

RESUME PURPOSE, DESIGN AND MECHANICS

The purpose of a resume is to market yourself to employers by succinctly summarizing your education, experience, and skills, ultimately aiming to convince employers to invite you to interview. When conceptualizing your resume, think of it as a marketing tool, rather than a simple work history, as it is intended to promote you as the perfect candidate for the opportunity at hand. As you write your resume keep in mind: "Sell it! Don't just tell it!"



The purpose of a resume is to market yourself to employers by succinctly summarizing your education, experience, and skills, ultimately aiming to convince employers to invite you to interview. When conceptualizing your resume, think of it as a marketing tool, rather than a simple work history, as it is intended to promote you as the perfect candidate for the opportunity at hand. As you write your resume keep in mind: "Sell it! Don't just tell it!"

Resume writing is an art, not a science. There is no one correct way to formulate a resume, but there are some best practices and standards that Career Services recommends. Stand out from the crowd with high quality content and a clearly written, error-free document. Sequence the information from most important to least important with regard to your career objective. When constructing bullet points, aim to highlight accomplishments that exemplify the skills you possess and employers are seeking. Always write with the potential employer in mind!

> **Length:** With a few exceptions, most college students do have a one page resume when applying for internships or entry-level jobs. If you are an involved college student, have held several leadership positions, or have substantial relevant work experience you may have a two page resume. A well-spaced resume with relevant information on 2 pages is better than a 1 page crammed resume or a 1 page resume with font that is too small to read.

> **Margins:** Make your resume visually attractive. Use some whitespace to allow the reader's eye to rest. Using .5 inch to 1.5 inch margins is recommended.

> **Font:** Use a font that is easy to read. Tahoma, Verdana, Times New Roman, Arial, and Courier New are good choices. A 10-12 point font size is recommended.

> **Consistency:** Keep the formatting consistent throughout your resume. For example, if you choose to bold a job title, make sure you bold every job title. Also, make sure that all of your bullet points, section headers, dates, etc. line up neatly on the page.

> **Accuracy:** Your resume, and all other job search materials, must be 100% error free. Be sure to carefully read through your resume, checking grammar, spelling, and punctuation. It is a good idea to have at least 2-3 people proofread it as well.

> **Be Accomplishment-Orientated:** Employers hire you for your skills and want to read about times when you have successfully utilized the skills they are seeking. Describe achievements, rather than listing duties, quantify outcomes whenever possible, and be sure to highlight your proficiency in both technical (industry or job function-specific) and transferable skills.

> **Use Action Verbs:** Strengthen your bullet points by beginning each with an action verb that previews the skill to be exemplified in that accomplishment statement. This allows a potential employer to more easily scan your resume for what he or she is seeking. • **Make it Clear and Be Succinct:** Eliminate the pronoun "I" at the beginning of each bullet point as this is assumed. Avoid introductory and wind-up phrases such as "My duties included..." and "My responsibilities were..."

> **Overall Appearance:** Ask yourself and others if your document is easy to read and professional looking. Print on high quality bond paper (24-pound, 25% cotton). White, off-white, ivory or light gray are the best colors. Avoid resume templates as the format is limiting. Do not fold or staple your resume. Also, consider that the average recruiter may scan your resume for 30 seconds or less. Make sure that your most important information stands out.