

Creating the Perfect Resume

Resume Critique

What's wrong with this resume?

Sample Resume (With Mistakes)

Ms. Ima Intern

45 Shout It From The Rooftops Circle ? Mountainside, GA 30020 ?hotgranny @yahoo.com

OBJECTIVE
Seeking an internship where I can learn stuff related to my field.

EDUCATION
Bachelor of Science, Biotechnology ; 3.85 GPA
Kennesaw State University Kennesaw, GA

HONORS & ACTIVITIES
Deans' List; President's List
Vice President, Kappa Delta
Member of Beta Beta Beta
Basket Weaving, Hiking

RELEVANT COURSEWORK/PROJECTS
Cell Biology, Organic Chemistry, Biochemistry, Microbial Ecology, Principles of Biotechnology, Clinical Trials and Regulatory Affairs
• Performed lots of experiments – set up labs, conducted experiments, and analyzed data.
• Performed a study in collaboration with Dr. Biology Professor examining medicine reactions in lab rats.

SKILLS
Laboratory
• Proficient in HPLC, LC/MS, GC/MS, LC -NMR, Protein Purification and Characterization, Drug Metabolism Studies, NMR, GLP Requirements etc.
• Familiar with in vivo drug metabolism studies, pharmacokinetics and use of radioisotopes.

Other
• Self motivated, with strong work ethic.
• Hard worker.
• Excellent swimmer.
• Exceptional customer service abilities developed in retail environment.
• Confident and articulate. Excellent writing and presentation skills.

RELEVANT EMPLOYMENT
Laboratory Assistant 06/2014 – Now
Kennesaw State University Kennesaw, GA
• Assisted a Ph.D. of Ag Microbiology with collecting data on nitrogen fixation in corn and soybean plots.
• Charted plot data for further analysis and to be incorporated into a scholarly research paper for conference presentations in front of huge crowds of people.

OTHER EMPLOYMENT/LIKE EXPERIENCE
Customer Service Representative December 2 013 – Present
Macy's Department Store Kennesaw, GA
• Work in Fine Perfumes.
• Use Access to create database to track customers and preferences.
• Assist customers with choices and purchases.
• Provide exceptional service, resulting in repeat business.
• Meet and exceed established quotas.

Why do you need a resume?

It's your personal ad.



It's an indicator of your potential.



It's your first impression.

What make a good resume?

- Think of it as a research paper...about you.
 - Highlight skills, strengths, and accomplishments.
- It should be designed to get you an interview, but it could rule you out if poorly written.
- ***C.O.D.E.*** your resume

Clear – information is concise and easy to read

Organized – layout has a smooth flow of information

Dynamic – action verbs and descriptive statements

Error free – illustrates the quality of your work

Getting Started



- Gather your information
- Conduct a self assessment
- Determine your objective

Be prepared to draft...then re-draft...then re-draft again!

- Create a "database" of experiences.
- Remember, employers like results!



Formatting Basics

- Functional vs. Chronological?
- Font and font size
- Margins
- Style choices: **bold**, *italics*, and **s p a c i n g**

Leveraged synergies across all platforms.

Scala

Leveraged synergies across all platforms.

Times New Roman

Leveraged synergies across all platforms.

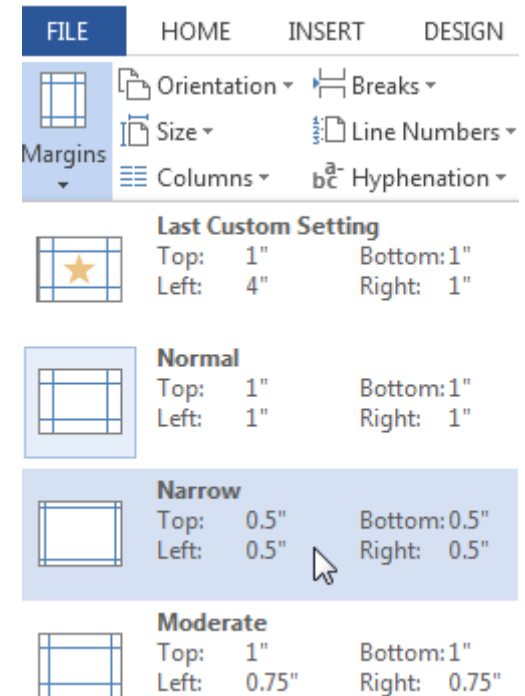
Linux Libertine

Leveraged synergies across all platforms.

Bookman Old Style

Leveraged synergies across all platforms.

Palatino Linotype



Heading & Objective



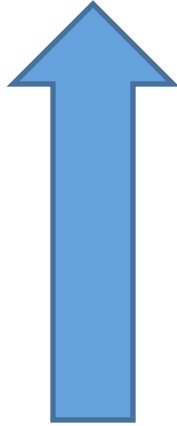
- Contact Information
- Objective Statement
 - Realistic, employer-centered, concise
 - Include: position, field, skills

BAD Objective: A challenging creative opportunity where I can apply my skills in a dynamic organization with plenty of room for advancement.

GOOD Objective: To apply the knowledge acquired through a bachelor's degree in Marketing and Communications and two summer internships at a public relations agency to an entry-level position on a marketing or PR team.

Education/Coursework

- Where should education go on your resume?



- Include:
 - Full degree title
 - Major, minor, concentration
 - Anticipated graduation

Courses and projects...
emphasis on relevant!

- Which helped you gain relevant skills?
- Which expanded your knowledge of your field?
- Which relate most to the duties or responsibilities of the position?

Skills & Abilities

What can you do that will help you in your future career?

- Language skills?
- Technical skills?
- Writing abilities?

...and what about soft skills?



Relevant Employment (vs. Other Employment)

Make relevant experiences **STAND OUT**

INTERNSHIPS RESEARCH CO-OPS DIRECTED STUDY RELATED JOBS

For other experiences, emphasize transferable skills...



What else?

- Honors
- Activities
- Volunteer Experience
- Professional Development
- Leadership Experience
- Licenses/Certifications
- Professional Memberships/Affiliations

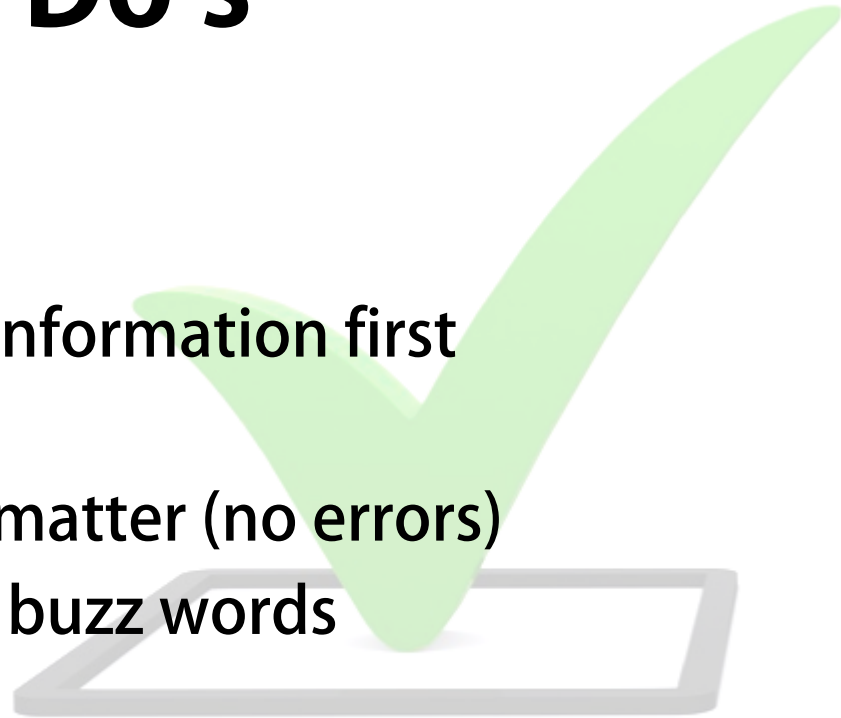
One size
does **NOT**
fit all.



It's your resume...use what works for YOU

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



As long as it doesn't look like...



Dwight K. Schrute, III
C/O SCHRUTE FARMS, MAIN STREET, HONESDALE, PA 18431
(T) 570-555-1212 (E) DSCHRUTE@SCHRUTEFARMS.COM

SUMMARY OF QUALIFICATIONS

- Star salesman, beet farmer, bed & breakfast proprietor, aspiring freelance bodyguard, office building owner, and former assistant [to the] regional manager
- Able to vanquish customer resistance through physically imposing alpha-male traits and insatiable, merciless, jackhammer-like techniques
- 13-time winner of Salesman of the Month award in 2005 and Salesman of the Year
- Leader and mentor of underlings
- Expert in martial arts weaponry, paintball, and pre-industrial German

PROFESSIONAL EXPERIENCE

Dunder Mifflin Paper Co., Inc., A Division of Sabre, Scranton, PA
Sales Representative / Former Assistant [to the] Regional Manager
Micro-cap regional paper and office supply distributor

2005 - Present

- Close more sales with revenues totaling more US dollars than any other employee, past, present, and future (projected)
- Act as Regional Manager's eyes, ears, and right hand, overseeing and reporting on employee conduct, productivity, and arrival/departure times
- Instituted "Schrute Bucks" reward system, immeasurably raising office morale
- Serve as self-appointed enforcer of The Rules (Policies and Procedures Manual)

Schrute Farms, Honesdale, PA
General Manager (concurrent with Dunder Mifflin / Sabre role)
A family-owned 60-acre (240,000-square-meter) working beet farm

1980 - Present

- Manage operations at the #1 beet-related agritourism B&B destination in Northeastern PA
- Provide fine accommodations for beet enthusiasts in themed guest rooms representing "America," "Nighttime," and "Irrigation"
- Meet or exceed beet needs of local stores, restaurants, and roadside stands
- Facilitate recreational activities including but not limited to manure dodge ball, fresh butter statue sculpting, and beet syrup and rum making

EDUCATION

Scranton University, Scranton, PA
Bachelor's Degree Business Administration GPA: 2.99987

1992

SPECIALIZED SKILLS

- Willingness to do anything to close a sale and/or please higher-ups
- Resistance to germs, viruses, fungi, and most other health threats
- Ability to raise and lower own cholesterol at will
- Others too numerous to mention

Resume written by Pongo Resume (www.pongoresume.com).
Sources: Wikipedia.com (Dwight Schrute), TripAdvisor.com (Schrute Farms), NBC.com (The Office).



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)