

Resume Guide

A resume is a written presentation of your qualifications to prospective employers.

An effective resume should:

- Be customized to the specific opportunity you are seeking
- Present only your most recent and relevant experiences
- Demonstrate unique value and your skills focusing on results and accomplishments
- Be well organized and error free
- Create a favorable impression (consider the story you're telling when looking at your resume)
- Encourage employers to find out more about you

Getting Started With Your Resume

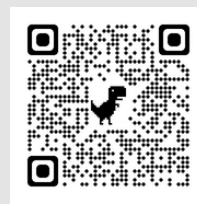
Reflecting on past experiences and considering how they have helped you develop skills that you can apply to the work environment is an important first step in creating an effective resume. Employers are seeking hires that are able to demonstrate the following career competencies:

- Career & Self - Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology

Check out the 2024 list of key attributes employers are looking for on graduates' resumes.



Visit our website to learn more about career competency areas.



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Spend some time brainstorming how you have developed any of the skills above through any of the following activities:

- Classroom Experience / Class Projects
- Work Experience (Part - Time, Summer, Full - Time, On - Campus)
- Internship / Student Teaching Experience
- Community Service & Volunteerism
- Student Organization Involvement (highlight leadership and/or membership roles)
- Athletics
- Research
- Leadership Experiences
- Management Experience
- Military Experience
- Study Abroad / Travel Experience
- Presentations / Publications
- Professional Development / Training / Certifications

This guide will provide you with the framework to get started with your resume. Scan the QR code to visit our resume webpage for additional resume resources, including resume samples.



After reviewing this guide, connect with the Career Design Center to receive individualized feedback on your resume.



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General Resume Checklist

Contact Information

Include

- Name, e - mail, phone number, customized LinkedIn URL

Consider Adding

- Address - City/State only

Education

Include

- School name (State University of New York at Geneseo)
- Location (Geneseo, NY)
- Date of graduation / expected date of graduation (month and year)
- Degree spelled out (Bachelor of _____)
- Majors(s), minor(s), and/or concentration(s)

Consider Adding

- GPA
- Academic honors and awards
- School accreditation
- Study abroad

Experience

Organization

- Use category headings (see page 12) to group related and relevant experiences together (e.g. Class Projects, Research, Athletic Experiences, etc.)
- Organize category headings by relevance
- List experiences in reverse chronological order (most recent to least recent) within each section
- Introduce an experience using the name of the employer/organization/project, location (city and state), position title, and dates for each experience (month and year)



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Bullet Points

- Describe each experience using bullet point statements
- Start each bullet with a strong action verb and use a variety of action verbs throughout (see page 9 - 11)
- Write the bullet in past tense if the experience is complete or present tense if still involved in the experience
- Use specific and concise statements with supporting details to describe tasks/responsibilities, results/accomplishments, skills gained, and purpose of work
- Include numbers, data, dollar amounts, or percentages to qualify job responsibilities and results if applicable
- List the most relevant bullet point statements first for each experience
- Use language of your field
- Demonstrate development of career competencies/transferable skills (i.e. communication; critical thinking; equity and inclusion; teamwork, etc.) Visit www.geneseo.edu/career-design/career-competency-areas for more information

Skills

- Incorporate only certifiable, testable, or measurable knowledge or skill sets like language proficiency, computer programming, technology, lab skills, etc. within the skills section
- Demonstrate non - quantifiable skills like teamwork, time management, leadership, etc. within action verb statements rather than listing in the skills section

** A note: Specific schools at Geneseo and industries may have specific expectations. This is intended to be a general guide to provide a framework and does not include industry - specific guidance.



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Writing Meaningful Resume Bullets

Writing meaningful resume bullets is crucial for effectively communicating your skills, accomplishments, and experiences to potential employers. Here are some tips to help you create impactful and meaningful resume bullets:

Use action verbs:

- Start each bullet point with a strong action verb to convey a sense of achievement and initiative.
- Write the bullet in past tense (i.e. wrote) if the experience is complete or present tense (i.e. write) if you are still involved in the experience.
- Examples: achieved, implemented, led, developed, managed, etc. See pages 9 - 11 of this guide for a list of action verbs.

Quantify Achievements:

- Whenever possible, use numbers to quantify your achievements. This adds specificity and helps employers understand the scale and impact of your contributions. For instance, instead of saying, “increased sales,” you could say, “increased sales by 20% within six months.”

Highlight Results:

- Focus on the outcomes and results of your actions. Employers are interested in what you achieved and the positive impact you had on your previous employers or projects.

Tailor to the Job:

- Customize your resume bullets to align with the specific requirements of the job you’re applying for. Use keywords from the job description to demonstrate your suitability for the position.

Showcase Skills:

- Highlight the skills you used to accomplish tasks and projects. This helps demonstrate not only what you’ve done but also the competencies you possess. See the NACE Competencies on the Career Design webpage for skills to highlight. <https://www.geneseo.edu/career-design/career-competency-areas>



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Be Concise:

- Keep your bullets concise and to the point. Use bullet points for easy readability, and aim for clarity. Avoid unnecessary details and jargon.

Use the CAR Method (Challenge-Action-Result):

- Structure your bullet points using the CAR method. Start by describing the challenge or problem you faced, outline the action you took to address it and conclude with a positive result or outcome.

Prioritize Relevant Information:

- Place the most relevant and impressive information at the beginning of each bullet point. Capture the reader's attention with your most significant achievements.

Be Specific:

- Provide specific examples and details to illustrate your contributions. Specifics make your resume more compelling and credible.

Avoid Clichés:

- Steer clear of overused phrases and clichés. Instead, focus on unique accomplishments that set you apart from other candidates.

Proofread:

- Ensure your resume is free of grammatical errors and typos. A polished document reflects attention to detail and professionalism. The Career Design Center can proofread your resume and help you tailor your bullets.

Example of a weak bullet:

“Responsible for managing a team and improving sales.”

Example of a stronger bullet:

“Led a cross-functional team of 10 members, implementing targeted sales strategies that resulted in a 15% increase in revenue within a quarter.”



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Example of a weak bullet: “ran weekly tutoring sessions for students.”

Example of a stronger bullet: “Facilitated weekly sessions using original content such as handouts, and mini-lessons to help students better understand complex math concepts.”

Example of a weak bullet: “Responsible for various marketing campaigns”

Example of a stronger bullet: “Created impactful marketing campaigns using print and digital media to increase customer engagement for clients.”

Remember, your resume is your personal marketing document, so take the time to craft compelling and meaningful bullet points that showcase your skills and accomplishments effectively.



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Resume Presentation Guide

Length

1 - 2 pages

- The length of your resume will depend on what you are applying for, as different industries have different standards. Certain industries expect a 1 page resume; however, in other cases, your resume may be longer depending on your experience and the industry you are targeting. It is always important to edit your resume to use language that is as concise as possible and to feature your most important experiences on the first page.
- If your resume is longer than one page, your name and page number must be included within the header/footer of the second page.

Font

Easy to read font like Arial, Calibri, Garamond, Georgia, Helvetica, or Times New Roman, black text, no smaller than 10 pt.

Margins

1 - inch to .5 inches, avoid putting anything other than page numbers in headers or footers.

Language

Avoid first and third person pronouns, statements should be in past tense when complete or present tense if still involved

Maintain Consistency

Ensure font size, bold, italics, underlining, spacing, tabs, margins, etc. are consistent and aligned.

Formatting

- Generally, preformatted templates from Word, Canva, etc. are not suggested, as they can sometimes be difficult for an Applicant Tracking System (ATS) to read and challenging to navigate formatting as you continue to add experiences.

Review

Review for grammar/spelling errors.

Submitting

- Submit the requested file type as recommended in the application instructions or .docx or .pdf if no recommendation is suggested.



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Action Verbs

The following is a list of action verbs that should help you in describing your experiences and activities on your resume.

Communication Skills

Addressed	Drafted	Negotiated
Arbitrated	Edited	Persuaded
Arranged	Enlisted	Promoted
Authored	Formulated	Publicized
Collaborated	Influenced	Reconciled
Convinced	Interpreted	Recruited
Corresponded	Lectured	Spoke
Developed	Mediated	Translated
Directed	Moderated	Wrote

Research Skills

Clarified	Extracted	Organized
Collected	Identified	Reviewed
Critiqued	Inspected	Summarized
Diagnosed	Interpreted	Surveyed
Evaluated	Interviewed	Systematized
Examined	Investigated	

Technical Skills

Assembled	Engineered	Remodeled
Built	Fabricated	Repaired
Calculated	Maintained	Solved
Computed	Operated	Upgraded
Designed	Overhauled	
Devised	Programmed	

Accomplishment Verbs

Achieved	Pioneered	Restored
Expanded	Reduced	Spearheaded
Improved	Resolved	Transformed



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Action Verbs

Teaching Skills

Adapted

Advised

Clarified

Coached

Communicated

Coordinated

Demystified

Developed

Enabled

Encouraged

Evaluated

Explained

Facilitated

Guided

Informed

Instructed

Persuaded

Set Goals

Stimulated

Trained

Financial Skills

Administered

Allocated

Analyzed

Appraised

Audited

Balanced

Budgeted

Calculated

Computed

Developed

Forecasted

Managed

Marketed

Researched

Projected

Creative Skills

Acted

Conceptualized

Created

Customized

Designed

Developed

Directed

Established

Fashioned

Founded

Illustrated

Initiated

Instituted

Integrated

Introduced

Invented

Originated

Performed

Planned

Revitalized

Shaped

Helping Skills

Assessed

Assisted

Clarified

Coached

Counseled

Demonstrated

Diagnosed

Educated

Expedited

Facilitated

Familiarized

Guided

Motivated

Referred

Rehabilitated

Represented



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Action Verbs

Detail Skills

Approved

Arranged

Cataloged

Classified

Collected

Compiled

Dispatched

Executed

Generated

Implemented

Inspected

Monitored

Operated

Organized

Prepared

Processed

Purchased

Recorded

Retrieved

Screened

Specified

Systematized

Tabulated

Validated

Management Skills

Administered

Analyzed

Assigned

Attained

Chaired

Consolidated

Contracted

Coordinated

Delegated

Developed

Directed

Evaluated

Executed

Improved

Increased

Organized

Oversaw

Planned

Prioritized

Produced

Recommended

Reviewed

Scheduled

Strengthened

Supervised



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Category Headings

The following is a list of category headings that should help you in listing your experiences and activities on your resume.

- Related Experience
- Research
- Class Projects
- Internships
- Professional Experience
- Work History
- Community Involvement
- Coaching Experience
- Teaching Experience
- Campus Leadership
- Conferences and Publications
- Professional Development or Training
- Honors and Awards
- Associations/Affiliations
- Additional Experiences
- Travel
- Skills (i.e. language, technology, etc.)



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