

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the page, creating a modern, layered effect. The rest of the page is a plain white background.

Resumes

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August 2015

Question: What do you hope to achieve with your resume?

Answer: A response from the recipient (phone call or email) to discuss your qualifications further.

- ▶ You have less than a minute or a millisecond if it is electronically read.
- ▶ Why would a firm want to have further discussion with you?
 - ▶ You have the skills they are looking for
 - ▶ You have success in what you have done in the past
 - ▶ You have something unique to offer

Question - How do I construct a resume to do that?

Answer: The number ONE reason the firm may call you back is that you have the skills they are looking for. So the 1st step is to find out what skills the employer is looking for. If you know what specific skills they are looking for you can write your resume to demonstrate those skills.

Question : Ok isn't every firm the same in my field?

Answer: No - if you focus on skills at the high level they may be similar but if you go deeper they are different. Your resume should be very focused to demonstrate the skills that distinguish you from others and look like what the company wants.

Remember - you want a contact to talk further. If a computer looks at your resume they will pick up on the detailed skills.

Your resume will have a basic structure but should be tailored to what the firm is looking for - often times this can be done with adjectives. A customization of one.

Question - I already have a resume. How do I know if it is sufficient?

Answer: Well let's check the basics:

- ▶ One font through out - proportional fonts.
- ▶ One address (don't need permanent and school)
- ▶ You should not have objective
- ▶ No relevant course work -if you have a degree in accounting everyone knows what you are taking
- ▶ No high school stuff -unless an Eagle Scout
- ▶ No other interests
- ▶ Don't list Microsoft Skills unless advanced and then explain how advanced

Question - I already have a resume. How do I know if it is sufficient?

Answer: Well let's check the basics continued:

- ▶ One header for education, experiences and skills.
 - ▶ You don't need to use different kinds of experiences - that is using space that can highlight you and not try to "bucket your experiences".
- ▶ Is your resume concise or does it provide a lot of detail?
- ▶ Is your resume in proper English with appropriate punctuation?
- ▶ Does it tell your life story in chronological order - if it does it is most likely way to long. You want to grab people's attention.
- ▶ Is it in a PDF format when you send it out?

Question - is there a quick way to determine if what I write is good?

Answer: - Yes read every sentence and ask your self - Does what I wrote:

Highlight a skill that you possess?

Is it something that distinguishes me from others?

Is it something that makes me unique?

If it doesn't then why is it in your resume?

Don't confuse skills with activities (what you have done)

Question: What are these skills that you are talking about?

Answer:

The 10 Skills Employers Most Want In 20-Something Employees

1. Ability to work in a team
2. Ability to make decisions and solve problems
3. Ability to plan, organize and prioritize work
4. Ability to communicate verbally with people inside and outside the organization
5. Ability to obtain and process information

Question: What are these skills that you are talking about?

6. Ability to analyze quantitative data
7. Technical knowledge related to the job
8. Proficiency with computer software programs
9. Ability to create and/ or edit written reports
10. Ability to sell and influence people

Question Why these skills?

Answer: The new economy has new expectations. These skills help you with these expectations.

Old Economy Expectations	New Economy Expectations
Stability	Responsive
Certainty	Dynamic
Mastery	Adaptive
Control	Distributed
Autonomy	Collaborative
Incremental	Audacious
Closed	Transparent
Authority	Beliefs
Shareholder	Stakeholder
Transaction	Trust
Reliable	Transformative

Question - What should the Education Section Include?

- ▶ The State University of New York College at Geneseo
Bachelor of _____ in with a minor in _____
Anticipated graduation May 20XX
GPA of
- ▶ If you studied abroad put name of university or college, where it is, what was studied. If the program was in a language other than English please include that.
- ▶ Awards and Scholarships - include Honor Societies
- ▶ If you participated in the GOLD program use the following:
 - ▶ Participated in ____ non credit workshops on leadership, communication and team work (add others if it supports a needed skill) through the Geneseo Opportunities for Leadership Development.
- ▶ Any certifications or licenses
- ▶ No High School things except for Eagle Scout

Question: So what should I put in the relevant experiences, work experiences, college activities sections?

Answer: You need one section (header) - entitled “EXPERIENCES”.

But we were always taught - do you think that help distinguish you or identify a skill you have ?

You have limited space don't fill it up with useless stuff.

Question = What should I include in “experiences”?

Answer: The key things that you have done that highlight your skills. You do not need to list everything you have ever done.

- ▶ Don't just describe what you did but quantify as appropriate or use a specific example.
- ▶ Indicate - company, location, date and job “title”
- ▶ Combine where appropriate into one sentence.
- ▶ Read and re-read what you wrote - does it state the obvious or does it give the reader something meaningful?
- ▶ Everything you have done is “relevant” as different experiences build different skills.
- ▶ Don't use I
- ▶ If you just sat at home and played video we could have a problem!

Question: I am getting it can you give me some examples?

Answer: Sure lets start with typical college summer jobs

Summer camp counselor - You could say - *“Worked at a summer camp”* - better would be: *“Planned, organized and implemented activities for 20 - 8 year old boys in a residential summer camp”* Next line could be *“Resolved conflicts between campers and maintained a strong connection with parents”*

If you worked for a number of years and supervised junior counselors - you could say *“Supervised 5 junior counselors”* - making it better could be = *Trained and coached 5 junior counselors.*

Question: ok give me more ideas

I worked as a **server** in a restaurant - “ *Built customer service skills that resulted in above average tips*” - “*Developed ability to work six four tops and maintain great service*”

I did a previous internship and just **prepared tax returns** - “ *Learned how to use the Amazing Tax Software and prepared progressively more complex returns. By the end of the tax season completed 50 tax returns.*”

I did a previous internship where I did **worksheets and models** - “*Utilized Excel macros to import 5,000 data items from Telemet, then developed a model using pivot tables and what if analysis.*”

Question: I participated in a lot of campus activities and community service. How could I share that?

Answer: Lets look at a few examples:

Phi Kappa Chi Fraternity - Treasurer and New Member Educator. Managed the financial affairs of the fraternity; including cash, dues and budgeting for 75 members and a \$5,250 budget. Participated in 5 fund raising events that benefited local charities.

SUNY Geneseo Men's Varsity Lacrosse Team - 2012 to 2015 - honored as SUNYAC Rookie of the Year and organized teams community service activities.

International Business Club - 2013 to 2015 organized events to bring speakers to campus and visited local businesses.

Question: Ok I am getting it what do I do next?

Answer: Create you unique resume:

- ▶ Start by identifying job you would like
- ▶ What are the skills that are needed for that job?
- ▶ What skills do you have that make you right for that job?
- ▶ How are you going to communicate your skills?
 - ▶ Develop your education component
 - ▶ Develop your experience component
- ▶ Read it out loud to yourself and someone else
- ▶ Review it with your advisor or Director of School of Business Interns and your mentors
- ▶ Continually improve it