

# RESUME WRITING

The resume is a personal marketing tool that is meant to convey to an employer that a candidate is capable of doing a specific job based on their past experience, skill set, and accomplishments. The resume is not a complete history of a candidate's work or a record of everything the candidate has ever done. Therefore, a resume **MUST** be tailored to each specific position being applied for. The resume should only include experiences that are relevant to the position being sought and should only highlight skills and accomplishments relevant to that position.

## IMPORTANT TIPS

**Tailor your resume to the specific position and organization.** Place the most important and relevant information near the top of the resume. Create section headers that are tailored to your industry (e.g. Personal Training Experience or Event Planning Experience).

**List your experiences in reverse chronological order** (most recent working backwards) within each section. Move your most relevant sections up toward the top of your resume.

**Always start your bullet points with active skill verbs!** (See list below.)

**Avoid going over one page**, unless you have extensive experience relevant to the position or you are using the resume for academic purposes (e.g. scholarship or fellowship applications).

**Avoid abbreviations, slang, acronyms, personal pronouns (I, my, etc.), and jargon.**

**Ensure that your resume is error-free.** It is also essential that you are consistent in your formatting. If you bold one organization's name, you must bold them all.

**Do not include personal information on your resume** (e.g. religion, birth date, ethnicity, nationality, or a photo).

**Place your references on a separate reference sheet.** Do not place your references on your resume. See the reference handout for formatting tips.

### Before you start...

Take out the job description and carefully read through it, circling or underlining the skills that are being sought by the employer. Compare that list to the skills that you possess. Be sure to use the same language as the employer when you write your bullet points.

## PARTS OF A RESUME

### CONTACT INFORMATION

Place your contact information at the top of your resume in a letterhead formation of your choosing. This contact section should include the following: your name (should be the largest thing on the page), your full mailing address (you can list both your permanent and local addresses but be sure to include the dates that you will be at each), your phone number, and your e-mail address.

### OBJECTIVE (OPTIONAL)

If you are submitting a cover letter, you really do not need an objective. Your cover letter is your extended objective. Objectives are useful to include when taking a resume to a career fair or when sending a resume to a potential employer without a cover letter or formal application. Objectives can also be good for emphasizing your fit for a position or tying together your past experience to the position you are seeking if the connection is not an obvious one. Do not say what you hope to gain from the employer. Remember this is about what you can do for them.

When including an objective follow this formula:

**Active Verb** + **Position or Type of Position and Organization or Industry** + **Most Relevant Skills/Experience**  
(i.e. "seeking" or "to obtain") (keep this brief)

### EDUCATION

Place your education section either after your objective, if you are using one, or after your contact information. Do not include high school information on your resume. Only list the university or universities you have obtained a degree from or will be obtaining a degree from. If you have obtained degrees from multiple institutions, list them in reverse chronological order (most recent first).

For each institution you list, include the following: the name of the institution, the city and state where the institution is located (include country for anything outside of the US), the degree you will be earning or have earned (spell it out, e.g., "Bachelor of Science" or "Bachelor of Arts"), the month and year you earned or will earn your degree, and any majors, minors, and/or concentrations.

In addition to listing the institutions you have earned degrees from, you may also include these optional pieces: GPA (3.0 or higher based on a 4.0 scale can enhance your resume), and/or any official trainings completed or certifications earned, relevant academic honors/awards/scholarships.

## EXPERIENCE

Experience includes full-time, part-time, volunteer, extracurricular, internship, cooperative, laboratory, and clinical experiences that are relevant to the industry and position you are applying to, whether they were paid or unpaid. Remember that the employer is looking for skills and accomplishments. They are less concerned about the specific setting in which you gained your skills.

### SECTIONS

Creating sections is one of the best ways to tailor your resume. Sections allow you to group together your most relevant experiences. For example, if you are applying for a marketing position, you might have a "Marketing Experience" section that includes your most relevant experience. Avoid sections titled "Work Experience" or just "Experience". These are too generic and do nothing to help you tailor your resume. Remember, your sections can move freely around the page but your experiences within each section must be listed in reverse chronological order (most recent first).

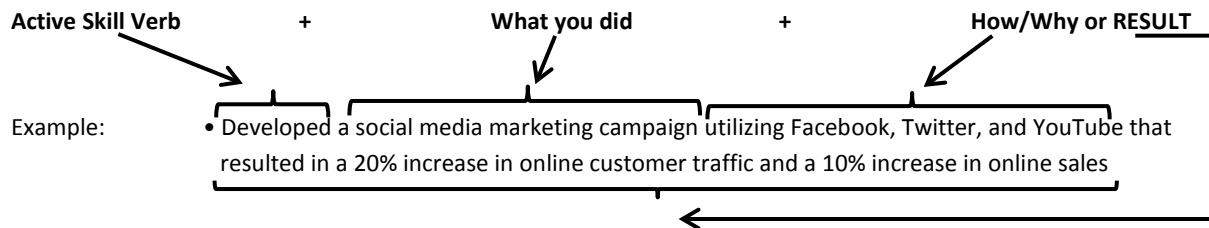
Section Title Examples: "Leadership Experience", "Management Experience", "Volunteer Experience", "Additional Experience"

### EXPERIENCE BLOCKS

Within each section you will list a minimum of one experience block. An experience block includes: the name of the organization, the city and state where the organization is located (include country if outside of the US), your title (e.g. "Sales Representative"), start and end dates that include both the month and year, and 2-4 bullet points describing your skills and accomplishments.

### BULLET POINTS

When constructing your bullet points use the following formula:



It is also important to **quantify** and **qualify**. You will not be there to explain your skills to the employer. Your bullet points have to provide enough context and detail for them to understand what you are capable of. In every bullet point always ask yourself why you did something. The why or result portion of the bullet point holds the most weight. Skills should be in present tense if you are still doing the activity and past tense if you are no longer doing the activity.

## LANGUAGE

Language can either be placed in the education section or can form its own section if directly relevant to the position. Use the following terms to describe your skill level accurately:

**Literate** – You are comfortable reading and writing in the language

**Conversational** – You can speak the language

**Proficient** – You can read, write, and speak the language well

**Fluent** – You are able to speak, read, and write in the language just as a native speaker would. (If you list fluent, you must be prepared to work in this language and may even be interviewed in this language as a test of your abilities.)

## ADDITIONAL SKILLS

If specifically asked for in the job description you can create separate sections for computer skills, clinical skills, and/or laboratory skills. Otherwise, these skills should be embedded into your existing bullet points wherever possible.

## ACTIVE SKILL VERB LIST

Achieved	Collaborated	Estimated	Maintained	Reduced
Administered	Coordinated	Enlisted	Managed	Reported
Adopted	Counseled	Experimented	Marketed	Researched
Arranged	Created	Facilitated	Measured	Reviewed
Assisted	Delegated	Formed	Motivated	Revised
Assessed	Demonstrated	Guided	Observed	Scheduled
Analyzed	Designed	Handled	Operated	Served
Authored	Developed	Identified	Orgnized	Studied
Built	Directed	Implemented	Planned	Supervised
Calculated	Drafted	Improved	Performed	Taught
Certified	Edited	Increased	Prepared	Tested
Compiled	Educated	Initiated	Presented	Trained
Conducted	Ensured	Instructed	Published	Translated
Consulted	Established	Led	Raised	Utilized

# Lucy Johnson

[johnsonl@gmail.com](mailto:johnsonl@gmail.com) | (555) 555-5555 476  
E. Fender Lane, Morgantown, WV 26506

## OBJECTIVE

Seeking the Wellness Coach position with Crimson Fitness and Wellness in which I can utilize my exercise instruction and customer service skills to contribute to the overall wellness of the Crimson Fitness and Wellness clientele.

## EDUCATION

**West Virginia University**, Morgantown, WV (May 2012)

*Master of Public Health*

Concentration: Health Behavior

GPA: 3.8/4.0 Phi Beta Kappa (2011); Founders Scholar (2010, 2011, 2012)

**CPH Certification** (May 2012)

## FITNESS INSTRUCTION EXPERIENCE

**YMCA**, Morgantown, WV

*Fitness Program Intern* (January 2011-Present)

- Developed and facilitated a fitness incentive program for 800 YMCA members resulting in a 15% increase of facility use by enrolled members
- Demonstrate the proper use of facility equipment to all new members
- Consulted with clients on the design of personal fitness plans in one-on-one environments

**Division of Recreational Sports**, Morgantown, WV

*Group Exercise Leader* (August 2010-December 2012)

- Led 30-60 participants in 30, 45, and 60 minute cyclefit, yoga and aquatic sessions
- Designed routines with safe and effective options for various participant skill levels in order to make each session applicable to all participants

**Kicks Dance Studio**, Morgantown, WV

*Dance Instructor* (September 2009-May 2010)

- Choreographed dance routines for 20-50 member beginner, intermediate, advanced, and competitive dance squads ranging in age from 9-19
- Instructed 30 beginner students ages 6-14 in bi-weekly sessions over 8 weeks utilizing various instructional and classroom management techniques

## LEADERSHIP EXPERIENCE

**Alpha Sigma Alpha Sorority**, West Virginia University, Morgantown, WV

*Alumni Relations Chair* (September 2011-Present)

- Communicate with alumni in order to create and maintain alumni support for the organization resulting in \$20,000 of new alumni donated funds
- Promote alumni – chapter interaction through the planning of 6 alumni social events each year attended by over 450 alumni members
- Manage the 4 member alumni committee by conducting meetings, organizing schedules and delegating tasks

# Jackson Smith

486 S. Becker St.  
Lexington, KY 40536  
(until May 4<sup>th</sup> 2012)

[jsmith@wvu.edu](mailto:jsmith@wvu.edu)  
(555) 555-5555

566 Stark Ln  
Fairmont, WV 26500  
(after May 4<sup>th</sup> 2012)

## EDUCATION

**West Virginia University**

*Bachelor of Science in Kinesiology*

Major: Sport Communication – Broadcast

Minor: Telecommunications

Morgantown, WV

May 2012

Major GPA: 3.2/4.0

## SPORT COMMUNICATION EXPERIENCE

**NBC 5/Telemundo**

*Sports Department Production Intern*

Chicago, IL

May 2011-August 2011

- Collaborated directly with the weeknight sports anchor on story idea generation and planning
- Researched facts for stories and updated game scores as needed in order to provide the most up-to-date sports news for NBC 5's viewers
- Interviewed both professional and collegiate athletes for various stories ensuring both the athlete and viewers' satisfaction

**Mountaineer Illustrated (MI)**

*Sports Columnist*

Morgantown, WV

August 2009-May 2011

- Created and implemented a weekly "Who's Who in WVU Sports" column which resulted in an increased social media following for the sport section of MI
- Covered and wrote stories for all Men's Soccer and Women's Softball events
- Researched and interviewed various WVU athletes for human interest stories resulting in a stronger relationship between the MI sports section and the WVU Athletics Department
- Contributed to bi-weekly 15 member staff meetings in which the direction of the sports section was determined

**WUKY**

*Deejay*

Lexington, KY

August 2008-May 2009

- Broadcasted and planned a weekly, one hour sports talk show that was moved into a more popular time slot due to overall listener interest
- Prepared dialogue for 5 other deejays and talk show guests
- Recruited athletes and sports moguls to act as guests on the show through extensive networking and cold calls

## ATHLETICS EXPERIENCE

**Morgantown High School**

*Assistant Coach – Men's Track and Field*

Morgantown, WV

September 2009-Present

- Train and instruct 15 athletes ages 16-18 in high jump and long jump events with 5 athletes advancing to state competitions last year
- Mentor and guide athletes both on and off the track
- Consult and assess athletes in efforts to determine which events best fit each athletes' strengths

## Alexa Gooding

1245 S. Buckingham Rd. • Copeland, CA 90210  
[agood@gmail.com](mailto:agood@gmail.com) • (555) 555-5555

### Objective

Seeking the entry-level Management Trainee position with Crown Hotels where I can use my excellent customer service and leadership skills to provide Crown Hotel customers with the highest standard of service

### Education

American University – Copeland, CA May 2012  
*Bachelor of Science in Recreation, Park, and Tourism Studies*  
Major: Tourism Management  
Language: Proficient in Spanish

### Hospitality Experience

Grand Hotel – Dallas, TX May 2011-August 2011  
*Intern*

- Monitored payroll and budget records in order to ensure that expenditures were authorized and correctly documented
- Maintained and encouraged customer loyalty through the courteous and efficient resolution of disputes, discrepancies, and complaints
- Consulted with potential customers regarding event space rentals
- Scheduled room reservations and banquet space rentals ensuring customer satisfaction

### Leadership Experience

Alpha Alpha Gamma Sorority – Copeland, CA August 2009-Present  
*Vice President – Programming*

- Lead the 8 member programming committee in the organization of various social, educational, and philanthropic programs over the course of a year
- Supervise the production of each event from the catering and venue selection to the guest list and clean up ensuring each event runs smoothly
- Report program plans and outcomes to national governance and institution authorities
- Market events utilizing social media campaigns and flyers created with Adobe Photoshop in order to increase attendance numbers at open social events

### Additional Customer Service Experience

Chester Restaurant – Copeland, CA May 2010-August 2011  
*Hostess*

- Greeted guests and assigned patrons to tables suitable for their needs
- Communicated with kitchen staff, management, customers, and serving staff to ensure that dining details were handled correctly and all customer concerns were addressed
- Consulted with customers to ensure they were enjoying meals and offered to correct any problems
- Operated the register and accounted for \$2,000 nightly in sales

## Brian Michaels

2304 W. Eisenhower St. Morgantown, WV 26506  
441 Sunset Rd. Ely, MN 55731 (after May 2012)  
(555) 555-5555 | [michaelb@wvu.edu](mailto:michaelb@wvu.edu)

### EDUCATION

**West Virginia University** (Morgantown, WV)  
Bachelor of Science in Applied Health Science (May 2012)

Major: Nutrition Science Minor: German

Language: Fluent in German

**Berlin University** (Berlin, Germany)

Intensive German Language Seminar (May 2011 – August 2011)

### NUTRITION EXPERIENCE

**BBK Health Care Center** (Bloomington, IN)

Dietary Aide (May 2011-Present)

- Fulfill daily meal plans and deliver meals to all patients in the center
- Observe the nutritionist's assessment of 30 clients in order to draft individualized diet plans

**Premier Health Foundation** (Indianapolis, IN)

Intern (December 2010-August 2011)

- Shadowed nutritionist and reviewed diet plans for 54 clients based on their health concerns
- Observed and assisted in the performance of preliminary tests to check clients' weight, height, temperature, blood pressure and other vital stats
- Maintained nutritional reports on each client that were eventually added to the clients' official medical record

**Apples Charter School** (Bloomington, IN)

Volunteer (September 2008-February 2011)

- Taught 40 elementary students about nutritional health utilizing games and interactive class activities in an effort to increase the importance of nutrition at a young age
- Presented student nutritional education plan to school administration for approval

### MANAGEMENT EXPERIENCE

**Indianapolis Public Pools** (Indianapolis, IN)

Head Lifeguard (May- August 2008, 2009, 2010)

- Supervised a team of 20 lifeguards ensuring proper training, attentiveness, and safety
- Scheduled shifts for 3 separate pool lifeguard rotations utilizing Microsoft Excel
- Monitored pool patrons for safety hazards and provided emergency assistance when necessary
- Interviewed, hired and trained an average of 5 lifeguards each season in an effort to maintain the most effective lifeguarding team possible

### CERTIFICATIONS

Lifeguard Certification (renewed in January 2012)

American Red Cross First Aid and CPR Certification (renewed August 2012)