



Effective Resume Writing

Common Questions | Common Mistakes

CWRU Career Center | Sears 229
216-368-4446 | careers@case.edu

Skills Employers are Looking for Regardless of Major

- Detail-oriented
- Strong Work Ethic
- Communication skills
- Self-confidence
- Teamwork skills
- Organizational skills
- Initiative
- Leadership skills
- Interpersonal skills
- Problem solving skills
- Analytical skills
- Creativity
- Computer skills
- Technical skills
- Entrepreneurial skills/risk taker
- Flexibility/adaptability



Resume Quiz

How long does an employer look at a resume the first time?

- 6 seconds
- 30 seconds
- 1 minute
- 2 minutes



Resume Quiz

That's right!

6 Seconds!*

*<http://cdn.theladders.net/static/images/basicSite/pdfs/TheLadders-EyeTracking-StudyC2.pdf> - *Eye Tracking Online Metacognition: Cognitive Complexity and Recruiter Decision Making. Will Evans, Head of User Experience Design, TheLadders. 2012.

How do I write a
good resume?



What is a Resume?

- A one-two page summary of relevant professional and educational qualifications and experiences.
- A key part of your internship/job search or grad. school app.
- A living document that is always in progress!
 - Expresses who you are by outlining what you have done and what you have to offer professionally and academically.
 - Serves as a marketing tool by selling your skills to employers.

A GOOD resume should...

- Catch an employer's attention
- Be neat and organized
- Give employers a first impression of your professional talents
- Market your skills and abilities
- Go back typically 5-10 years
- Provide relevant information in an easy to read format
- Present experience chronologically-most recent first
- Emphasize duties and accomplishments in jobs, internships, student activities, etc.
- Highlight education, experiences and qualifications and relate them to the position/industry you are seeking
- Get you high quality interviews





Components of a Resume

Let's start with the BASICS!

- One page typically for a Bachelor's degree candidate. Two pages MAX!
- Margins should be between 0.5 inch – 1 inch.
- Keep it professional: Please use a traditional font size and type
 - (ex. Times New Roman, Arial, Cambria, Calibri, etc.)
- Use resume paper for distributing: neutral colored.
- Proofread! MANUALLY Double-check for spelling and grammatical errors/ typos.

Common Elements of a Resume

- ✓ Heading
- ✓ Objective or Prof. Summary (optional)
- ✓ Education
- ✓ Experience (Related/Relevant, Additional)
- ✓ Volunteer Experience
- ✓ Activities
- ✓ Skills
- ✓ Achievements/Honors/Awards
- ✓ Professional Associations/Memberships



Heading or Identification Section

- Your Full Name
- Address (campus and/or permanent)
- City, State, Zip Code
- (Area Code) Telephone Number
 - Check your voicemail message!
- Email Address – Make sure it's professional!



Heading or Identification Examples

LINDA TAYLOR

1596 East 115th Street #317

Cleveland, Ohio 44106

(619) 289-6464

Linda.taylor@case.edu

Linda Taylor

Linda.taylor@case.edu

216-555-4454

Campus Address

1596 East 115th Street #3A

Cleveland, OH 44106

Home Address

724 Elm Street

Chicago, IL 60604

Objective Section



Objective:

Professional objectives can include three components:

1. Job function (position) desired.
2. Organization type or general career field.
3. Knowledge, experience, and/or skills offered.

**Will become tailored when applying to specific job openings.*

Objective Examples

OBJECTIVE - Good

To obtain an internship within a management consulting firm that will utilize my communication and organizational skills.

OBJECTIVE - Better

Seeking a Summer 2014 internship with a management consulting firm which will utilize my analytical skills and educational background in finance and economics.



Education Section

- List recent information first.
- Provide full-name of the school/college/university and city and state or country where it is located.
- Include your degree and anticipated graduation date.
- List all of your majors/minors/focus/concentrations.
- List your GPA (3.0 or higher).
- Can include honors/awards (Dean's list).
- For first or second year students, it is OK to list high school information.
- If you transferred, there is no need to include previous schools (only institutions you received a degree).
- Include study abroad experience.

Education Examples

EDUCATION

Case Western Reserve University, Cleveland, Ohio
2014

May

Bachelor of Science in Management

- Concentration: Finance
- Minor in Theater Arts
- GPA: 3.34 (Dean's List, 3 semesters)

Study Abroad:

The University of Frankfurt, Frankfurt, Germany
2011

Summer

- Courses in the European Union: Economic Enlargement and Institutional Framework
- Relevant skills gained: cross-cultural competency, flexibility, adaptability, proficiency in German

EDUCATION

Case Western Reserve University

Cleveland, OH

Dual Degree: Bachelor of Arts, Economics and Psychology

May 2015

- GPA: 3.86

Arlington High School

Arlington, VA

Honors Diploma (Ranked RESE) GPA: 4.0

May 2011



EST. 1826
think beyond the possible™

Relevant Coursework Section

Can include a separate section listing specific classes taken. Helpful if...

- you have a second major or a minor that sets you apart from other students.
- think higher level, not basic courses-think, areas of focus, etc.
- you want to highlight a specialization area important to you and/or relevant to the position.

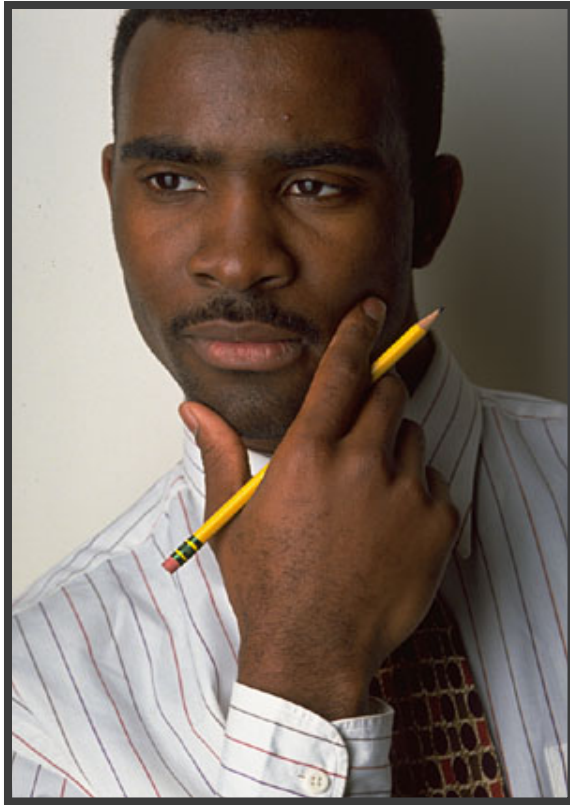


How Do You Present Your Experiences, Skills, and Accomplishments?

- ✓ With the use of bulleted statements



**Why use
bulleted
lists?**



Bulleted Lists

**I'm going to the store
to purchase eggs,
turkey milk, sugar,
oranges, onion ,
yogurt, apples, pork
chops, butter,
potatoes, ground beef,
sour cream, green
beans, steak, chicken**

Store purchases:

- **Dairy**
 - Eggs, milk, butter, sour cream
- **Produce**
 - Oranges, onions, apples, potatoes, green beans
- **Meat**
 - Pork chops, chicken, ground beef, steak, turkey

Bulleted Statements

Sentences?

Fragments?



Bulleted Statements

Sentence:

I coordinated interdisciplinary activities for fourth and fifth graders.

Becomes...

Fragment:

- Coordinated interdisciplinary activities for fourth and fifth graders including...
 - ✓ *Do not use "I" on a resume*

Experience Section Cont.

- Make sure to list your place of employment, your title, location of company (city and state or country), and your responsibilities and qualifications.
- Think not only about what you did, but what skills you acquired in your role. What were your accomplishments/achievements? Show results.
- When you read your job duties, does it describe the job, or you? Use specific examples.
- Look at a job description and what qualifications you have that fit that job description-tailor your resume to that specific job
- Use descriptive action verbs and vary them!



Experience with Action Verbs

- ✓ Action verbs show what you did on the job and focuses on accomplishments!

Sample statements:

- I *negotiated* a settlement between the writers and the film companies resulting in...
- I *taught* a 5th grade science unit on astronomy with...
- I *developed* a new process to monitor and control handgun distribution at the police academy which led to...

Action Verbs

Use **STRONG** Action Verbs! Some examples...

Financial	Creative	Helping	Teaching	Management
Appraised Estimated Budgeted	Illustrated Introduced Adapted	Collaborated Intervened Guided	Instructed Trained Conducted	Analyzed Chaired Established
Bargained	Initiated	Assisted	Coached	Scheduled

Action Verbs

Remember! Verb Tense

Present tense for present job(s):

✓ what you're doing now

(compile, edit, teach, manage)

Past tense for past job(s):

✓ what you've done, or completed, in the past.

Experience Examples

Case Western Reserve University Career Center
Ohio

Cleveland,

Career Peer

August 2013 – Present

- Act as a Career Center student liaison to the Weatherhead School of Management for over 200 students and participate in monthly meetings
- Provide quality service to students, staff, alumni and employer guests.
- Actively assist students during consulting hours in the Career Center by reviewing resumes and other job search documents through peer-to-peer coaching
- Successfully conducted workshops and presentations for 10 student and Greek Life organizations on various career-related topics such as Career Center Overview, Resume Writing, and Interviewing Basics
- Organize outreach programs such as xyz that have increased student involvement by 10%.
- Participate in a two day training event on Career Development and attend monthly in-service training to increase knowledge of Student Affairs in higher education
- Provide recommendations to students on career center resources and share information about upcoming career programs as well as myCareer online tools

Skills Section & Examples

ADDITIONAL SKILLS

Computer

- Proficient in Microsoft Office?, SPSS, ~~Internet Research~~
- Experience with Adobe Photoshop and Access databases

Lab or other technical skills?

- If relevant for the field

Language

- Fluent in Spanish, Conversational skills in Polish
- *OR Able to Speak, Read, and Write Spanish?*
- *Note proficiency levels*



Additional Sections

CWRU Leadership Experience:

Beta Alpha Psi (BAP), President, Spring 2014-Present

- Start with an action verb and state what you did and focus on accomplishments.

Alpha Kappa Psi (AKPsi), Vice President of Finance, Fall 2012-Spring 2013

- Start with an action verb and state what you did and focus on accomplishments.

Quidditch Club, Marketing Chair, Fall 2011-Spring 2012

- Start with an action verb and state what you did and focus on accomplishments.

Volunteer Experience

Habitat for Humanity, Case Western Reserve University, August 2012-Present

- Assisted with the construction of three houses within the Cleveland community

Honors/Awards

- Dean's High Honors (5 semesters)
- Recipient, CWRU Alumni Scholarship, 2012-Present
- Nominee, Who's Who Among Students in American Universities and Colleges, Present

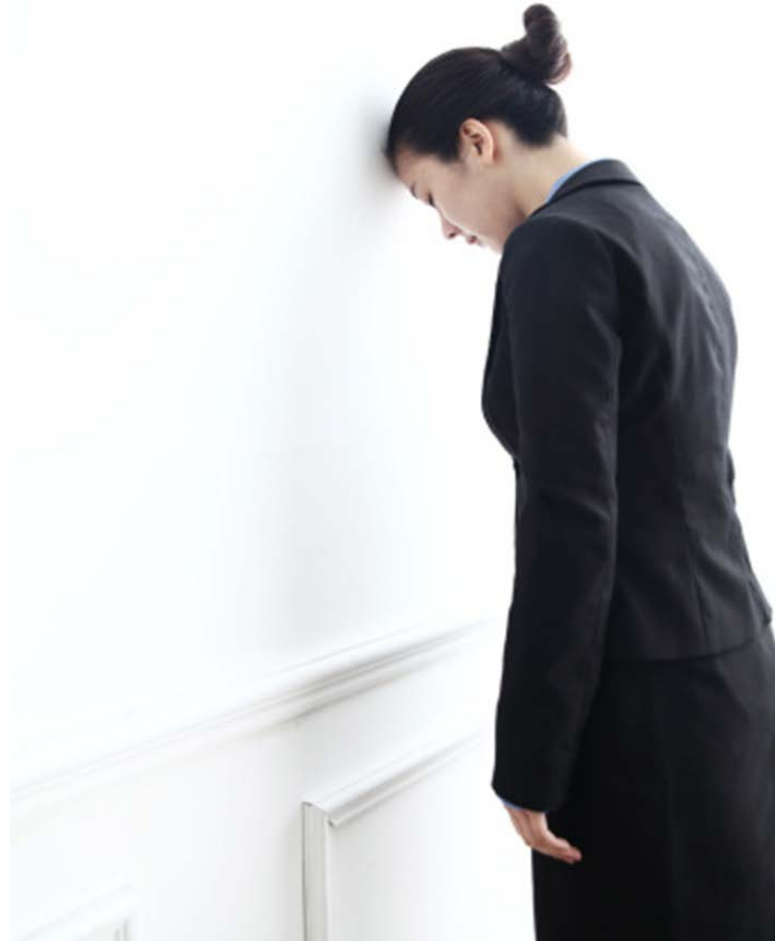
More examples...

Leadership Activities

Ohio Nursing Students' Association - Treasurer	2013-2014
Graduate Student Nurses' Association - Vice President	2012-2013
Cleveland Public Schools Connection - Public Relations Chair	2012-2013

Interests: Photography, Theater, Running, Soccer, and Playing Guitar

COMMON RESUME MISTAKES



It's No Big Deal?!

- Think resume typos are no big deal? Last year, [Accountemps](#), a temporary staffing firm, interviewed 150 senior executives from some of the nation's largest companies. **40%** of the respondents said that just **one typo** on a resume would cause the candidate to be eliminated. **36%** percent said it would take just two mistakes before the resume was put in the "NO" pile.

Common Resume Mistakes

- Too long
- Too short
- Wordy
- Vague
- Use of "I" and "we"
- Too much "fluff"
- Exaggerated/misleading
- Hard to Read
- Using complete sentences
- Poor design or format (use of template)
- Use of abbreviations & acronyms
- Poor grammar
- Misspellings and/or typos
- No locations listed for employer
- Dates missing or unclear
- Poorly focused
- No punch

Seriously?!

- Objective: Seeking a part-time position with room for advancement
- Explanation of employment gap: career break in 1999 to renovate my horse
- Skills: Broadened knowledge in biological science by collaborating with world renowned scientists.
- Education: College: August 1880 to May 1984
- Cover letter: I would like to assure you that I am a hardly working person.
- Personal Information: Married, eight children, prefer frequent travel
- Language Skills: Exposure to German for two years-but many words are inappropriate for business
- Achievements: Nominated for prom queen
- Education: Finished eighth in a class of ten
- Salary: The higher the better
- Cover letter: Please disregard the attached resume; it's totally outdated
- Reason for leaving last job: the owner gave new meaning to the word paranoia

Cover Letter BASICS

- 1 page MAX, typically 3-4 paragraphs!
- State what position you're applying for, where you heard about the position, can mention a referral, etc.
- State **WHY** you're interested in the position and organization
 - What do you know about this organization?
 - Why do you want to work there?
- Complement and not reiterate what is on the resume
- Tailored for each position
- Platform to tell your **STORY**

Cover letters are focused!



Resume Resources

Drop In Consulting Hours

Monday-Thursday
11AM to 2PM

Individualized Appointment

To schedule, call: 216-368-4446
Monday-Friday, 8:30AM-5:00PM
Career Center
Sears Library, Suite 229

Career Search Guide

Web: students.case.edu/careers



Summary

*You know your resume is working
when employers are calling!*

Questions? Discussion?

