



The Career Center

East Carolina University
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THE ART OF WRITING RESUMES

PURPOSE

Getting a job is a sales process. You are both the product and the salesperson, and the resume is your advertisement. The end result may be a job, but no one gets hired from a resume. As advertising, the purpose of the resume is to cause the employer to want to talk with you enough to invite you for an interview. There is no “right way” to put together a resume; many different styles can be effective. A sure way to know if your resume is working is whether or not it is getting you interviews.

Jobs exist because employers have a need, a problem, or challenge that they want to resolve by hiring an employee. In other words, they need someone to do something for them. Your resume should let the employer know that you can help solve his/her problems. Simply listing your education and work experience will probably not convey this information. You must also tell the employer what you could do in your area of expertise to help them solve their problems. As advertising, your resume does just that: it *advertises* how you can help employers solve their problems and why they might want to pay you a living wage to get that problem solved.

A good resume accomplishes three goals. It tells the employer: 1) what you can do in their field, 2) what you have done that relates to the job, and 3) your qualifications for the job.

A resume is like a map. You have to lead the reader through each aspect of your resume. It should describe your objective, capabilities, education, experience, and qualifications. Ideally in each part of your resume, you will present information that will make the reader want to read more!

Students are often afraid they can not land a good job because they do not have significant work experience. Realize that what you are selling is *potential*. You have as much potential as the next person. Your resume is a tool to communicate that potential.

Your first task is to learn your prospective employer’s needs. Go to <http://online.onetcenter.org> to find the occupation(s) you are pursuing. Review the tasks typical of that position. Decide which tasks are your strongest. Condense the phrases down into resume suitable tasks and list them in a Capabilities Profile section. If you are pursuing jobs in several different fields, you may end up with several different resumes. Prepare one for each type of job you are pursuing, each emphasizing the different capabilities required by that field. As you describe the work you have done in the different positions you have held, use action verbs to communicate effectiveness. If you are having difficulty identifying what the needs, problems and challenges of the employer are, come to The Career Center, and we will be happy to show you how you can obtain that information.

STYLES

Resumes typically fit one of four styles: chronological, functional, accomplishment, or Curriculum Vita (CV). You may also run into employers who request a scanable resume. A scanable resume is not an additional style; rather, it is a specific format that allows any resume to be read by a scanning device. If you need a scanable resume, create a resume using one of these styles and bring it into The Career Center on a floppy disk. We can help you modify it to make it scanable.

RULE OF THUMB

Place the information on the resume in order of its importance to the employer.

RULE OF THUMB

If the information is important to the employer it belongs on your resume; if it’s not, throw it out!

The Chronological style presents information in chronological (oldest listed first to most recent) or reverse chronological order (most recent listed first and then going backwards in time) your job-related volunteer and work experiences.

Functional resumes group your skills and experiences together based on job-related functional areas regardless of when they occurred.

Accomplishment resumes emphasize your accomplishments and what you have done well that relates to the needs of the employer.

The Curriculum Vita is used exclusively for teaching in higher education. Come to our office for help if you decide you need to write a CV.

RULE OF THUMB
You know if your resume is effective by the number of interviews you are receiving.

ACTION VERBS

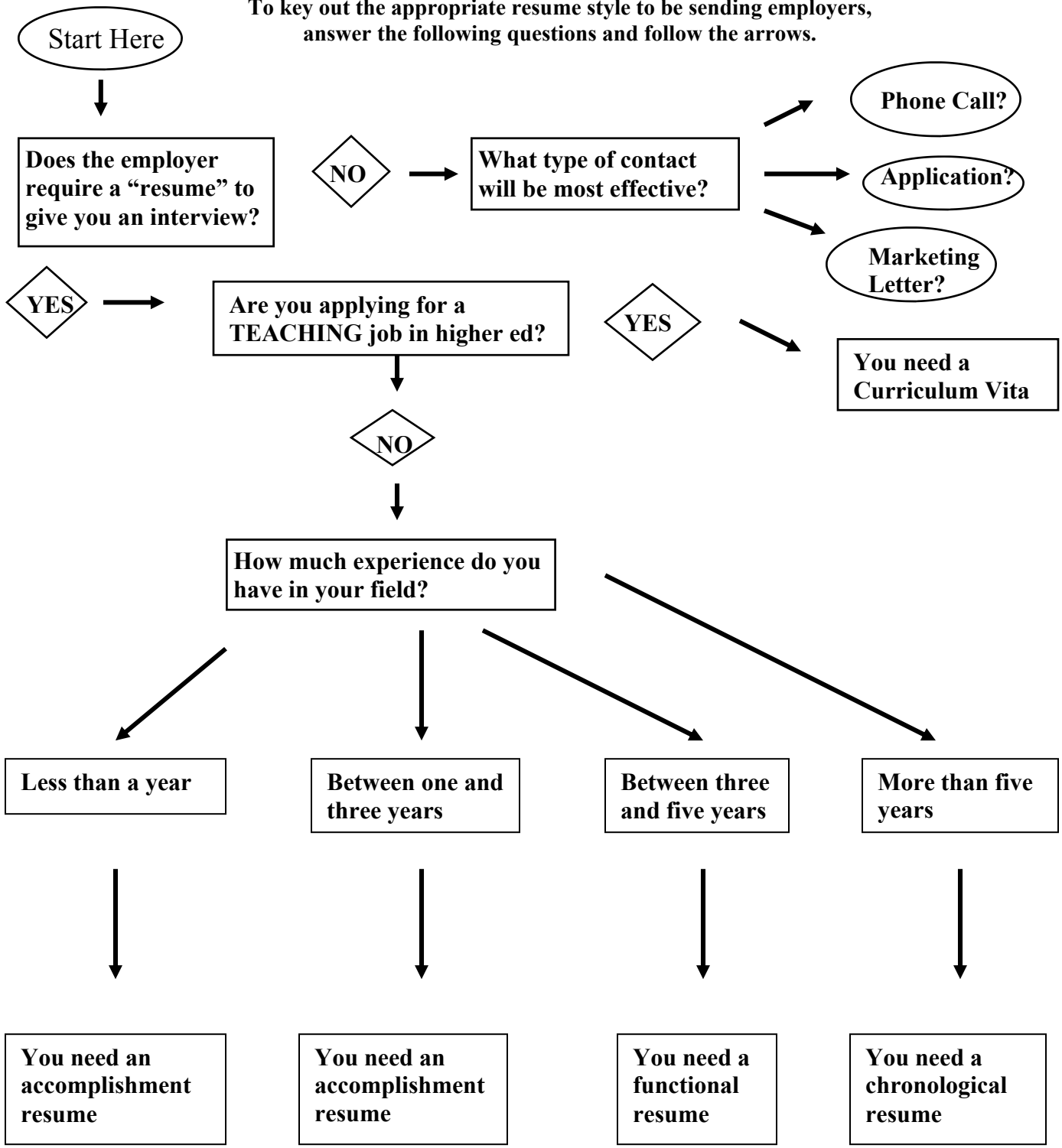
It is important to present yourself as someone who will get things done. As you describe your work experience, use these action verbs to help communicate effectiveness.

Accomplished	Drafted	Produced
Achieved	Edited	Projected
Adapted	Educated	Published
Allocated	Enlisted	Purchased
Arranged	Established	Reconciled
Assembled	Expanded	Reduced
Assisted	Explained	Scheduled
Audited	Facilitated	Screened
Authored	Focused	Set
Balanced	Generated	Shaped
Built	Identified	Skilled
Chaired	Implemented	Solidified
Classified	Improved	Solved
Completed	Increased	Specified
Computed	Initiated	Streamlined
Contributed	Interviewed	Strengthened
Coordinated	Introduced	Summarized
Counseled	Maintained	Supervised
Created	Managed	Systematized
Decreased	Negotiated	Taught
Delegated	Organized	Trained
Designed	Persuaded	Translated
Directed	Planned	Traveled
Developed	Prepared	Upgraded
Directed	Presented	Wrote

The challenge is knowing which type of resume is best for you to use in a particular job-search situation. You can use the Resume Decision Tree as a guide for making that decision. In some situations you might even need to use a style different from the one recommended. You will need to determine which style is best based on your research into the position, the employer, and the location.

Resume Decision Tree

To key out the appropriate resume style to be sending employers, answer the following questions and follow the arrows.



SENTENCE COMPLETION EXERCISE

When writing an Accomplishment style resume it is often challenging to figure out what to write about. This exercise will help you identify what you have done in school and on the job that you might want to share with employers. After all, projects in school and at work are tangible evidence that you are a qualified, effective worker who is able to utilize particular skills to produce results.

Please complete as many of the following sentence fragments as you can. Quantify your examples using dollars, time, percentages, of increase or decrease, or cost reductions, as much as possible. From these examples you will be able to create stories to tell employers.

IN SCHOOL

1. One project I did in school that I felt really good about was _____

2. One time that I went beyond what was asked of me by the professor was _____

3. One group project where I ended up doing most of the work was _____

4. One homework assignment in my major I really enjoyed was _____

5. One project I did for extra credit was _____

6. One time the teacher told the whole class about my project was when _____

7. One time I got an "A" on an assignment that surprised me was _____

8. One time I won an award in school was for _____

9. One time the teacher complemented my work was _____

10. One time I helped someone else in my class by _____

ON AN INTERNSHIP/JOB

12. One time I solved a problem was when _____

13. One time I reduced complaints by _____

14. One thing I did at work that I felt really good about was _____

15. One time I reorganized a mess when _____

17. One time I improved a process or procedure that _____

18. One good thing my boss said in a performance review was _____

19. One time I went beyond what was required to just do the job by _____

20. One good thing my boss said about me was _____

21. One time I dealt with an angry customer/client/co-worker by _____

22. One time I streamlined a program/project/operation by _____

23. One time I received a compliment or award for _____

24. One time I made a customer happy by _____

25. One time I saved the company money by _____

26. One time I made the company money when _____

SAC Stories

Review the sentence completion exercise you just completed. Identify the accomplishments which are most closely related to the work you will do in this careers. Use this SAC form to develop at least three stories for your resume. Photocopy this page and write one story on each page.

TITLE _____

SITUATION: (Describe the class assignment, problem, condition, situation, need, or challenge presented by this story.)

ACTION: (What did you do to complete the assignment, correct the problem, resolve the situation, or take advantage of an opportunity?)

CONSEQUENCE: (What were the results of your actions? Quantify the benefit wherever possible by presenting the result in dollars, percentages, decreases, increases, reductions, time, numbers of people or products, etc.)

George Bernard

School Address

706 E 3rd Street Apt. 8
Greenville, NC 27858
(252) 355-7528

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Permanent Address

2715 Shaw Mills Rd
Saint Pauls, NC 28384
(910) 895-2873

Objective

An Intern for a <<Industry/company>> assisting in database management, technology development and program implementation.

Capabilities Profile

My proven capabilities are applicable in a variety of areas including:

Access	Excel	WinRAR	HTML
MS Word	WinZip	Camtasia	PowerPoint
Publisher	Media Player	Front Page	Visual Studio
Visual Basic.Net	Adobe Photoshop	Dreamweaver	Adobe Acrobat

Education

Bachelor of Science, Information Technologies, East Carolina University, Greenville, NC, 12/2005

Selected Examples of Completed Projects

Microsoft Access

- In an advanced programming class the professor gave us an assignment utilizing SQL functions (tables, queries, reports, calculations, etc.) to automatically update an Access database. I reviewed the examples of the desired results, identified the key relationships (which as a visual learner was very easy for me to do), and designed a program to obtain the desired results. Within twenty minutes I completed the project which used all six SQL functions and I went on to help others in the class who were struggling with the assignment.

Visual Basic. Net

- My professor had given us an assignment where we had to utilize pop down menus, and picture boxes where flags would appear when the flag name was selected on the menu. I decided that I could enhance the project, so I also created radio button that would do the same thing. This allowed for easy access of the program, which only took me an extra ten minutes to finish.

Excel

- For our final project we were instructed to create a document that utilized all the Excel functions that we learned in the class. I had decided that I would create a document that could use if statements, conditional formatting, dsum, etc. This project took me about thirty minutes to complete and I was told by my professor that my project was one of the best in class.

Work Experience

Cook/Driver, Papa John's, Greenville, NC

2004 ~ 2005

Cook, Boli's 5th St. Pizzeria, Greenville, NC

2003 ~ 2004

Driver, Domino's Pizza, Greenville, NC

2002 ~ 2003

Elanor L. Nelson

SCHOOL ADDRESS

312 Louis St.
Greenville, NC 27858
(252) 321-9676

eln4578@mail.ecu.edu

PERMANENT ADDRESS

11760 Black Horse Run
Raleigh, NC 27613
(919) 846-4039

Objective...

An entry level position in Healthcare Marketing and Communication utilizing my skills in desk-top publishing, graphic arts, advertising and product promotions.

Capabilities Profile...

My proven capabilities are applicable in a variety of areas, including:

Layout Design	Typesetting Instructions	Printer Negotiations
Quality Control	Presentation Approaches	Illustration Creation
Strategic Planning	Production Coordination	Project Management
Detailed Storyboards	Dissemination Techniques	Budget Management
Marketing Strategies	Standards and Specifications	Customer Conferencing

Education...

Bachelor of Arts degree, Communication, East Carolina University May 2005
Minor, Allied Health
G.P.A. 3.7/4.0

Selected Examples of Coursework: Public Relations, Electronic Mass Media, Audio/Video Production, Business Communications, Intercultural Communications, Advanced Writing for TV, Copy Editing and Design, Desktop Publishing, Media Sales and Promotion, and Web Design.

Experience

DSM Pharmaceuticals, Greenville, NC, August – Present
Promotional Assistant (January – Present)
Student Intern (August – December, 2004)

DSM is a leading provider of contract manufacturing to the pharmaceutical and biotechnology industries specializing in oral and topical services. I assisted in the development of marketing and product promotion materials when the company purchased Roche Vitamins, Carotinoids, and Fine Chemicals.

Accomplishments Achieved:

- ✓ Designed slicks on four products which were mailed to over four thousand companies
- ✓ Developed three product advertisements which were published in regional and industry publications
- ✓ Wrote “Investors Highlights” for company annual report

INTERIM HEALTHCARE, Greenville, NC June – August, 2003
Receptionist/Front Office

Interim Healthcare is a home health care service provider. I was responsible for patient scheduling, providing administrative assistance, collecting monies due, switchboard, and posting financial records.

Accomplishments Achieved:

- ✓ Managed eighty patients files
- ✓ Modified all files to conform with HIPPA confidentiality regulations
- ✓ Developed computerized scheduling system which provided doctors with their daily schedule

I have a sound working knowledge of Personal Computers as well as a variety of productivity enhancing computer software packages, specifically: Macintosh and Windows operating systems, Filemaker Pro, PageMaker, Adobe Photoshop, FrontPage, QuarkXpress, Microsoft NT/XP, Creative Suite, Microsoft Publisher, and Microsoft Word, Excel, Outlook, and PowerPoint. I have strong internet research skills.

I remain abreast of current trends within my industry and have held memberships in various professional associations, including: Member of Alpha Epsilon Delta – Health Science Honor Society, Secretary, American Medical Student Association, Past President, and Council of Pre-Health Organizations.

I am active in my community through membership in the Macintosh Users Group and as a member of the ECU Pirate Varsity Swim Team.

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Marketing

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Healthcare

INTERIM HEALTHCARE, Greenville, NC June – August, 2003

Receptionist/Front Office

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Graphic Arts Skills

Experience in media production, communication, and illustration, including:

Layout Design	Typesetting Instructions	Printer Negotiations
Quality Control	Presentation Approaches	Illustration Creation
Esthetic Design	Production Coordination	Project Management
Strategic Planning	Dissemination Techniques	Detailed Storyboards
Concept Development	Standards and Specifications	Customer Conferencing

Computer Skills

Proficient in a variety of computer systems and software, including:

Apple Macintosh	Filemaker Pro	PageMaker	Adobe Photoshop	FrontPage
QuarkXpress	Microsoft NT/XP	Creative Suite	Microsoft Publisher	MS Office

Education

Bachelor of Arts degree, Communication, East Carolina University May 2005

Minor, Allied Health

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Professional Affiliations

Member of Alpha Epsilon Delta – Health Science Honor Society

Secretary, American Medical Student Association

Past President, Council of Pre-Health Organizations

Extra Curricular Activities

Macintosh Users Group

Member of the ECU Pirate Varsity Swim Team

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Summary

Having just completed a bachelor's degree in Communication with a concentration in Print Journalism, I offer you current knowledge in the areas of concept development, layout design, quality control, publication standards, and presentation approaches. Big-picture oriented and good at long-range planning, I enjoy strategic planning, production coordination, project management, and providing excellent customer service.

Education

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Minor, Allied Health
G.P.A. 3.7/4.0

May 2005

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