

Why do you need a resume?

A resume is a summary of your professional background including education, work experience, and any additional relevant experiences. The most common purpose of a resume is to express your professional background succinctly to apply for jobs and to secure interviews. It is often the way you make a first impression upon a potential employer, so it is critical that your resume be rich in content and visually appealing. This quick reference guide provides suggestions for formatting and creating content of resumes.

Purpose of a Resume

- A sales brochure and not an autobiography
- Enables you to get an interview
- Serves as a basis for discussion.

Rules for Resume Writing

- Be relevant, concise and consistent
- Consider the employer's perspective
- What skills, abilities, interests, experiences and personal characteristics that you have that will meet the employer's needs.

Resume Basics

- Should be one page in length. Unless you've had a lengthy career.
- Avoid fancy type of difficult to read styles.
- Do not use first-person pronouns ("I" or "me")
- Avoid complete sentences and write in bullet format starting with an action verb.
- Eleven (11) point for font size.
- Calibri and Tahoma for fonts.

Typical Resume Sections

- Heading
- Profile Summary
- Areas of Expertise
- Career Highlights
- Professional Experience
- Early Career
- Education
- Certifications & Technical Skills
- Languages

If you consider your experience more important/relevant than your education, then you should include that section first (and vice versa).

Resume Writing Guide

HEADING

- **Use regional location: city and state only.** It is no longer customary to use a personal address. City and State are fine. Providing an address can lead to unfair biased depending on socioeconomic and personal perceptions. A hiring manager only needs a regional reference point.
- **Avoid using an email address that is associated with work.** Use a personal email address that does not contain unprofessional phrases. The address should be a combination of the your name, i.e., Mary.Smith67@gmail.com
- **Include your LinkedIn URL profile.**

Example:

Mary Smith

Fall River, MA | 508.678.2811 | Mary.Smith@gmail.com | [linkedin.com/in/Mary-Smith-2bbbba14b6](https://www.linkedin.com/in/Mary-Smith-2bbbba14b6)

PROFILE SUMMARY

This section should be 3 sentences long and use a strong mix of soft skills and powerful verbs, adjectives and industry language to accurately describe what you bring to the table.

Example:

Dynamic and results-oriented professional with a proven track record of generating and building relationships, managing projects from concept to completion. Demonstrates direct communication and relationship building qualities across multiple agencies. Offers expertise in executing action plans and surpassing expectations by efficiently utilizing resources. Highly organized self-starter who succeeds in fast-paced environments.

AREA OF EXPERTISE

- Be concise and use creative adjectives.
- Examples of Areas of Expertise for different majors.

Accounting/Finance: Revenue Management/Contract Negotiations/Budgeting & Forecasting/Process Improvements/Financial Analysis

Education: Communication/Interactive Training/Conflict Resolution/Curriculum Building/Testing & Measuring Performance

Office Administration: Data Entry & Verification/Human Resources/Payroll, Email/mail Correspondence/ Customer Relations

Example:

AREAS OF EXPERTISE

Customer Service | Quality Control Analysis | Process Improvement | Product Loss Prevention Team Development | Team Management | Customer Experience | Leadership | Sales Goals | Inventory Control | Retail Operations | Business Plans | Forecasting | Marketing Plans | Sales Procedures | Recruiting | Hiring | Training | Relationship Management | Vendor Management | Budget Management | Project Management | Training | Strategic Planning | Logistics | Metrics

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CAREER HIGHLIGHTS

Only include these if you have substantial highlights to include. Don't just say what you did but what value you added and what impact you made on the organization. Use numbers and metrics to quantify your success.

Examples:

- Implemented a marketing campaign to update a printer's brand that enabled the organization to win a Bronze Award for digital and social media marketing expertise in 2021.
- Demonstrated superior leadership to management on campaign and project oversight resulting in a 30% bonus.
- Commended for successful marketing campaign in a highly competitive market resulting in ABC company signing a three-year contract and receiving a Jones & Company Marketing Campaign of the Year Award in 2020.
- Recognized by management as the top talent within the organization for implementing a successful test market strategy and leading-edge marketing skills by receiving an Innovation Accomplishment Award.
- Praised for critical reasoning abilities, creative idea generation and unsurpassed energy to achieve satisfaction to identify and assess customer needs.

PROFESSIONAL EXPERIENCE

- The most weight and relevance are placed on your 10-15 years' experiences.
- You want the bulk of your resume to highlight your most current experiences.
- Work history is listed in reverse chronological order (most recent first), and brief descriptions of each experience are included.
- Use power verbs to describe your responsibilities.
- Start each job off with an action verb: Example: Coordinate, Orchestrate, Plan
- Don't just say what you did but also what you accomplished.
- Never use the same action verb twice.
Example: Trained, evaluated, and mentored 20 associates toward performance success.
- If you are currently at the job, start each action verb in present tense.
Example: Coordinate
- If you are no longer at the job, start each action verb in the past tense.
Example: Executed
- Use no more than 4 -5 bullets per job, otherwise it's too wordy.

EARLY CAREER

- List job experience older than 15 years in this section to show no employment gap.
- List company, job title and dates of employment.

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EDUCATION

- List and highlight your degree first.
- Then list College, City, State

Example:

Associate in Science (AS) in Nursing

Bristol Community College, Fall River, MA

- It is no longer standard to include graduation dates on your resume.
- However, include the graduation date for recent graduates with minimum professional experience.
- If you are graduating in a few months, list as follows: Expected: 2025

CERTIFICATIONS & TECHNICAL SKILLS

- Depending on your field and experience, you may need additional sections.
- Example for Technical Skills: Microsoft Word, Excel, PowerPoint, Social Media: Facebook, Instagram, LinkedIn
- Example for Certifications: CPR, First Aid
- The order in which you present your sections may vary.
- Remember, this is a marketing tool, so you want to present your most relevant information prominently.

LANGUAGES

- If fluent in more than one language list them all.
- Example: Trilingual fluency in English, Spanish and Portuguese

REMOVAL OF THE REFERENCE SECTION

- It used to be standard to include up to three references at the bottom of your resume or include a statement that read, "References Available Upon Request," **but that is no longer the case.**
- Hiring managers will ask for references separately during the application and/or hiring process.