

HOW **2** guide: *Write a Resume*

A resume is a document that summarizes your professional qualifications, including your education, work experience, accomplishments, campus/community involvement, and related skills. It is perhaps the most important component of the job search since it is often the first and only document (in addition to a cover letter) that an employer will see. Considering employers usually compare your resume with the resumes of many other candidates, having a well-written resume can improve your chances of being considered for an interview. Here are three tips to help you write a better resume:

1. Do not use a resume template, such as the one offered in MS Word.

Most recruiters don't like to see template resumes. Why?

- It usually does not display the information the way they like to read it
- It may convey to the recruiter that you are not proficient in Word. Or convey that you don't even know how to write a resume, which can be perceived as unprofessional and unsophisticated

2. First impression of your resume are critical

Therefore, your resume should:

- Have an attractive layout that is easy to read, which can be achieved through distinct headings, text texture (like bolding, caps, and italics), and using bullet points
- Use the space on the page efficiently using appropriate margins (1" at most), text size, (11 at the least), and content that utilizes the entire page. In most cases, and especially for recent graduates, **your resume should not be longer than one page!**

3. Your content must effectively "market" you

First, the content must be organized:

- Prioritize the information so the most relevant is near the top, such as education and related work experience. Even the bullets within a section should be prioritized so the most impressive is at the top.
- Content within each section should be in reverse chronological order, so the most recent work experience will be at the top of the work experience section. Same with education, so FGCU is on top.
- Present jobs are written in the present tense, past jobs in the past tense.
- No spelling or grammatical errors. For highly competitive positions, a mistake on your resume may preclude you from further consideration.

Second, the content should be:

- *Accomplishment-based* - Were you ever recognized as employee of the month? Did you exceed your sales goals? Were you ever given additional responsibilities, such as training new employees?
- *Measurable* - If you supervised employees, how many? If you were in sales, what were your sales in \$.
- *Action-oriented* - Each sentence should begin with an "action" verb, such as *coordinated, collected, planned, maintained, promoted, prepared, provided, merchandised, managed, etc.*
- *Detailed* - For example, if you planned events, describe what they events were and what was involved in the planning. Don't expect the recruiter to figure out what you did. Elaborate.
- *Industry verbiage* - If you are pursuing a career in a particular field, your resume should contain words that are common in that industry. For example, for a marketing position, terms such as *brand management, consumer behavior, marketing mix, product development, and target market identification* should appear on the resume, either through your work experience (preferably) or education.