

The *Art* of Writing Your Resume



What's the purpose?



To Get An Interview!

- Market your best skills
- Show employers that you're a good match

How long do you think employers take to review?

A commercial...not a documentary!

Target Resume

If you don't know what you're looking for, chances are the employer won't know either!



- Target your resume to EACH potential opportunity/organization
- It's OK to not have specific industry experience, but you need to connect the experience you do have to the skills for which the organization is looking
- Utilize the JOB DESCRIPTION- touch upon each job task/requirement and highlight your experiences/skills
- You may need DIFFERENT VERSIONS of your resume for DIFFERENT INDUSTRIES

Header/Contact Information

Sam Van Meter

1021 Dulaney Valley Rd., Baltimore, MD 21204

410-337-8888

Sam.VanMeter@goucher.edu

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Baltimore, MD | 410-337-8888 | Sam.VanMeter@goucher.edu

Education

Goucher College, Baltimore, MD	May 2022
Bachelor of Arts in French and History	GPA 3.0
Minor: Creative Writing	
Study Abroad: Goucher Paris Program, Paris, France	Spring 2019
<ul style="list-style-type: none">• Completed part-time internship with French Theatre Company• Courses completed: Intense language at Sorbonne; immersion study about Paris culture, society and history; two advanced phonetics	

Relevant Course Work or Projects

- Provides connection between knowledge and application
- Showcases functional interests
- Outline specific projects /case studies completed in course
- Do not list all courses taken – only relevant, advanced, or specialized courses

Experience

- Brainstorm **LOTS** of different types of experiences: volunteer, jobs, internships, leadership in student clubs, class projects



- Include title, organization name, location and dates
- Could separate into multiple experience sections
- Use reverse chronological order – most recent experience (within section) first

Description = Accomplishment Statements

XYZ Method: You accomplished X as measured by Y, by doing Z

- OK: Grew social media followers for clients
- Better: Grew social media followers for small business clients by 20% on multiple platforms
- Best: Grew social media followers for 12 small business clients by 20% on multiple platforms by introducing new design concepts and graphics

- Use varied action verbs to describe work
- Match verb tenses (past or present)
- Qualify and quantify your statements

PRACTICE

How can we improve this description using XYZ:

- **Helped students schedule appointments**

Ways to Target: Specialized Sections

Event Planning Experience

Treasurer, Student Government Association (SGA), Towson, MD Sept. 2019 - May 2021

- Executed organization of events including identifying activities, purchasing materials, and on-site logistics
- Led planning committee for 2 Homecoming Dances, delegating tasks to 12 SGA Members
- Assisted in managing \$500 SGA budget to purchase food, materials, giveaways for a number of school-wide events e.g. Valentine's Day Roses, Class Spirit Day

Member, Canned Food Drive, Towson High School, Towson, MD Nov. 2018-2020

- Organized food drive for 3 holiday seasons, including securing volunteers and space
- Created flyers and digital marketing for school's social media sites to advertise the event
- Volunteered 2 hours every week in November to organize and sort donations
- Collected enough donations each season to serve over 30 local families in need



- Focuses the reader's attention
- Organized by industry or skills (Finance or Management Experience or rather than type of experience (internship, extracurricular))

Ways to Target: Order of Statements

Canned Food Drive, Towson High School, Towson, MD

Nov. 2016-2018

- Served as an organizing food drive member for 3 seasons
- Created flyers and digital marketing for school's social media sites to advertise the event
- Volunteered 2 hours every week in November to organize and sort donations
- Collected enough donations each season to serve over 30 local families in need

A little reorder to focus on marketing experience:

Canned Food Drive

Nov. 2015, 2016, 2017

- Created flyers and digital marketing for school's social media site to advertise food drive
- Organized and sorted donations in 2 hour shifts each week in November
- Served as an organizing food drive member which collected enough donations to support over 30 families in need each season



Another reorder and a bit of rework to focus on organization skills:

Canned Food Drive

Nov. 2015, 2016, 2017

- Organized and sorted hundreds of food donations in 2 hour shifts each week in November
- Coordinated food drive as part of a team of 3 students, which collected enough donations to support over 30 families in need each season
- Created flyers and digital marketing for school's social media site to advertise food drive

Ways to Target: Use the Job Description

- Exceptional interpersonal, communication, analytical and problem-solving skills
- Excellent organizational skills and ability to multitask
- Genuine interest in financial markets and macro-level economic trends
- Ability to thrive in a fast-paced, collaborative environment
- Highly inquisitive, focused and pro-active
- Good judgment and discretion when working with confidential information

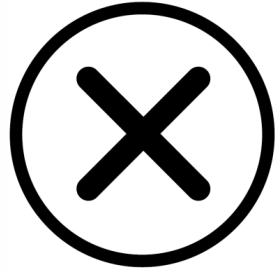
Team Member, Burger King, Baltimore MD

- Maintained composure and professional communication and offered solutions to resolve customer complaints
- **Demonstrated flexibility by playing multiple roles including cashier, drive-thru and runner**
- Managed approximately \$2000 in transactions during the fast-paced lunch shift
- **Cross-trained new team members and lead by example**
- Secured cash registers at the end of the day and assisted with preparing confidential bank deposit



Organized and consistent format

- One page – balance white space and maximize space
- Margins at 1 inch (no lower than .5 inch) all around
- Font size 12 point (no lower than 10 point)
- Use **bold**, *italics*, ALL CAPS, small caps, underline, to emphasize information. Use strategically
- Punctuation
- Avoid graphics, color and fancy fonts



Things to Avoid

- The use of personal pronouns (I, My, Me, Our)
- Personal Information (height, weight, marital status, religion)
- Complete sentences; use bullets (yet, be descriptive)
- References and prior supervisor information

Keep it relevant and specific to the position you are applying to!

Example & Resources

Find examples and additional resources on CEO website!

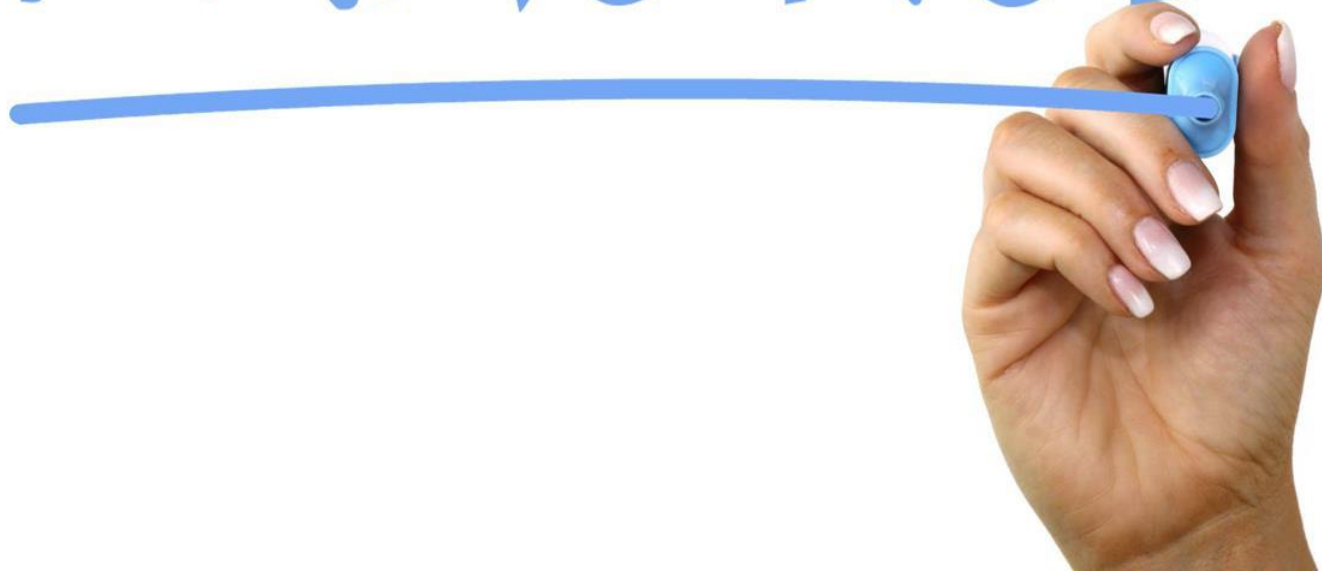
Applicant Tracking Systems

- Keywords are vital!
 - Use both the long-form and acronym version of keywords. e.g. “Bachelor of Arts (BA)” or Search Engine Optimization (SEO)”
- Keep the format simple
 - ATS can’t read tables, columns, or graphics
- Can be more than one page
 - Find the sweet spot for both human and machine
 - Don’t use headers or footers

Upload format

- Docx
- Word app saved to PDF

PRACTICE



**CAREER
EDUCATION
OFFICE**

EDUCATION

Valley Central High School, Montgomery NY— *Advanced Regents Diploma*
GPA 3.7

EXPERIENCE

McDonalds, Montgomery, NY—*Crew Trainer*
2016-present

Phone: (845) 457-9581 General Manager, Solomon

Child Care,

Took care of children after school.

Activities:

GLSEN

September, 2015 - Present

Book Club

September 15 - Present

Tri-M

September, 2016 - Present

Core Competencies

Action oriented
Creativity
Drive for results
Intellectual acumen
Listening
Personal learning and development
Planning Time management

AWARDS

PTA Community award
3 time Student of the month
2 time recognized student for hard work
Honor Roll and High Honor Roll

Education

Goucher College, Baltimore, MD

Bachelor of Business Management, Expected Graduation May 2020

Included Coursework: Small Businesses, Principles of Accounting, Financial Management, Marketing Management,

Work Experience

Johns Hopkins S.A.R.E Program

- Assisted a chemist analyzing rats to figure out why some people react to pain in the way they do and how specific medicine reacts to the pain.

T.Rowe Price

- Developed investment decision systems, including stock picking vs. stock buying, penny stocks, along with other stocks which categories vary.
- Participated in pitching a stock with partners in my group.

Panera Bread

- Responsible for ensuring that the money in my register is all accounted for at the end of every shift
- Assessed multiple new employees in making sure they new how to properly do their job.
- Maintained a positive attitude with a bright smile at all times.

Make Handshake work for you.

Fill out your Career Interests and get curated job and internship listings sent to your inbox.

**The best way to
get noticed by
employers?
Reach out.**

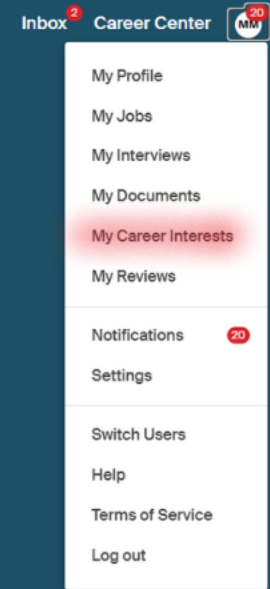
Attend an event

Learn more about employers or roles you're interested in, directly from the source.



Make your profile stand out

Add key information to match with the most relevant jobs and opportunities.



Job Types (*internship, part-time, on-campus, etc.*)

Locations (*cities*)

Industries (*design, education, etc.*)



Goucher College Career Center →

View your school's resources

Did you know: 80% of students who share their career interests on their profile receive a message from a recruiter on Handshake.

- ✓ Individual appointments – Handshake
- ✓ Resume & Cover Letter Check – Handshake
- ✓ Job/Internship postings – Handshake
- ✓ CEO website (www.goucher.edu/ceo)
- ✓ Social Media: @TheGoucherHub

