



Writing an Effective Resume

Career Services
Center

Cascade Campus

Bldg. SSB, Room 104

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What is a Resume?

- **Marketing tool** clear and concise structured “paper” representation of who you are and what you can do in the future.
- **Short targeted summary** of your skills, experience, education and accomplishments in light of your career goal.



The Purpose of a Resume

- ❑ Designed to obtain a job interview.
- ❑ Demonstrate the match between your skills and the employer's needs.
- ❑ Create an interest, but leave them wanting to meet the “real” you.
- ❑ Not a litany of the past but future focused.

Preparation

- Identify the field and research employers
- Know your transferable skills, describe yourself in key words – accomplishments knowledge and skills
- Assemble your information/materials (education, names, dates)
- Review old job descriptions and performance reviews
- Program activities



Finding Accomplishments

- ❑ Performance reviews
- ❑ Your notes of significant contributions
- ❑ Email documenting your contributions
- ❑ Thank you notes or comments from clients
- ❑ Company media/information
- ❑ Your professional development record

Constructing Your Resume

Typical Categories

(Determine placement and list by relevance -top to bottom)

- ❑ **Contact Section** - Who are you and how can you be reached?
- ❑ **Objective/Profile** - What do you want to do?
- ❑ **Highlights of Qualifications** - What are your 3-5 strengths?
- ❑ **Employment/Volunteer Experience** - What skills have you acquired?
- ❑ **Education & Training** - What have you learned?
- ❑ **Awards, Honors, Licenses** -What are you proud of?



Experience - exercise

- ❑ Get a Partner
- ❑ Take out a piece of paper
- ❑ Write down your partners description
- ❑ Take 10 minutes each

Experience – Exercise (Cont.)

- One person is speaking and describing what they did for their experience
- The other person is writing down this experience and asking the 4Ws and tell me how...
- Get lots of **details** about your partners experience
- Example....



Contact Information

- Include address, city, state, zip code (use your discretion).
- Daytime telephone number – professional outgoing message.
- Professional e-mail.

The Objective

- Specific - position or skills to be used.
- Language employer centered not self-centered.

Example: *“To obtain a position as (insert title) with (insert company)”*

Highlights of Qualifications

- Also known as: (*Profile, Strengths, Summary of Qualifications*)
- 3-5 key achievements/strengths (bullet or short paragraph)
- Highlights relevant experience and accomplishments
- Provides a quick first impression/ personal brand
- **Examples:**
 - ◆ *Five years customer service in non-profit agencies service*
 - ◆ *Demonstrated skills in office management and staff supervision*

Types of Resumes

- ❖ **CHRONOLOGICAL**
- ❖ **MODIFIED
CHRONOLOGICAL**
- ❖ **SKILLS/FUNCTIONAL**





Chronological Resume

- Job history is listed chronologically with the most recent job listed first.

- Job titles and employers are emphasized and job duties are described in detail.
 - **Focuses on your work experience**

Experience Section

(Chronological & Modified Chronological)

- ❑ Modified separates out employment by type
- ❑ List title, organization, city, state and dates
- ❑ Position; if several for one employer, list employer once (except for ATS format)
- ❑ Include all relevant work, volunteer, intern, or cooperative education experiences
- ❑ Recent (10 year history)

Experience (Cont'd)

- ❑ Bullet format – Verb, Details, Results.
- ❑ List skills, abilities and competencies.
- ❑ Refer to the job description for key words.
- ❑ Indicate tasks, projects and transferable skills with supporting nouns for details.
- ❑ Include accomplishments: What problems did you face? What solutions did you find?

Experience (Cont'd)

- ❑ **Contributions** to the company, i.e., ways your work helped increase profit, productivity, quality; saved time or money; improved communication, etc.
- ❑ **Quantitative or qualitative** indicators that show results i.e., "increased sales by \$ amount"; "reduced staff turnover by x%"; "significantly improved staff ability to access data"

Functional (Skills) Resume

- Focuses on your skills and accomplishments developed through work, academic, and volunteer experiences.

- Lack of experience or possible gaps in work history de-emphasized.
 - **Focuses on your skills and not positions and dates.**

Experience Section

(Skills/Functional Resume)

- ❑ Categorize experiences by **relevant skill sets**.
- ❑ Prioritize your sets **and** the **bullet statements**.
- ❑ Document employment or experience under summary heading – no details.



Examples of Skill Set Headings

- ❑ Management/Leadership
- ❑ Teaching Experience
- ❑ Customer Service Experience
- ❑ Social Service/Counseling
- ❑ Administrative Skills
- ❑ Computer Skills
- ❑ Volunteer Service

Formula for a Bulleted Statement

▶ **Verb + Details (nouns) + results** ◀

- Provided phone support for callers in various life/recovery crises
- Developed new paper flow procedure; reduced staff errors and customer wait times
- Provided friendly customer-focused service leading to customer satisfaction and loyalty
- Organized fundraising event generating \$xxx dollars for non-profit
- Supported 8-10 staff: Calendaring, files and reception

Choose the right style for you and

Remember:

- ❑ A resume gets only 6-10 seconds of an employer's attention.
- ❑ Hit the target.
- ❑ It must capture and maintain their attention.
- ❑ Don't use templates or wizards.
- ❑ For corporations/gov't. Have a resume that is ATS – friendly.





Education Section

- Where you list your education depends on a number of factors.
- Include:
Honors, special papers/projects, selected coursework, scholarships, academic competencies, GPA, clubs.

Education (Cont'd)

- ❑ List most current degree first.
- ❑ Include type of degree, name of school location, date of graduation or anticipated date.
- ❑ Include a GPA, of 3.0 or better.
- ❑ No need to list high school.

Examples:

- Portland Community College – Portland, OR
AGS, expected graduation August Year
 - Emergency Medical Technician – in progress

- Addiction Studies Certificate, Year
Portland Community College – Portland, OR

Awards, Honors, Licenses, Affiliations (this Section is Optional)

- ❑ Make sure the information you list is relevant.
- ❑ You may highlight campus activities closely related to your career goals.
- ❑ Market yourself in the best light
- ❑ Examples:
 - Member, PTK (Honor Society) since Year
 - Dean's List 5 terms or Honor's Lists 5/8 terms
 - ASPCC Student Body President, Year
 - CPR Certified, expires Year

Common Elements in Well Designed Resumes

- ❑ Consistent content & formatting throughout.
- ❑ Presents most important information first. You must sell yourself in the **first 1/3** of the first page of your resume.
- ❑ Best fonts are Serif; font size **10 to 12**.
- ❑ **Bold** and *Italics* guide reader, if not overdone.
- ❑ New grads 1 page is ideal; 2 pages experienced.
- ❑ High quality bonded paper if submitted physically.
- ❑ No personal pronouns “I” “me” or “My” (subject is implied).
- ❑ Appropriate verb tense and stay consistent (past or present).
- ❑ Free from any type of errors!
- ❑ Have 3-5 people proofread and edit.



Proofreading is Mandatory!!!

Spell-check won't catch everything!

- Use words you understand - note wrong words
- Single space with line spaces between headers
- Vary your verbs to avoid hypnotic repetition
- Shift F7 gets you to the thesaurus
- Click on mis-spellings to correct
- Note incorrect capitalization

Resumes for Applicant tracking System (ATS)

- ❑ Rules change – stay informed
- ❑ Safest - save RTF files but .doc .docx ok
- ❑ Follow directions for each site carefully
- ❑ Length no longer matters – **keywords**
- ❑ Traditional format

E-mailing Resumes

- ❑ Should typically be in the body of the email, and attachment. *Many employers will not open attachments for fear of viruses.*
- ❑ Include cover letter.
- ❑ /s/ means “signed” above your name.
- ❑ Email it to yourself first to make sure it’s readable.

Scannable Resumes

- ▶ Learn to think nouns and keywords!
- In scannable resumes, nouns are also key.
- Computers also search for keywords, such as: *MS Word, case management, mentor, data base, project, facilitation, critical thinking.*
- Weak or overused (words) are a waste, avoid *team player, motivated, reliable, problem solver.*



Scannable Resumes (Cont'd)

- Less is more. Keep the design simple.
Avoid graphics or pictures.
- Minimize use of abbreviations.
You may use common ones like AAS (Associates of Applied Science), CPR (Cardio Pulmonary Resuscitation)
- Use white space.
Humans and Computers like it. Used to recognize that one topic has ended and another one has begun.



Cover Letter

- ❑ The first thing employers see before resume.
- ❑ It is your first and possibly last chance to market yourself.
- ❑ An effective cover letter will inspire the employer to seek more information about you.

Cover Letter (Cont'd)

A well-written cover letter will allow you to:

- ❑ Link your skills and experience to the employer's needs.
- ❑ Complement your resume's content by highlighting your unique qualifications that pertain to the job.
- ❑ Express your individuality, interests, values and personality.



General Outline for Cover Letters

- Date
- Employer's Name and Title
Address
- Dear:(Can use titles ie.,“Hiring Manager”, “Clinic Supervisor” or “Chief “if you can't find a name)

General Outline (Cont'd)

- **Opening Paragraph:** State why you are writing, name the position for which you are applying. Indicate how you learned about the position (Name Drop if you can). Fantastic if you can have an interesting opening sentence.
- **Middle Paragraph(s):** Explain why you are interested in working for this employer. Emphasize skills or abilities you have that relate to the job for which you are applying. Remember that the reader will also view your letter of as an example of your writing skills.

General Outline (Cont'd)

- **Closing Paragraph:** You may refer the reader to your enclosed resume. Have an appropriate closing to pave the way for an interview and indicate the steps you will take to initiate an interview date.
 - Closing Salutation – Sincerely, Respectfully, Regards,
 - (4 lines for *Your Signature*) or /s/
 - Your typed name
 - Enclosure: (use if including multiple enclosures)



Cover Letter Example

Your Name
705 N Killingsworth
Portland, OR 97217

March 8, 2014

Clinic Manager:

My friend and neighbor, Florence Nightingale, was kind enough to pass my information along to you. I'm currently an alcohol and drug counseling student with mentor experience. Having built upon my understanding of people and relationships I have been a listening ear and sounding board for not only my classmates but mentees too., I have been a peer for several years and would very much like to transfer those skills to an entry level job in a social service agency .

As for my qualifications, I am maintaining strong grades while managing home and work responsibilities. To demonstrate my trustworthiness I can gladly give you references of clients who have entrusted me with very personal information.

I am available to help in any capacity where I can be of service and look forward to discussing my skills for your review and assessment. Please call or email if you have any questions or would like to set up an interview. I know this is a busy time of year for you and appreciate you taking the time to read this and the attached resume. I can be reached at 971-722-5600 or first.last@pcc.edu

Sincerely,

/s/
Name

Useful Tips

- *Top and bottom margins should be equal.*
- *Left and right margins should have one inch.*
- *Four spaces between date and address*
- *Use complete title and address.*
- *Address letter to specific person.*
- *Show a personal connection if possible.*
- *Always personally sign your letters.*
- *Four blank lines between closing and signature.*
- *If there is any other information enclosed with the letter, make a note of it in enclosure.*

Reference Page

- ❑ Should not be listed on your resume but need to be given at the employer's request.
- ❑ Generally THREE references are sufficient.
- ❑ The most important references are your superiors. (But you can also use your co-workers, clients, peers, instructors).
- ❑ Do NOT include relatives if possible.
- ❑ Contact each person to verify his/her willingness to act as a reference for you.
- ❑ Your **reference** sheet should match the paper/look of your cover letter and your resume.

References (Cont'd)

References for Jennifer Lewis

Anne Robertson

Outpatient Clinic Supervisor

Legacy Health System

2801 N. Gantenbein Ave. Portland, OR 97227

(503) 223-4421

Anne.Robertson@legacy.org

Relationship: Internship Supervisor