

HOW **2** guide: *Resume Writing Tips*

What is a resume and why is it important?

A resume is a summary of background, skills and qualifications, which is sent to employers for review. Consider it to be your personal marketing brochure with the goal of gaining the employer's attention and to giving them the information they need to bring you to the next step in the hiring process, an interview. Your resume is often the first document that an employer would typically look at, so it serves as your first impression in the employment process. A well-written and formatted resume tells the employer a lot about your professionalism, and improves the chances for receiving an interview. Consider that employers compare resumes to decide who to interview.

How should you prepare for writing a resume?

The best way to begin writing your resume is do a self assessment. Think of past successes and achievements that you have experienced and write them down. These could be related to academics, volunteer activities or work experience and can even include things like travel, hobbies or any life experience where you learned and grew. Once you have finished brainstorming, narrow down the points that you want to focus on and prioritize them based on their applicability to qualities an employer may find important. You don't have to include every single point on your resume; quality is always better than quantity.

What are the most important considerations for resume writing?

Resume writing is about sales and the challenge is to write a resume that effectively showcases talents. One of the best techniques is to showcase accomplishments rather than simply list out job duties or tasks.

Here is an experience example before showcasing: *Performed cashier duties and answered customer questions*

Here is the same example after showcasing: *Handled as many as 200 financial transactions per day and assisted customers with product selection. Received training and refined customer service skills. Was commended for being timely and accurate and given additional responsibilities.*

Quantify your accomplishments and help the reader to understand what you are capable of. It is not just what you are able to do, but how well you can do the job being pursued. By presenting specifics, the reader will gain a much better picture of your skill set and add to your credibility. Ask yourself questions like: How did I improve something? What did I learn and how did I grow? What skill did I demonstrate? How did my employer benefit from my work?

Position your resume by considering the qualifications and requirements for the job being pursued and addressing those in the resume. For example, if you are seeking a position which requires strong analytical skills, you will need to write about your analytical skills and how you use them to resolve problems. One technique for doing this is called C.A.R., which stands for Challenge, Action and Result. Write about a challenge you had, the action you took to meet that challenge and what the result was.

For instance: Recognized that phone calls were being dropped due to long hold times. Changed the on hold message and added background music, decreasing dropped calls by 30%. This led to an increase in business and customer satisfaction.

Perfecting your resume

Resume writing is an ongoing process and will likely continue throughout your career. Gain feedback from employment professionals, peers, industry insiders, friends and family and always keep your resume up to date. The time spent producing your optimal resume will be rewarding!

how **2** guide: *Use Optimal Resume*

OptimalResume™ is a free service provided by the FGCU Career Center. You can use this website to create and archive customizable resumes, as well as refine your interviewing skills.

Even if this is your first resume, the Resume Builder in OptimalResume™ makes the process fast and easy and ensures top-quality results. Career center professionals have carefully customized the Resume Builder so that you can create a professional resume that is appropriate for your career or employment objective.

TO GET STARTED:

1. Log on to: fgcu.optimalresume.com
2. If you already have an account, just enter your email and password in the Login Box on the left side of this page.
3. If you have not created an account, click on “New Users Click Here” in the Login Box on the left side of this page.
4. Once you have created an account, use the “Document Center” to create resumes, and use the “Skills Center” to practice interviews. Each section follows a step-by-step process. However, feel free to print/download a User Guide (in PDF) from the “Help” section on the right-hand side of the page.

WHY USE OPTIMALRESUME?

- You can choose from sample resume section sets for different majors, degree programs, and career tracks, or you can create your own resume sections.
- As you build your resume section-by-section, view instructions, examples, and action words that have been created by career counselors to make the process straightforward and keep you on the right track.
- You can preview your resume as you build it and go back as needed. The process moves quickly and you can create a decent first draft in a matter of minutes.
- When you finish your resume, you can spell check, edit, style, download, rename, clone, or delete it.
- Resumes are automatically generated in several formats, including Rich Text, Plain Text, PDF, and HTML. You can download the Word® Compatible, Plain Text, and PDF version of your resume to your desktop as needed, or open the Website Builder to create and style a professional website that includes the HTML version of your resume.
- **If you already have a resume and don't want to start from scratch, you can upload it into the system or cut and paste it into the appropriate fields.**

Use of these services is strictly limited to current FGCU students, and alumni that have graduated within the last six months. Your Eagle email address is required for registration.
