



Creating the Perfect Resume

Amanda Long
Associate Director of Outreach & Engagement

Why do you need a resume?

It's your personal ad.



It's an indicator of your potential.



It's your first impression.



Department of Career Planning
and Development

What makes a good resume?

It highlights...



Strengths

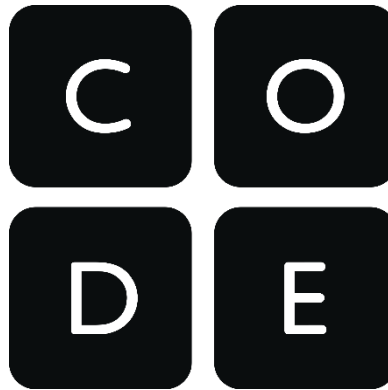


Skills



Accomplishments

What makes a good resume?



What makes a good resume?

C

CLEAR — information is concise and easy to read

O

ORGANIZED — layout has a smooth flow

D

DYNAMIC — action verbs, descriptive statements

E

ERROR FREE — illustrates the quality of your work

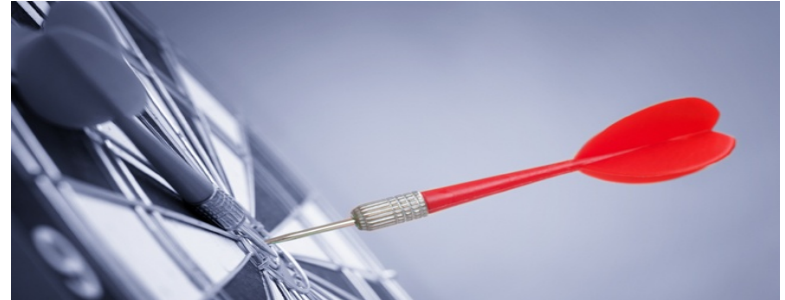


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Getting Started



GATHER YOUR INFORMATION



DETERMINE YOUR OBJECTIVE



CREATE A LIST OR DATABASE



DRAFT, DRAFT, AND DRAFT



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Formatting Basics

Margins...

1.25"

IVAN GOODLOW
1000 Any Street, Kennesaw, GA 30144
imaintern@gmail.com | 404-555-6555

OBJECTIVE
To obtain a behavioral psychology internship or assistantship with a healthcare nonprofit, in order to contribute a keen understanding of research methods and strong analytical skills.

EDUCATION
Kennesaw State University, Kennesaw, GA
Bachelor of Science, Psychology December 2016
Minor in Statistics
Honors and Activities: Dean's List and Psi Chi (the National Psychology Honor Society) GPA 3.53

PSYCHOLOGY COURSEWORK
Research Methods in Psychology, Fall 2015
• Researched, developed and proposed paper on interpersonal violence in order to determine societal and familial impact. Used non-experimental research methodologies including observation, correlational research, and surveys.
Interviewing and Counseling Techniques, Spring 2015
• Practiced counseling techniques under the supervision of a licensed counselor, explored variation of human experiences and reactions and how to handle a variety of situations.
Dynamics of Abnormal Behavior, Fall 2014
• Analyzed and presented findings on symptoms, diagnoses, and treatment of major mental disorders and behavioral problems as outlined in the DSM-IV.

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• Assisted professor with development of original hypothesis and research design. Followed instructions and worked with SPSS statistical software, maintained accurate records using Excel spreadsheets, and wrote detailed reports.
Teaching Assistant, Psychology Department, KSU Aug. 2014 - May 2015
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VOLUNTEER WORK
Residential Treatment Program, Devereux of Georgia Oct. 2014 - Aug. 2015
• Mentor for at-risk pre-teens struggling with issues including adolescent changes and academic skills, in twice-weekly study and activity sessions.
MUST Ministries June 2013 - Oct. 2014
• Organized donation drop-off events and recruited new volunteers.

EMPLOYMENT
Macy's Department Store, Kennesaw, GA Nov. 2013 - Present
Customer Service Associate

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Font...

Congratulations!

You no longer have to use Times New Roman.

In fact, it's not recommended to use that font.

But...make sure your font size isn't

too small

or too big.



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Sections of the Resume

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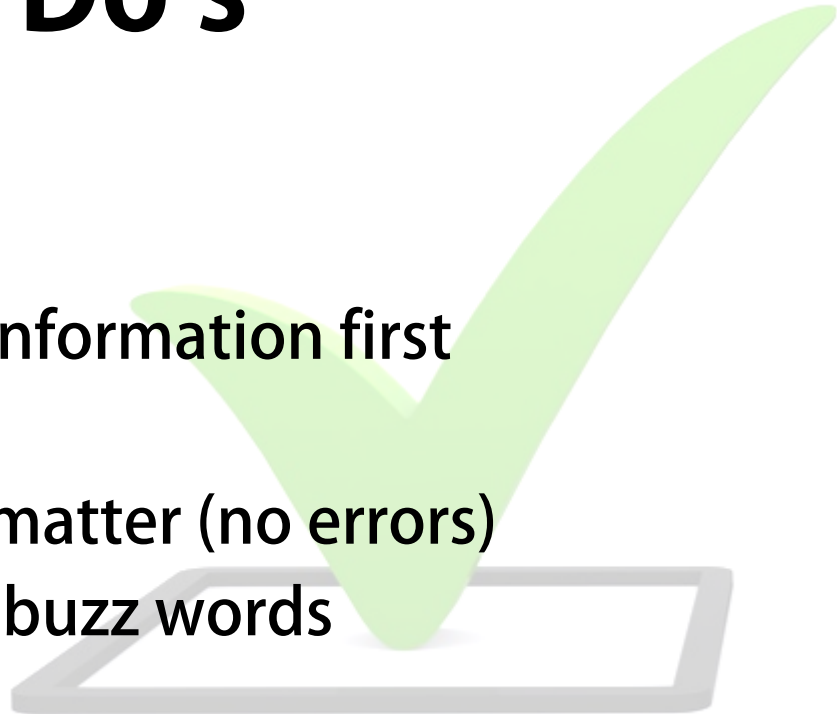
What else would you include on your resume?



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Resume Do's

- Limit to 1 or 2 pages
- Design for skimmers' eyes
- Put most important/relevant information first
- Keep reader in mind
- Remember that appearances matter (no errors)
- Use action verbs and industry buzz words
- Focus on relevant details only
- Include name and page number on second page



Resume Don'ts

- Write before doing a self-assessment
- Refer to self as "I"
- Include personal information
- Use colored or flimsy paper
- Include references
- Use templates or tables
- Use colloquial language
- Use abbreviations without explaining them
- Include a photo



Parts of a Cover Letter

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July 10, 2017

Ms. Jane Smith

Hiring Manager

ABC Company

2468 Kennesaw Ave.

Kennesaw, GA 30144



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Dear Ms. Smith,

I am excited to submit my application for the Administrative Intern position at ABC Company, which was posted on your company website. I am an excellent candidate for this position based on my professional experience in customer service and marketing and educational background in writing and communication, which is covered in the attached resume.

I believe I will exceed your expectations because of the experiences and skills I will bring to the position:

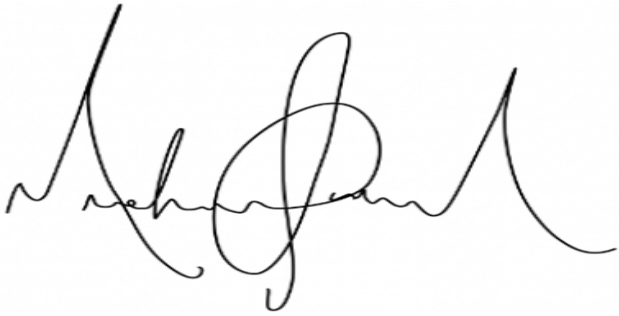
- **EVENT COORDINATION:** As the Events Chair for XYZ Group, I have planned exceptional events ranging in size from 20-100 guests with creative themes and excellent attendance.
- **SOCIAL MEDIA:** As the Social Media Chair for (Company, Student Group or Volunteer Experience) I worked to create brand awareness by updating social media sites, including...
- **WEBSITE DESIGN:** In my Introduction to Java course, I worked with a team in creating a website for ABC Company to enhance its marketability.



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I look forward to learning more about this opportunity and to a more in-depth discussion of how my experience can contribute to the success of ABC Company. Please contact me at imaintern@gmail.com or at 555-555-5555 to further discuss the position and my qualifications. Thank you for your consideration and I look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ivan Goodlow', with a stylized, cursive script.

Ivan Goodlow

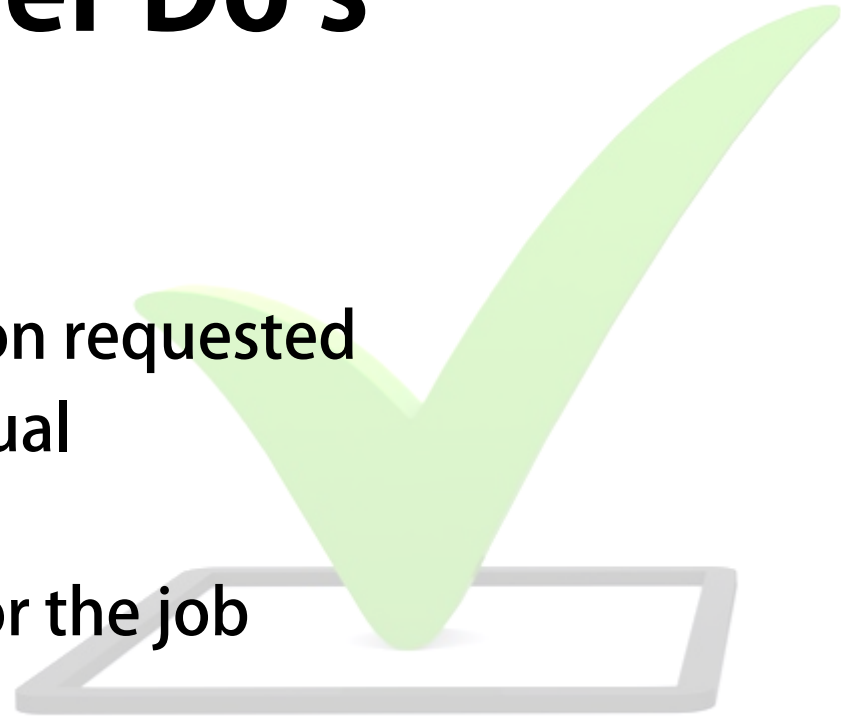
What else would you add to your cover letter?



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Cover Letter Do's

- Make sure it is easily seen!
- Keep it brief (1 page)
- Include all relevant information requested
- Address it to a named individual
- Avoid negativity
- Tell why you are the best fit for the job
- Proofread!
- **INCLUDE** it... especially when emailing your resume



Cover Letter Don'ts

- Write your whole life story
- Waste the first paragraph
- Use the same cover letter each time
- Use cliché or wordy phrases
- Rehash your resume
- Use a boring closing statement
- Forget to sign it
- Depend upon the employer to take action...explain how you will follow up!



ANY
QUESTIONS?



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Need More Help?

- Schedule an appointment with a career advisor: 470.578.6555
- Walk-In during office hours
- Find the Personal Branding Guide and other resources on our website (careers.kennesaw.edu)





Thank you!

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