-person residence hall
- Counsel and/or refer students experiencing academic, personal, or social challenges
- Plan and implement programs that encourage the educational and social development of students
- Work with a team of 15 peers and professionals

Camp Counselor, YMCA Camp Kon-O-Kwee, Fombell, PA

Summer 2007

- Worked with girls, ages 10-12
- Wrote daily lesson plans; coordinated physical, social, and educational activities
- Responsible for the safety and well-being of 60 different children over a nine-week period

Hostess/Waitress, Joe's Restaurant, Penfield, PA

Summers 2004-2007

- Assisted in training seven new summer employees
- Handled daily cash transactions averaging \$2,000
- Promoted to Hostess in Summer 2006

Additional Sections

What **additional sections** could you include in the resumé?

Possible Sections

- Include these sections if they are appropriate for your targeted positions or career area:
 - Research/Publications/Presentations
 - Computer/Technical Skills
 - Travel
 - Languages
 - Certifications/Licenses

Purpose

- Employers review these sections to:
 - Get a complete picture of you as a candidate
 - Additional experiences, skills, or proficiencies
 - Collaborative projects with faculty
 - Knowledge of other cultures
 - Technical proficiency
 - Language proficiency
 - Determine if you have additional qualifications that will help you do the job effectively

Content

- Research/Publications/Presentations
 - Research projects
 - Published articles or papers
 - Presentations at professional conferences; workshops presented
- Computer/Technical Skills
 - Software, programming, and operating systems
 - Office skills
 - Lab equipment and techniques

Content (continued)

- Languages
 - Include competency level in speaking, writing, and reading
- Travel
 - List countries or cities visited
 - Can include foreign study or semester/year abroad under Education section

Example

PUBLICATIONS & PRESENTATIONS

Program Presenter, “Diversity – Think Fresh”
Pennsylvania State System of Higher Education Conference, 2007

Editor, Northeast Notes (Northeast District quarterly publication), 2006
Kappa Kappa Psi (national honorary band society)

COMPUTER SKILLS

High proficiency in Microsoft Office, particularly Word and PowerPoint
Experience with Maple, MATLAB, and Mathematica software

LANGUAGE SKILLS

Read and write in French
Conversational in Spanish

TRAVEL

Traveled to Australia and New Zealand with a church youth group
Summer 2007 (three weeks)

Resumé Clinic

- Resumé writing handouts
 - In print
 - Online
- Sample resumé of Clarion graduates
 - Available to review for content and style
- Individual appointments with a CSC staff member
 - To review your rough draft
- Computers with Microsoft Word and a laser printer
 - Please bring your own resumé paper

Questions?

- The Career Services staff will be happy to respond to your resumé questions.
- Contact us at 814-393-2323 or visit 114 Egbert Hall for additional assistance.