

# RESUME WRITING GUIDE

## Table of Contents

<b>Overview</b>	2
<b>Elements of a Professional Résumé:</b>	2
Heading	2
Custom LinkedIn URL	3
Professional Profile Or Summary	3
Education	4
Training, Licenses, Certifications	4
<b>Work Experience</b>	5
Reverse Chronological Order	5
10 years of experience	5
Experience Descriptive Statements (bullet points)	5
<b>Skills or Areas of Strength</b>	7
References	7
Résumé Do's and Don'ts!	8

## Overview

A professional resume is a one page marketing document that allows you to present your experience in a format that is easy to read and commands attention from the reader. Too often, job-seekers write their resumes as a list of everything they've ever done, or a run-down list of all tasks and responsibilities. Remember, your resume is not a general list of job descriptions or work history, but rather a way for you to relay your experience, skills and accomplishments that are directly relevant to the position you are applying to. Employers want to see direct, relevant experience that shows the candidate has experience doing exactly what they need done in their position, and that the candidate can show concrete evidence that they are excellent at those functions.

When writing a resume, first consider what position you are applying to, highlight the skills and functions the employer is seeking, then create a resume based on the guidelines below, focusing on experiences you have had and tasks/functions you have performed, that prove you have the qualifications the job posting is seeking.

### There are two qualities of effective resumes:

- Each bullet point, experience, keyword, etc. on the document is **targeted & related directly** to the position you are applying to
- It includes **results, outcomes and accomplishments** to prove through evidence-based statements that you are highly effective at those relevant tasks and skills

Experience includes work, volunteer, internships, freelance work, projects, or any other experiences you've had in courses, capstone and portfolio work that demonstrate specific skills related to the position you are applying to.

Remember the point of a resume is to show evidence you are highly qualified for the position you are applying to and it must be targeted to the job posting you are applying for so each resume is tweaked and tailored to each position application. **There is no such thing as a "general resume"** so consider building experiences relevant to your occupational goal so when you are ready for job searching, you have resume content. If you do not feel you are qualified yet for a particular role or position, you must get involved outside of coursework to gain experience for a resume by volunteering, job shadowing and interning, getting involved in a national organization within your industry, helping out a favorite nonprofit by using the skills you need to showcase on your resume for their benefit, etc. Also build your course projects and portfolio to focus on the skills and knowledge you want to show employers.

### Read:

[8 Secrets to Making an ATS-Friendly Resume | The Muse](#)

## Elements of a Professional Résumé:

### HEADING

The heading needs only two lines on your resume. See sample below.

#### Your Name

• City, State, Zip • 000-000-0000 • yourname@email.com • [linkedin.com/in/FirstLastName](#)

## CUSTOM LINKEDIN URL

We recommend creating a customized LinkedIn URL to enhance your personal brand. LinkedIn provided you with a URL when you registered (includes characters not necessary for your brand). You will want to edit it to: <https://www.linkedin.com/in/FirstNameLastName>. Remove all other letters or numbers at the end.

[Here are instructions on how to customize your public profile link:](https://www.linkedin.com/help/linkedin/answer/87/customize-your-public-profile-url?lang=en)

<https://www.linkedin.com/help/linkedin/answer/87/customize-your-public-profile-url?lang=en>

## PROFESSIONAL PROFILE or SUMMARY

Do not begin any professional resume with an "Objective" statement, which is outdated. An undergraduate resume should focus on education, work experience, activities, leadership and/or volunteer experience.

**A profile or summary section is optional for mid-level and executive level experience.** Begin the document with a "Professional Profile" or "Career Summary" that includes the qualifications you meet from the job posting you are applying to, including items such as:

- Desired or current profession and number of years' experience
- Relevant special skills/strengths
- Industry experience/specialization
- Proven successes in related tasks/functions
- Certifications or professional memberships

Do not use personal pronouns anywhere on your resume (words including: I, you, he, she, it, we, they, me, him, her, us, and them).

Similarly, a "Summary of Qualifications" highlights your top 3-5 specific examples of how you meet the qualifications of the job posting you are applying to and the proof of your success in performing (results, accomplishments and outcomes).

You can create a compelling career summary by answering these three questions:

- What are you really good at as it relates to your field?
- What approach do you generally take to accomplish your goals at work? What skills do you have that make you a good match for the position you are applying for?
- What are your plans going forward?

### Example (Mid-level experience):

"Metric-Focused **Marketing Manager** who consistently increases market share and revenues by skillfully producing branded email campaigns integrated with social media and traditional marketing. Precisely targets audiences at proper frequency to ensure ROI is attained for each marketing initiative."

### Example (Executive level experience):

Dynamic, take-charge, change agent offering striking success propelling entrepreneurial startups and turning around midsize companies by energizing and unifying all stakeholders. Managed up to 1,000+ employees with operating budgets over \$100 million. Broad experience leading multiple technical and operational system conversions.

### Executive Performance Benchmarks

**EDUCATION**

High school information is no longer included on a resume once your first year of college has been completed.

List the name of the degree you will have when you graduate from Lee Business School. It must be written exactly as it appears on your transcript – visit Lee Business School website: <https://www.unlv.edu/business/academics>

List the name of the university, city and state of the school (**use Las Vegas, NV**). List city and state in the right margin, followed by your expected graduation month and year as follows: **Expected: May 2021**

If you have additional college degrees from other institutions, follow the same format above, **listing them in reverse chronological order (the most recent degree first and so on)**. You do not need to include dates for degrees obtained many years ago.

Do not list colleges attended where a degree was not, or is not, obtained. Employers only need to know what degrees are or were obtained, from what university, and when.

**Example (bachelor degree):**

University of Nevada, Las Vegas	Las Vegas, NV
Bachelor of Science in Business Administration, Marketing	July 2018

**Example (more than one degree from same college):**

University of Nevada, Las Vegas	Las Vegas, NV
Master of Business Administration	July 2018
Bachelor of Science in Business Administration, Accounting	June 2016

**TRAINING, LICENSES, CERTIFICATIONS**

If you are including training and/or certifications on a resume that are relevant to the position you are applying to, create a separate section for just **Certifications & Training or list in the skills section**.

You must format the training/certifications properly and place them in reverse chronological order (most recent first, down to least recent) with all other items in the section.

**Format:**

Name of certification/training and issuing body or organization providing the training and date completed

**Example:**

<b>CERTIFICATION</b>	
Project Management+ CompTIA	March 2017

## WORK EXPERIENCE

You must include the following for each experience:

**Employer Name/ Job Title/ Employment Dates/City/State** (List starting month and year, ending month and year unless presently employed)

- **Write bullet points** under each experience title beginning with a strong action verb in the correct verb tense describing skills, tasks & accomplishments
- See more about bullet point structure and content below

### Reverse Chronological Order

Each section's contents must be placed in **reverse chronological order** (most recent to least recent looking first at start date and then at end date). Any experience ending in "present" is a current experience, therefore most recent, and would be listed first. If two experiences have the same start date (for example: Present), the experience with the most recent start date comes first.

### 10 years of experience

Resumes generally go back 10 years in experience therefore any experience ending beyond 10 years is removed from the resume. This is because, in general, any experience older than 10 years is considered outdated in skills, processes, technology, industry trends, etc. and therefore not very relevant to your candidacy for a current position. However, if you want to keep these experiences on your resume because they are relevant and show your career progression, you may, add them in a section titled "**Additional Experience**". **Only list company, position, city and state. Remove dates.** Please be sure to include accomplishments and result statements to show your impact there, and focus less on tasks and basic functions. If the employment you had over 10 years ago is not relevant to the position you are applying to, it is recommended to leave it off the resume.

### Example experiences:

<p><b>Sales Manager</b>  <i>Advanced Technology Components, Inc.</i>            Manage dozens of public- and private-sector clients, supplying clients with electronic components for military, defense, and aerospace projects, resulting in currently over \$200 million in sales.</p>	<p>May 2014 – Present            Fort Lauderdale, FL</p>
<p><b>Store Manager</b>  <i>Domicci's Pizza</i>            Designed and implemented all marketing and advertising campaigns, reaching new audiences and increasing social media followers by 35%.</p>	<p>Jun 2011 – Dec 2014            Atlanta, GA</p>

### Experience Descriptive Statements (bullet points)

ALL bullet points must describe a RELEVANT task, skill and result, directly related to the job you are applying to. Be sure you create descriptive statements under each experience (bullet points) that describe what you do/did, how, for who, why, and the result, related to the position you are applying to, showing your qualifications for that particular position.

**Do not use personal pronouns** anywhere on your resume (words including: I, you, he, she, it, we, they, me, him, her, us, our, their and them).

Generally, 2-4 bullet points per job title is recommended.

### How to write bullet points:

#### 1. BEGIN WITH VERB

All bullet points begin with a strong action verb in the correct tense.

DO NOT begin bullet points with "Responsible for" or "Duties include" as these are not strong action verbs and do not tell the reader WHAT you DO/DID and HOW WELL.

### Use this resource to help with action verbs for bullet point descriptive statements

[185 Powerful Verbs That Will Make Your Resume Awesome - The Muse](#)

#### 2. USE CORRECT VERB TENSE

Each bullet should start with a verb in the past tense if the experience is in the past (ended) or a verb in the present tense if the experience is current (date – present). For example, if the experience was in the past the verb might be managed but if it's an experience you're currently involved in the verb would be Manage (not Managing or Manages). Please edit your bullets to include correct verb tenses.

#### 3. DESCRIBE THE RELEVANT TASK, SKILL, & RESULT

ALL bullet points describe WHAT you do/did (verb), HOW, for WHO, WHY, HOW MANY and the RESULT. Each must be TARGETED to the job you are applying to by describing only RELEVANT tasks you have done in the past that are RELATED directly to the job you are applying to. Look at the job posting and highlight the qualifications, skills and tasks. Your bullet points should each provide specific examples of how you have demonstrated those same criteria.

#### 4. INCLUDE RESULTS, OUTCOMES, & ACCOMPLISHMENTS

You need to insert results or outcomes as much as possible on a resume to highlight **how well you did things** transferable/related to the position you are applying to. Remember simply stating you have done similar tasks to the position you are applying to, does not necessarily mean you did them WELL. Showing your EFFECTIVENESS can be done by including quantitative or qualitative results. To increase competitiveness against other qualified candidates, you want to show how you know you did well at any given task or role.

Did your specific work positively impact the organization, employer, clients/customers, services, products or team, etc?

What are you most proud of that you accomplished at this job?

What challenges did you face in this role? How did you overcome them?

Which of your strengths allow you to be a key contributor?

**Example bullet points:**

- Researched and implemented plan and tier changes which reduced overall company benefit costs by 11%
- Contributed to training program for five new sales assistants to aid in professional development and resolving customers concerns, resulting in 100% of new assistants meeting or exceeding performance goals during probationary period
- Developed positive and rewarding relationships with clients, co-workers and government contractors resulting in new business and increased business from existing clientele
- Selected as liaison between government inspectors and manufacturing plant, ensuring all government specifications were met, per the contract
- Wrote and produced a 200-page accounting procedures manual, which streamlined internal processes and ensured consistency across departments

**SKILLS or AREAS of STRENGTH**

Save the skills section for concrete, technical, industry and role-related skill sets. Do not include general traits or characteristics. Skills can include systems, hardware, technology, applications, software, social media, particular functions of a role, and more. They must be relevant to and useful for the specific position you are applying to. You must be able to provide evidence of tasks you have completed effectively using these skills in your experiences, coursework, etc.

**DO** include role-specific items such as: QuickBooks, Microsoft Office, Excel, Hardware Repair, -Accounts Payable & Accounts Receivable, Payroll Processing, Market Analysis, and many more.

**DO NOT** include vague/general items such as: Interpersonal Skills, Communication Skills, Timeliness, Deadline Oriented, People Skills, Patience, Hardworking, and many more.

**REFERENCES**

References **DO NOT** belong on a resume.

**DO NOT** state: "REFERENCES AVAILABLE UPON REQUEST"

Create a separate document including your same heading from the resume, titled "Professional References" and include three references. For each reference, include:

Name

Job Title

Employer Name, City, State

Contact Information (Email & Phone)

Be sure to contact your references to ask for their permission to use them as a reference, and alert them if/when you are aware an employer will be reaching out to them. Send them a copy of the job description for the position you are applying and a copy of your resume so they can also brainstorm in advance information about you, from their experiences working with you, which would help the potential employer determine your fit. When you are aware a reference has been contacted, send them a thank you.

## Résumé Do's and Don'ts!

### DO:

- Limit your résumé to one page, unless you have a long career and many experiences
- Label your 2<sup>nd</sup> page, if using a 2 page resume, with "Your Last Name, Page 2" in the upper right hand corner of page 2 only
- Use .5 or 1inch margins on all sides
- Bold and use all capital letters for section titles
- Avoid abbreviations and acronyms
- Choose a classic font (Times New Roman, Calibri, Cambria, Arial, Verdana, Georgia)
- Maintain consistent font style, spacing, indentation, capitalization and bullet style
- Use a font size in content that is easy to read: 10 - 12 pt. font is recommended
- Be specific in all content, targeted to the position you are applying to

### DON'T:

- Objective statement which is considered outdated
- Use meaningless, general, vague words or phrases such as "seeking a challenging position"
- Build headers or footers on the document
- Use resume templates other than those provided by Lee Business School Career & Professional Development Office
- Use Text Boxes or Borders which can cause your resume to be ranked lower in ATS systems
- Start phrases in the experience section with "Responsible for" or "Duties included"
- Use personal pronouns when writing on your resume (words including I, me, my, we, us, our, etc. do not belong on a resume)
- Include a GPA less than 3.0
- Use a font smaller than 10 pt.
- Include any demographic information (age, race, gender) or photographs on your resume
- Include references on the résumé itself. Instead, create a separate document with your name and contact information plus the names and contact information for your recommenders. Be sure to ask their permission first!