

Moore School Undergraduate Resume Instructions

Section 1 Gathering Information

Even if you already have a resume with which you are happy, we want you to start over with a blank page. As you complete the following steps, DO NOT refer back to the resume you already have on hand. Start with a clean slate and see what develops as you go through the process.

1. Select an area of focus

Decide what type of job you want and write it at the top of a piece of paper. You may want to think in terms of functional areas (finance, marketing, operations). This may change as you develop and grow as a business student, but for now think about what job you currently believe you would like to have at the conclusion of your degree. Think about specific job titles as well as general functional areas.

2. Education

List your educational qualifications. Include Bachelor's degree in this list and the date of your anticipated graduation. Don't forget any continuing education courses, especially if they involved certifications.

List honors and awards you have received including scholarships, athletic awards, academic awards, etc. Describe the reason you received each honor or award.

List your total grade point averages if 3.5 or higher or you can indicate only your major grade point average if it is 3.5 or higher.

Record any special projects or studies in which you may have taken part such as a study abroad or a field study.

Write down any and all activities in which you participated. For example, if you are in a fraternity or an honorary organization and you have held a leadership position, make certain that you write down your role(s) in addition to your membership(s). Describe what you did in each membership/role.

3. Review Job Descriptions

Next, you need to review written descriptions of the ideal job you are targeting, NOT the job you are in or jobs you have had in the past. This can be done in various ways. One way is to surf through postings on various web search engines (see Appendix A) or on the homepages of companies or organizations that strike your interest. In addition, check out The Dictionary of Occupational Titles (<http://www.oalj.dol.gov/libdot.htm>) and the Occupations Outlook Handbook (<http://www.bls.gov/oco/>) published by the U.S. Bureau of Labor Statistics. Once you have done this research, complete the following:

- Make special note of the sentences in these descriptions that describe things you've done in your past experience (volunteer or paid). Highlight these for use as you actually create your resume. It is important for you to use CURRENT business terms to describe jobs you have had in the past as business terminology shifts over time.
- Become familiar with the buzzwords and key descriptors of the industry in question. Typically, these are nouns or short phrases that describe the essential knowledge, abilities and skills required to do the job. These terms are often used by employers in screening and scanning resumes. You want to use these somewhere in your resume, so keep a checklist and mark them off as you insert them into your document.

4. Past Work Experience

Think back through every job you have held (volunteer or paid) and detail job duties and responsibilities for each one. Try to summarize your role in two to three sentences. Write down specifics about the organization and operation including size of organization, how many employees, etc. in this section.

5. Accomplishments

Now, think about specific accomplishments that you may have achieved in each job. What have you done beyond the daily expectations of the job?

- Did you exceed sales quotas or performance goals?
- Did you save money?
- Did you generate revenue?
- Did you increase efficiency or productivity?
- Did you deliver outstanding customer service?

Try to write down at least two accomplishments for each job that you can quantify or qualify in some way. (See examples below) Please note a couple of pointers as you craft these statements:

- Accomplishment statements should provide evidence of your productivity and show how you added value to an organization. They briefly capture the actions you took and the results you achieved. Work to make each statement interesting so that people who read your resume will want to get

more details about your accomplishments. Be sure you note any cost savings, and mention innovations, changes or actions that show you actively produced desired results.

- Accomplishment statements should quickly communicate to employers that you can do the job. Be sure your strengths and skills come across and that everything you write down supports the job you're targeting. If you can't answer the question "So what?" about each bullet point (Meaning why/how did this action bring value to an employer?), it should be reworked to answer the question or eliminated.

Examples of Accomplishment Statements:

Strong Examples

- Introduced a continuous improvement program that minimized waste and boosted efficiency.
- Contributed to team initiatives that increased daily productivity and reduced errors.
- Increased revenue by designing eye-catching displays and utilizing suggestive selling techniques.
- Saved 10% over previous cost for part by researching prices on the Internet.
- Organized a chapter of 150 women for the recruitment of over 700 potential new members.
- Planned and implemented a thrift sale, raising over \$3000 for Juvenile Diabetes.
- Documented daily water safety records accurately 100% of the time.
- Created and managed daily rotation for seven lifeguards to maintain safety for swimmers.

Poor Examples

- Responsibilities included implementation of policies and procedures. Trained new employees, interfaced with subordinates and vendors and light correspondence.
- Responsible for cleaning and straightening up clothes racks at closing time.
- Dealt with customer service issues. Various sales activities.
- Assisted the public with their questions and concerns.

6. Community Activities

Write down any of your activities that were not associated with attendance at a school. Examples would include scouting, fund raisers, civic activities, community sponsored athletic programs, etc. Again, think not just in terms of membership, but rather the roles you played and the accomplishments you achieved.

Example:

- Organized a car wash that raised over \$2000 for the community food bank.

Section 2 **Creating the Document**

It is now time to begin drafting your job search resume. We have created the template in a very “user friendly” manner, which we believe will make this process fairly simple. (See Appendix B)

- The text in Black is static and should stay as it is on the template. These are descriptors that should not be changed at this point.
- The grey text is designed to provide instructions and a “type over” option to keep the page setup in place. As you type in the information you gathered in Section 1, simply place your cursor at the beginning of the gray lines as appropriate, select the “insert” option, and type over the instructions with your appropriate information.
- Please DO NOT change margins, tabs, font size, etc. If we need to adjust later, we will.

General Guidelines

Before you begin the draft process, please read the following caveats, warnings and snippets of advice from various professionals and employers. Please keep these in mind as you create your first draft.

1) Begin each sentence with strong action verbs - like planned, organized, and directed. Make sentences positive, brief and accurate.

2) Misspelled or misused words reveal slipshod work habits and laziness. Double and triple check every time you revise your document! Do the final check on a hard copy and not on the computer.

3) Employers want specifics on what you can do for them, NOT information about what you want from the job.

4) Everywhere and always, if you describe the duties you perform and don't include your accomplishments, your resume is virtually assured of a near-death experience.

5) A resume isn't your biography.... Employers want to know "what have you done lately?" In other words, what have you done while in college and maybe high school.

6) Wherever possible, use buzz-words relevant to the job you are seeking. You should have developed a list of these in Step 3 of <u>Section 1 – Gathering Information</u> .
7) Your resume should be one page. Since some employers scan resumes looking for key phrases, make certain that you do your research and include phrases appropriate to the type of work you are seeking.
8) Use the same size and type of font throughout the resume. (The only exception is your name and it can be one size larger) Avoid the use of underlining and unusual fonts. Italics should be used only for foreign words and titles of publications.
9) Font size should be no less than 10 and no greater than 12.
10) The recommended font type is Times New Roman or Arial.
11) Margins for headings should be .5” and 1” for body of information within each heading.
12) Do not use personal pronouns.
13) Do not use abbreviations. The only exceptions are state abbreviations and USA
14) Do not use periods in abbreviations. (Wrong: U.S.A. Correct: USA)
15) Write out all numbers up to and including nine. Use numerals for 10 to 999,999 (except at the beginning of a sentence)

Now, take a look at the attached template in Appendix B and pay close attention to the various sections.

Heading Section

This section is designed to give your reader quick, easy access to your name and accurate contact information.

Name Your name should be centered at the top of the page. Your address, phone and e-mail should be under your name as shown.

Objective

A strong objective statement is required. Having a concise statement of what you want to do helps you keep your resume consistent and focused.

This objective should be derived from Step 1 of Section 1 – Gathering Information. What did you designate as the job you want at the conclusion of your degree program? That is your current objective. A solid objective may also state the industry in which you want to work, if there is a preference. However, there is also a need to be flexible. A few examples of strong objective statements are listed as follows:

Strong Objective Statements

- Seeking a financial analyst position with a global firm.
- Seeking a purchasing and supply position in the electronics manufacturing industry.
- To secure a Marketing Associate position with an international consumer products corporation.
- To obtain a Management Trainee or Leadership Development position utilizing my analytical, problem solving and interpersonal skills.

(Note: If seeking an internship, substitute the word “position” with “internship.”)

Experience

In this section, you will draw heavily from the research you did in Steps 3-6 of Section 1 - Gathering Information. This is where you sell your background as relevant to your future goals. This is also where you sell your skills and competencies in various accomplishment statements. You do this by listing your previous work experience, in reverse chronological order. Each position will be formatted and the content crafted in the following way:

Company Name: Should be in all CAPS; NOT bolded, NOT underlined.
City, State and Country should be right justified using right end tabs.

Title of Position: Should be bolded. Dates of Employment should have the following format:

March 2000 – May 2001 and should be right justified.
(Note: maintain consistency of hyphen size and spacing throughout resume).

Job Scope Statement

First, you will develop a Job Scope Statement for each position. This is placed directly under the title of the position. This is a one to two sentence description of the

role and scope of the position. Here is where you will draw from your work done in Step 4 of Section 1 - Gathering Information. This is background information to give your reader an overall idea of what you did and where you did it. **This is not a list of duties**, but a very brief description of the role of the position. Here are a few examples:

Shared Services/ Procurement Intern

Participated in all job functions of the procurement position including but not limited to vendor management of forms/envelopes, commercial print, direct mail, and promotional items.

Volunteer Consultant

Facilitated two team projects that developed multiple ideas to improve communication, employee morale, and employee appreciation.

Assistant Project Manager

Participated on project management team by preparing survey related documents, legal descriptions, construction calculations and exhibits for various presentations.

Sales Associate/Painter

Prospected new residential clients for local pressure-washing and handy-man company.

Assistant Manager and Event Planner

Planned and coordinated projects ranging from conventions and trade shows to small weddings.

REMEMBER: Start with a strong action verb and use past tense unless presently employed.

Accomplishment Statements

Refer back to the research you did earlier in Step 5 of Section 1 – Gathering Information. Here is where you will strategically craft statements that highlight experiences and demonstrated skills similar to those outlined in the job descriptions you found. Eventually, these statements will lead to “stories (STAR)” you will tell in interviews providing evidence of skills and competencies needed in the job you want. Remember these statements should include an “action” and “result” that answer the question, “So what?”

The point here is to show how you made a difference to the organization. How did you make or save them money or time? What was the outcome of your project? Was the data used by upper management to make a major decision? If you can't point to a specific quantifiable or qualifiable result, it doesn't need to be a bullet point. Please note that accomplishment statements may change as your objective is fine tuned or altered in the future. These must support the objective and give evidence of your qualifications relevant to the objective.

In addition, use a bit of humility in crafting your resume. Be specific about achievements, but stay away from using highly subjective adjectives or phrases. Over emphasizing your skills may be perceived as “boasting.

Example:

- Successfully utilized excellent computer skills to immediately improve the highly antiquated filing system and reduce common errors.

REMEMBER: Start with a strong action verb and use past tense unless presently employed. Also, end each statement with a period.

Education

Please follow the formatting of the template exactly. You should list your Bachelor's degree with your target graduation date.

- Use all caps for “MOORE SCHOOL OF BUSINESS” and use initial caps for “University of South Carolina.”
- If you graduated with honors, put the honor right after the degree, italicizing any Latin words. For example: Bachelor of Arts, *Summa cum laude*. List the grade point average if it is 3.5 or higher.
- If applicable, do mention any study abroad.

Additional Information

This final section is the place you will put any additional information you choose to share. The categories listed on the template should be addressed if relevant, but you may include other headings if desired. This is up to you, although we strongly encourage you to at least address the areas present on the template.

Certifications List any certifications that you may have earned, e.g. CPR, swimming instructor.

Languages List any foreign language in which you can communicate at an effective level. In other words, you can make yourself understood and you can understand most of what is being said.

IT Skills Make sure to include the highest level operating system you know and each type of software. For example: Windows XP, Word, Excel, Access, PowerPoint and Outlook. For those students with extensive IT experience, you may wish to create several generic categories and group applications, platforms, programming languages, etc.

Awards Academic awards should be listed under the school where the reward was bestowed. Non-academic awards should be listed here.

Activities List any community or school activities that help to support your objective, especially leadership roles.

Final Thoughts

Although it may seem early to begin this undertaking, we assure you it is imperative that you do this NOW. Over the years we have learned that the earlier students take ownership of their internship search and job searches, the more successful they are in obtaining the position they want. The Office of Career Management is ready and anxious to assist you in this process, but ultimately the responsibility is YOURS. Don't take it lightly!

Appendix A - Search Engines for Use in Reviewing Job Descriptions and Job Search in General

General Employment listings (can be searched by functional area)

Monster: www.monster.com (also 21 other country sites: www.monster.de, www.monster.com.hk, etc.) Lists positions that have been sent in by companies/recruiters

Flip Dog: www.flipdog.com Searches company websites for positions.

Yahoo Careers: careers.yahoo.com

Career Builder: www.careerbuilder.com

Hot Jobs: www.hotjobs.com

Wet Feet: www.wetfeet.com

Career Gardens: www.careergardens.com

Websites focusing on a narrower functional area:

Dev Net: www.devnetjobs.org (international development jobs)

GMAC: www.mba.com/Career/job_descriptions/index.shtml (functional area job profiles)

Net Impact: www.net-impact.org (non-profit listings/internships for MBAs)

Opportunitynoocs: www.opportunitynoocs.org (non-profit listings)

Links to top finance employers: http://www.nyssa.org/jobs/top_employers.html

Jobs in the money: www.jobsinthemoney.com (finance/accounting)

HR.com: www.hr.com (human resources listings – requires free sign-in)

Bloomberg's: www.bloomberg.com/career (finance/accounting)

Direct Marketing Association: www.the-dma.org/jobbank (marketing)

American Marketing Association: www.marketingpower.com (marketing)

IEEE: jobs.ieee.org/index.html (engineering)

Manufacturing.net: www.manufacturing.net/careers (manufacturing/operations)

Jobs.internet.com: www.jobs.internet.com (high-tech jobs)

Dice: www.dice.com (high tech)

Brassring: www.brassring.com (high tech focus, but other listings too)

Geographic Area Websites

Overseas Jobs : www.overseasjobs.com (international jobs)

Boston Jobs: www.bostonjobs.com

Boston Works: www.bostonworks.com (Boston Globe website)

North & South Carolina: www.carolinascareerweb.com (I had some difficulty using this site!)

Colorado: www.jobsincolorado.com (not many MBA-type listings)

Chicago/Illinois: www.chicagojobs.com

New York Times Career Center: www.nytimes.com/pages/jobs/index.html

Los Angeles Times: www.latimes.com/classified/jobs/

Riley Guide: <http://www.rileyguide.com/internat.html> (listing of international job site resources)

Ireland: www.irishjobs.ie

Canada: www.workopolis.com