

## CREATING A RESUME

You probably have about 30 seconds to convince a potential employer that you deserve an interview. When looking at your resume an employer should see, at a glance, how you can contribute to the workplace. Keep in mind your resume is your No. 1 marketing tool and it should be professional, polished, and perfect. Your resume outlines your accomplishments, education, work experience, and should indicate your strengths.

Your resume should at least include the following sections: Contact Information, Objective, Professional / Work experience, Education, Computer skills and Language skills.

### **Contact Information**

- Include your full name
- Permanent and local addresses
- Telephone # (this number can either be home or cell, use a contact # where you will be readily accessible)
- Email address (if applicable)

### **Objective**

Write a brief statement summarizing the career field you are interested in and the nature of the position you are seeking.

*Examples of Resume Objective – MARKETING MANAGER*

“Seeking a position as a Marketing Manager that utilizes my writing skills and enables me to make a positive contribution to the organization”

### **Professional Experience / Work Experience**

In this section you will provide details of current and previous work experience.

- This section should include company name, your job title, dates of employment, and a brief description of your responsibilities, but don't go into too much details – just consider your major functions and duties for each position.
- Start with your most recent work experience and work backwards chronologically, listing the name of the employer, your job title, the dates you worked there, and your responsibilities, tasks and achievements. Make sure you include everything that's relevant to the job.

## **Education**

In this section summarize your educational achievements (colleges attended, locations, graduation dates, certificates, academic majors, and course concentrations).

- Start with most recent degree awarded and work backward in time. Unless you are a recent graduate (i.e. with 3 years or less work experience) you do not need to list high school
- GPA is optional. Include it if you feel it will enhance your resume.
- If a recent graduate, you may wish to include relevant coursework or training workshops attended (i.e. 'quantitative research methods') if this improves your credibility.

## **Skills**

This will include skills such as computer and language.

- Computer - list the programs you are familiar with (i.e. Outlook, Internet Explorer, Excel, Word, Publisher, Adobe Photoshop, Accounting Software (name the specific software).
- Language - If you speak more than one language then you should consider including language skills

## **References**

This section is entirely optional, however it is effective because it verifies if you have the proper skills and assures the employer he's making the right decision to hire. If you choose to include references, it is best to make sure they are aware that they may be contacted by a recruitment agent and inform them as to the type of job you are applying for.