



# How to Write a Resume

The Complete Guide

Courtesy of Resume Genius

<https://resumegenius.com/how-to-write-a-resume>



# What a resume is not

- ▶ It isn't a log of your job history.
- ▶ It isn't a summary of skills.
- ▶ It isn't going to *automatically* get you a job.

- ▶ Think of your resume this way: It's an advertisement, and YOU are the product. Your goal is to get hiring managers to buy into what you're selling – which means giving you an interview.
- ▶ To accomplish that, you need to see it as your marketing tool, your trusty belt buckle of tricks. Without it you are powerless. However, simply having a one isn't enough to get you an interview.
- ▶ Much like the flashing neon signs along the Vegas Strip, hiring managers are attracted to *well-formatted resumes with attention-grabbing details*. Statistics back this up – for instance, studies show that “8 out of 10 resumes are discarded with **only a 10 second glance.**”
- ▶ To stand out from the crowd, it's important that yours quickly **demonstrates your ability**, or else it might get thrown into the “no” pile before it gets a fair shake.
- ▶ To help you do this, we've written **easy-to-follow steps** on how to write a resume. From industry-specific formatting and writing suggestions to proper fonts and margins, we're here to break it all down for you.
- ▶ Are you ready to learn how to make a resume that lands you your dream job?



# Step 1: Choose From 3 Formats

- So you are staring at a blank page on your computer wondering, “Where do I start?” Hundreds ask this same question every day and the reason is most likely due to the fact that there is no standard rule for formatting a resume.
- Your formatting decision comes down to 3 choices:
  - Reverse-Chronological,
  - Functional
  - Combination.
- Each format has their own advantages and disadvantages. Below, you will find which one is best for you.

# Format #1: Reverse-Chronological

**BARTENDER (REVERSE-CHRONOLOGICAL)**  
from Resume Genius

**(A) CONTACT**

(123) 456-7895  
CarolineW@gmail.com  
45 Winfield Dr.  
Washington, D.C. 90764  
LinkedIn.com/username

**(B) CAREER OBJECTIVE**

Lead Bartender with 4+ years of experience in cocktail preparation and creation, and a bartending license certified by the District of Columbia. Possess a deep knowledge of local craft beers, wine, spirits, and cocktails, as well as their optimal food pairings. Seeking to leverage my bartending skills to fulfill the Head Bartender position at your restaurant.

**(C) PROFESSIONAL EXPERIENCE**

**2015 - 2018**  
LEAD BARTENDER  
Gilly's Sports Bar, Washington, D.C.

- Introduced a "Cocktail of the Month" promotion to our menu that was well received by customers and increased monthly sales
- Trained 3 brand new bartenders on all aspects of the job from drink preparation and knowledge to building valuable customer relationships and upselling techniques
- Reduced inventory losses by 10% by managing our beverage inventory with innovative beverage management software

**2014 - 2015**  
BARTENDER  
Capital Bar & Grill, Washington, D.C.

- Engaged in small talk and jokes with clientele in order to build rapport and ensure that they became repeat customers
- Took food orders from guests at the bar and recommended beverage pairings to go with their meals, which boosted spending by an average of \$10 per customer
- Memorized over a 100 cocktail recipes and drink variations

**(E) EDUCATION**

**2014 - 2016**  
A.A. BARTENDING  
Professional Bartending School, Washington, D.C.

**2010 - 2014**  
ADVANCED DIPLOMA  
ST. JOHNS HIGH SCHOOL, Washington, D.C.

**(D) KEY SKILLS**

- Cocktail Preparation
- Customer Relations
- Spanish
- POS Systems
- Exceptional Memory
- Menu Creation

**(F) AWARDS**

March 2017  
EMPLOYEE OF THE MONTH  
Gilly's Sports Bar, Washington, D.C.

➤ **(A) Contact Information** – The most consistent element across all three resume formats, contact details must be outlined near the top.

➤ **(B) Career Objective** – This type of resume introduction can be used by anyone, and allows job-seekers to tailor their resume to their employer.

➤ **(C) Work Experience** – For this format, you must have a consistent work history (or one that isn't too patchy).

➤ **(D) Additional Skills** – Your skills section can still be used to highlight personal attributes you're proud of.

➤ **(E) Education** – Your degrees (any) and certifications (if relevant) should be highlighted.

➤ **(F) Awards & Honors** – Be sure to mention your most impressive example/s.

➤ This is the most traditional format, and what you're most likely to encounter in the real world (as an applicant or hiring manager). **Chronological formats are generally more flexible**, and can be used by applicants with any level of experience.

➤ **I should use if:**

- I want to show a vertical career progression.
- I want to apply to a job in a similar field.
- I want to promote my upward career mobility

➤ **I shouldn't use if:**

- I have major gaps in my employment history.
- I am changing my career path.
- I change jobs every few months.

# Format #2: Functional

## SERVER RESUME (FUNCTIONAL)

from Resume Genius

**A**

**CONTACT**  
Email: joancollins@gmail.com  
Phone: (141) 212-5465  
Address: 8870 Barnacle Street, Las Vegas, NV 89523  
LinkedIn: linkedin.com/in/rjjoan\_collins

**B**

**QUALIFICATIONS SUMMARY**

- Superior salesmanship, consistently outperforming peers
- Friendly, outgoing, and charismatic personality
- Experience working with POS terminals, excellent at math
- Working knowledge of wines, cocktail mixes, craft beers, and other bartending skills
- Conversational in Spanish and Mandarin Chinese

**C**

**WORK HISTORY**

Riverside Restaurant  
Reno, NV – *Waiter*

Whispering Vine Bar & Grill  
Las Vegas, NV – *Server*

Applebee's  
Las Vegas, NV – *Bar-back*

**D**

**RELEVANT SKILLS**

**SALESMANSHIP**

- Awarded "Employee of the Month" for consistently achieving 15% above target sales
- Perfected menu presentation skills, providing customers a holistic understanding of the restaurant offerings, leading to more sales
- Trained 4 waiters in salesmanship methodology, increasing their sales to meet company average

**E**

**EDUCATION**

**CERTIFICATE IN FOOD HANDLING AND SAFETY**  
Chicago Community College, Chicago, IL  
June 2011

**B.A. / CULINARY ARTS**  
Kendall College, Chicago, IL  
June 2010

**F**

**AWARDS**

**EMPLOYEE OF THE MONTH**  
Riverside Restaurant  
2015

**TECHNICAL**

- Experience with 3 types of POS terminals, receipt roll replacement, and coffee machine cleaning
- Familiarity with common restaurant bread cutting machines, dishwashers, and knowledge of equipment cleaning processes
- Excellent basic math skills, able to calculate and split bills in the event of POS terminal downtime

**INTERPERSONAL**

- Consistently scored over 90% satisfaction rating on customer feedback surveys
- Conversational in Spanish (able to take orders from Spanish speaking customers)
- Possess excellent conflict resolution skills in the event of customer dissatisfaction

➤ **(A) Contact Information** – Regardless of your format, this will be always near or at the top of your resume.

➤ **(B) Qualifications Summary** – Highlights your strongest areas right off the bat.

➤ **(C) Work Experience** – Note how small this section is, and how time periods are omitted. This is to de-emphasize experience, and highlight other sections.

➤ **(D) Relevant Skills** – Skills are the greatest selling point for someone who lacks a clear work history, so this section must be robust.

➤ **(E) Education** – Include your highest degree, and feel free to list a key (relevant) certification here too.

➤ **(F) Awards & Honors** – If you have any notable work-related awards, list the most significant.

➤ While chronological places emphasis on career progression, a **functional format is for a skills-based resume**. Since it heavily emphasizes the applicant's qualifications, functional format is more suitable for those with an expert level of experience.

### ➤ I should use if:

➤ I have gaps in my employment history.

➤ I am changing my career industry.

➤ I want to highlight a specific skill set.

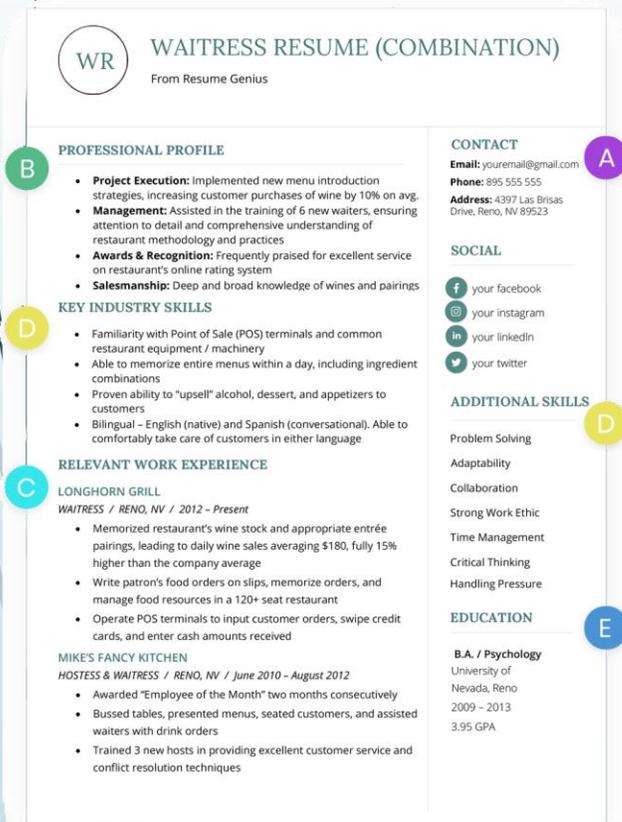
### ➤ I shouldn't use if:

➤ I want to highlight my upward career mobility.

➤ I am an entry level candidate that lacks experience.

➤ I lack transferable skills

# Format #3: Combination



- **(A) Contact Information** – Similar to the other two formats, contact details are at the top.
  - **(B) Professional Profile** – Users of the combination format are often highly skilled, and the professional profile can highlight these skills in a concise way.
  - **(C) Work Experience** – Experience is more fleshed out in a combination resume than it is in its functional counterpart.
  - **(D) Skills Sections** – With your arsenal of work-related skills, you can divide them into two sections based on importance.
  - **(E) Education** – For someone using a combination format, education is less crucial. However, it's still definitely worth placing on the resume.
- As you can probably guess the combination format merges bits and pieces from both chronological and functional formats. Like the functional format, it focuses on specific qualifications, yet the body of the document contains professional experience similar to chronological format. This format is generally reserved for those with a great deal of experience in a particular industry.
  - **I should use if:**
    - I want to highlight a developed skill set within a specific career.
    - I want to change my career path.
    - I am a master of the subject I am applying to.
  - **I shouldn't use if:**
    - I want to highlight my education.
    - I lack experience.
    - I am an entry level candidate.

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## Step 2: Set Up Your Contact Information

- Before delving into what information you should add, **it's important to remember that the information you include will largely depend on the format you choose.** With that being said, below is a general guide to what information you should add and the order in which you should add it.
- **Name** (largest font on page, middle initial is optional)
- **Mailing Address**
- **Telephone Number** (Check that you have an appropriate voicemail message)
- **Email Address** (make sure it's appropriate, don't use your sexypanda45@gmail.com account.)
- **Link to online portfolio** (optional, ensure it is relevant to the position)
- **LinkedIn Profile**
- Also, be careful not to accidentally add the contact information in the header, as applicant tracking systems may not be able to read it.

# 3 Examples

## CASHIER RESUME TEMPLATE

from Resume Genius

### CONTACT

(123) 456-7895  
ChloeParker@gmail.com  
45 Winfield Dr.  
Charleston, SC 90764  
LinkedIn.com/in/username

### PROFILE

Head Cashier with over 8 years of experience in providing excellent customer service, handling daily accounts and maintaining inventory. Aiming to use my knowledge and expertise to effectively fill the managerial role in your store. Possesses a Bachelor's degree in Arts.

### EDUCATION

B.A. ARTS  
*Carroll College / Helena, MT*  
2010  
  
HIGH SCHOOL DIPLOMA  
*Helena High School*  
*Helena, MT*  
2006

## Bookkeeper Resume Sample

from Resume Genius

email@gmail.com 895 555 555 43 Smith Dr., Pittsburg, PA , 09867 LinkedIn.com/in/yourprofile

### RESUME OBJECTIVE

General Bookkeeper with 8+ years of experience using both single-entry and double-entry systems for medium-sized businesses. Aspiring to use my strong organization skills and attention to detail to support the financial department of your company. Possess a B.S. in Accounting.

### SKILLS

MS Office Proficient QuickBooks Expert Data Entry Skills Strong Work Ethic Leadership  
Time Management Leadership Handling Pressure Collaboration Problem Solving

## CERTIFIED NURSING ASSISTANT

FROM RESUME GENIUS

410 . 842 . 0002  
cblack@gmail.com  
11 North St.  
Baltimore. MD. 49706

### EDUCATION

CERTIFIED NURSING ASSISTANT TRAINING  
*Heartcare Inc., Baltimore, MD*  
2012  
  
HIGH SCHOOL DIPLOMA  
*Baltimore Central High School,*  
*Baltimore, MD*

### CAREER OBJECTIVE

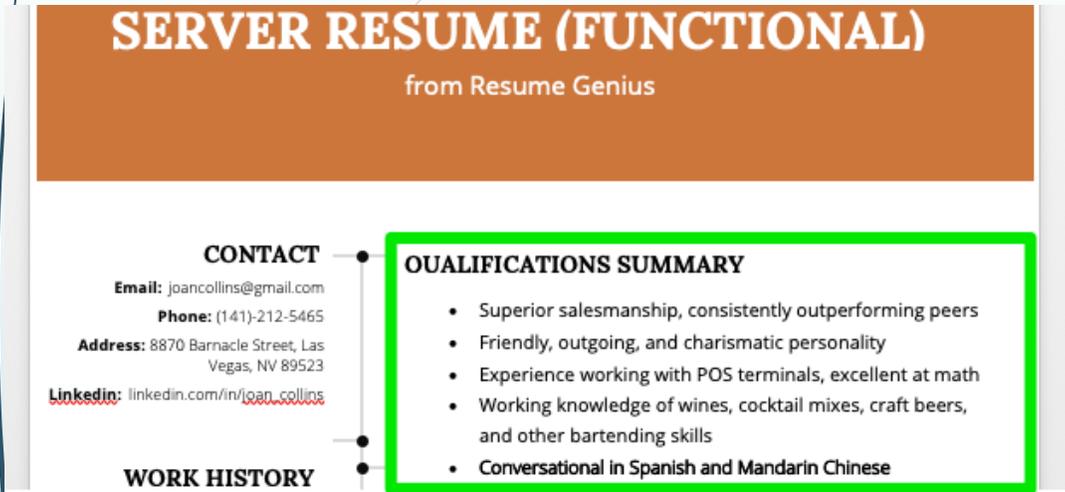
Reliable, caring certified nursing assistant with 6+ years of experience caring for elderly and vulnerable adults. Excellent client care; work well with bedridden, physically challenged, and memory-impaired residents. Friendly and compassionate, with excellent interpersonal communication skills. Flexible: available days, evenings, weekends, and holidays. Discreet and confidential in all dealings with patients and staff.



## Step 3: Select (& Write) a Winning Resume Introduction

- ▶ Job seekers have **four primary choices** to pick from when writing a resume introduction:
- ▶ The **qualifications summary** (or summary of qualifications)
- ▶ The **resume objective** (also known as a career objective)
- ▶ The **resume summary** (also called a professional summary)
- ▶ The **professional profile** (sometimes referred to as a resume profile)
- ▶ Resume introductions are all written with the same goal in mind: to **gain the attention of a prospective employer** by highlighting relevant skills and experience.
- ▶ However, the method through which each introduction achieves this goal differs. See below:

# Resume Intro #1: Qualifications Summary



- ▶ With regards to format, the qualifications summary is a **bullet point list** (ranging from 4 to 6 points) of your most outstanding career achievements. Avoid using generic statements and try to list your skills in a way reflects your unique voice.
- ▶ **I should use if:**
- ▶ I am applying to a job that requires a rigid set of abilities.
- ▶ I have a wealth of experience in the industry.
- ▶ I possess multiple skill sets.
- ▶ **I shouldn't use if:**
- ▶ I lack experience.
- ▶ I am an entry level candidate that lacks specific skill sets.
- ▶ I lack measurable achievements.

# 3 Qualification Summary Sample (Text Format)

## Qualifications Summary Example #1: Server

- Superior salesmanship, consistently outperforming peers
- Friendly, outgoing, and charismatic personality
- Experience working with POS terminals, excellent at math
- Working knowledge of wines, cocktail mixes, craft beers, and other bartending skills
- Conversational in Spanish and Mandarin Chinese

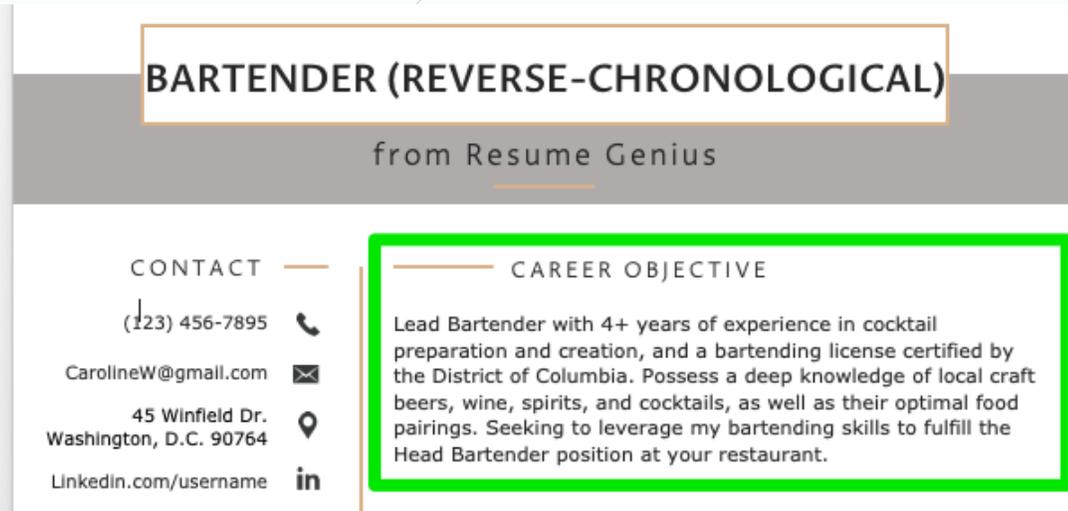
## Qualifications Summary Example #2: Office Assistant

- Proven track record of improving office processes in ways that help save the company time and money
- Obtained strong management skills by training and leading a team of 3 administrative assistants
- Received multiple awards recognizing my work ethic and ability to work in a team
- Working knowledge of data entry systems, payroll software, and standard office equipment
- Possess excellent verbal and written skills, personable, and friendly

## Qualifications Summary Example #3: McDonald's Shift Manager

- Experienced with cash registers, Point of Sale (POS) Terminals, and other common retail customer service technology
- Consistently top rated customer service worker (95% satisfaction rating) in previous employment
- Able to train new employees in attaining customer service standards and goals, and using restaurant equipment
- Committed, loyal, and hard worker with excellent communication and team work skills
- Conversational in Spanish, – able to take orders from Spanish speaking customers

# Resume Intro #2: Career Objective



- ▶ A resume objective is a **2–3 sentence statement** that provides an overview of your skills and experience. This intro is best for entry-level candidates.
- ▶ **I should use if:**
- ▶ I am an entry-level applicant.
- ▶ I do not have in-depth experience in the industry.
- ▶ I am a recent college graduate.
- ▶ **I shouldn't use if:**
- ▶ I have a wealth of industry-specific skill sets.
- ▶ I am changing career paths.
- ▶ I am writing a cover letter.

# 3 Career Objective Samples (Text Format)

## Career Objective Example #1: Bartender

- ▶ Lead bartender with 4+ years experience in cocktail preparation and creation, and a bartending license certified by the District of Columbia. Possess a deep knowledge of local craft beers, wine, spirits, and cocktails, as well as their optimal food pairings. Seeking to leverage my bartending skills to fulfill the Head Bartender position at your restaurant.

## Career Objective Example #2: Nurse RN

- ▶ Nurse RN with 8+ years of experience in providing quality care to a wide variety of patients. Possesses a Master's qualification in nursing and currently focused on earning a Doctorate Degree in this field. Aiming to leverage my experience and knowledge to effectively fill the nursing position at your hospital.

## Career Objective Example #3: Middle School English Teacher

- ▶ An organized professional with proven teaching, guidance, and counseling skills. Possess a strong track record in improving test scores and teaching effectively. Ability to be a team player and resolve problems and conflicts professionally. Have the ability to communicate complex information in a simple and entertaining manner. Looking to contribute my knowledge and skills in a school that offers a genuine opportunity for career progression.

# Resume Intro #3: Professional Profile



- The professional profile is **a combination** of both the career objective and qualifications summary. It is also the most flexible of the four styles as it can be formatted as a short paragraph or bullet-point list.
- **I should use if:**
- I have had major achievement in my past experience
- I am applying to a position in the same industry
- I have a special area of expertise in my field
- **I shouldn't use if:**
- I am an entry-level applicant
- I am recent college graduate
- I lack measurable of accomplishments

# 3 Professional Profile Samples (Text Format)

## Professional Profile Example #1: Machine Operator

- ▶ Machine operator with 6+ years of experience monitoring and operating machines in a manufacturing setting. Proficient at determining faults and conducting repairs. Possess excellent communication skills and can operate forklifts. Maintained a 100% safety record throughout my career.

## Professional Profile Example #2: Laborer

- ▶ Laborer with 12+ years of experience in construction, inspections, handy work, and repairs
- ▶ Expert at managing a team of 15+ to complete jobs in a timely manner
- ▶ Proven management skills and a deep familiarity with all aspects of successful foremanship
- ▶ Effectively managed the distribution of materials, reducing waste and cutting material costs by 15%

## Professional Profile Example #3: Customer Service Representative

- ▶ Customer service representative with over 4 years of experience of account administration and telephone sales. Expert at designing and implementing sales strategies. Possess excellent customer service, sales, and communication skills. Implemented a new sales strategy, cutting training expenses by 90% while increasing close ratio by 10% within 3 months.

# Resume Intro #4: Resume Summary

**PROPERTY MANAGER**  
*from Resume Genius*

*contact*

(251) 847-7485  
hildaglass@gmail.com  
3947 Town Dr,  
Mobile, AL, 36612  
LinkedIn.com/in/hildaglass

*resume summary*

- **Negotiation:** Negotiated average 4.7% discount from suppliers
- **Leadership:** Managed 39 staff members, including security team
- **Organization:** Oversaw portfolio of 85 luxury properties
- **Trustworthiness:** Handled \$50m in monthly rent and fees

- ▶ Resume summaries (sometimes referred to as “professional summaries”) include four to five bulleted sentences that highlight your past achievements by using quantifiable data. To make this data stand out, each sentence includes a bolded subheading to guide hiring managers to your most marketable traits.
- ▶ **I should use if:**
  - ▶ I have many accomplishments to emphasize
  - ▶ I have a broad range of hard and soft skills
  - ▶ My experience can be quantified effectively
- ▶ **I shouldn't use if:**
  - ▶ I'm a student or graduate with no (or little) work experience
  - ▶ I have few achievements under my belt
  - ▶ I would struggle to come up with quantifiable data to include
  - ▶ Finally, when deciding what skills to add to either of the two, try to target skills specific to the job you are applying for. Don't just simply copy and paste skills right out of the job description (although you can **use a few words strategically** – we'll get to that shortly). Instead, try to use words common in the industry.

# Step 4: Highlight Your Relevant Work Experience

- The section is the **core of your resume**, where you are tasked with proving the skills you've listed in your qualifications summary or career objective. When it comes to labeling this section some use "Relevant Experience," or "Work Experience" as an alternative to "Professional Experience."
- Remember to list your work experiences in reverse chronological order and **only list experience that is relevant** to the job you are applying for. For each company create a heading including the company's name, city & state, your title, and the dates of employment (month and year).
- If you're still currently working at a company, you can simply write "month, year-Present" for the employment dates.
- A general rule is that each experience **have around 3-5 bullet points** of your main duties and achievements.

## ➤ 3 Parts of a strong bullet point:

- 1st: Action Verb (should always be first)
  - 2nd: Quantifiable Point
  - 3rd: Specific and relevant job duty
- 
- Example #1: Trained 5+ cashiers, managing their cash limits and guaranteeing quality customer service at all times.
  - Example #2: (Note that the Quantifiable Point does not need to come immediately after the action verb)  
- Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8%.

The above bullet points are great examples because they use action verbs to help to snatch the attention of hiring managers. Here is an [endless list of action verbs](#) to help get some inspiration. When writing your past experiences don't forget to write your action verbs in past tense.

# Step 4: Highlight Your Relevant Work Experience (cont)

## Tailor Your Experience to the Job Advertisement

- One strategy for **making your experience section even better** is to create it with a specific job advertisement/company in mind. Finding certain **key verbs** and **occupation-specific nouns** inside the ad, then spreading them cleverly throughout your resume, is a great way to strike a chord with the hiring manager.
- Check out the following marketing specialist posting (with green underlines for **verbs** and blue for **nouns/skills**) from [Indeed.com](#):

**Marketing Specialist, Entry Level** ★☆☆☆ 3.20 reviews

[Apply On Company Site](#)

Marketing, a division of [redacted], is recognized as a digital marketing leader in the [redacted] world. When people know you're the best, they want to be your client, and that's where you come in. To keep up with demand, we're currently looking for an experienced digital marketing professional to join our team as a Marketing Specialist.

Our customers are the core of our business, and when you join our Strategic Team in [redacted], you'll be on the front lines **building and maintaining meaningful relationships** using phone, email, and video conferencing to better understand **client goals**. As a Marketing Specialist you'll come away from calls with many ideas to turn into **digital marketing solutions**. [redacted] is a **team-oriented workplace**, so you will **disseminate** the work that needs done to other teams throughout the company.

You'll have many **data points** at your fingertips and this data will continue to drive your strategy. It's up to you and your creativity to help improve the figures we give back to the customer. It all pays off when we see our clients succeed and celebrate our achievements as a team.

If you are ready to manage multiple projects and tasks in a **fast-paced environment** and like to form **creative strategies**, a Marketing Specialist position might be a good fit for you at Naked Lime.

**Responsibilities:**  
Ongoing client communication through email, phone, and video conferencing. **Prepare presentations, visuals, and marketing plans** to meet client goals and objectives. Internal communication with sales and cross-channel teams. **Create and analyze PPC, SEO and Social Marketing strategies** for dealership clients. **Develop and pitch growth opportunities** for assigned book of business

**Requirements:**

- BA/BS Degree in digital marketing, marketing, communications, business, or related field
- Ability to manage multiple projects at the same time in a fast-paced environment
- Previous experience in digital marketing, customer service, marketing communications, or relationship management
- Excellent communicator and creative thinker
- Knowledge of paid marketing channels and technologies, including paid search (Google AdWords and Bing Ads), retargeting, and social network advertising (Facebook, Twitter, LinkedIn, Pinterest, and more)

- For an aspiring marketing specialist, there are **numerous language cues** spread throughout this advertisement. It's *up to the job seeker* to capitalize on them.
- Using the ad above, we've created *three example experience bullets* for a resume where the applicant has one year of relevant experience.

## 3 Example Experience Bullets (Based on Job Ad)

**Taylor's Marketing Firm, Reno, NV**  
*July 2017 – August 2018*

- Analyzed** **SEO data points** using Google Analytics, **prepared** relevant **presentations**
- Worked with **cross-channel teams** to **develop** **creative marketing strategies**, boosting sales 37% in one year
- Pitched** various **digital marketing solutions** to clients, with a 98% success rate

# Step 5: Create a Pro Education Section

- ▶ Having a solid education section helps to display the foundation of your knowledge and expertise. Depending on your professional experience, you may want to consider switching the order of the professional experience and education sections.
- ▶ For instance, college or high school students that lack seasoned professional experience benefit from emphasizing their education by placing it before the professional experience section.
- ▶ On the other hand, if you possess a wealth of professional experience, then it's appropriate to keep this section short and sweet.
- ▶ Here are the main points to include in your education section:
  - ▶ **The names of your university, community college, or technical school** (Don't include high school unless you did not attend college)
  - ▶ **Location of the schools** (city, state)
  - ▶ **Date of graduation** (month, year)
  - ▶ **Degree(s)**
  - ▶ **GPA** (only include if your GPA is above 3.0, round up to the first decimal place , and use this format: GPA: 3.5/4.0)

# Here are three examples of how you can format an education section:

## CONSTRUCTION WORKER

from Resume Genius

CONTACT	PROFILE	EDUCATION
(123) 456-7895 ChloeParker@gmail.com 45 Winfield Drive Charleston, SC 90764 Linkedin.com/in/username	Seasoned laborer with 8+ years of experience in construction, inspections, handy work, and repairs, seeking a position as a Construction Site Manager. Proven management skills and a deep familiarity with all aspects of successful foremanship. Aiming to leverage my skills and fill the managerial role at your company.	<b>A.A. BUILDING CONSTRUCTION</b> Virah Institute San Antonio, TX 2013  <b>HIGH SCHOOL DIPLOMA,</b> Stanson High School Stanson, TX 2010

KEY SKILLS | PROFESSIONAL EXPERIENCE

## BUSINESS ANALYST

from Resume Genius

CONTACT	RESUME OBJECTIVE
(123) 456-7895 VictoriaClark@gmail.com 45 Winfield Dr. Charleston, SC 90764 Linkedin.com/in/username	Business Analyst with over 5 years of experience supporting business solution software and analyzing business operations. Aiming to utilize my strong prioritization skills and analytical ability to achieve the goals of your company. Possess a B.A. in Business Administration and Certification of Competency in Business Analysis.

EDUCATION	PROFESSIONAL EXPERIENCE
<b>B.A. BUSINESS MANAGEMENT</b> Cowell University, Chicago, IL 2013  <b>A.A. INFORMATION TECHNOLOGY</b> Cowell University, Chicago, IL 2011	<b>BUSINESS ANALYST</b> Telco / Boston, MA / 2016 - Present <ul style="list-style-type: none"><li>Develop business architecture using requirements such as scope, processes, alternatives, and risks.</li><li>Analyze client's business requirements and processes through document analysis, interviews, workshops, and workflow analysis.</li><li>Conduct 5+ levels of testing including functional, regression, user acceptance, integration, and performance to verify the client's needs are met</li><li>Communicate client's business requirements by constructing...</li></ul>

KEY SKILLS

- Surveyed pet owners in Athens to collect detailed data on the behavior of our target customer
- Developed a campaign budget of \$1,500 which we estimated to be the minimum cost that would yield the highest return on investment (ROI)

### BUSINESS PLAN COMPETITION

- Entered UGA's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all of the marketing aspects of the business plan including industry analysis, customer trends, market growth, positioning, and promotions.
- Received 3rd place out of the 30 teams that entered the competition

EDUCATION								
<table border="1"><thead><tr><th>B.S. MARKETING</th><th>GENERAL EDUCATIONAL DEVELOPMENT</th><th>DEAN'S LIST</th><th>THIRD PLACE</th></tr></thead><tbody><tr><td>University of Georgia, Athens, GA Expected 2019</td><td>Athens Technical College 2015</td><td>University of Georgia 2017</td><td>UGA's Business Plan Competition 2017</td></tr></tbody></table>	B.S. MARKETING	GENERAL EDUCATIONAL DEVELOPMENT	DEAN'S LIST	THIRD PLACE	University of Georgia, Athens, GA Expected 2019	Athens Technical College 2015	University of Georgia 2017	UGA's Business Plan Competition 2017
B.S. MARKETING	GENERAL EDUCATIONAL DEVELOPMENT	DEAN'S LIST	THIRD PLACE					
University of Georgia, Athens, GA Expected 2019	Athens Technical College 2015	University of Georgia 2017	UGA's Business Plan Competition 2017					



## Step 6: Use a Range of Hard & Soft Skills in Your Resume

- ▶ Hiring managers are on the lookout for **skilled** individuals. While listing out a heap of skills on your resume doesn't actually **prove** you're skilled, spreading your various capabilities throughout your resume will catch the eye of whoever is vetting your application.
- ▶ Fitting various skills into your resume's **introduction** and even **work experience section** will help strengthen your candidacy. And of course, there's **a skills section** for you to really dive in there depending on your field. But first:

# Hard vs. Soft Skills: What's the Difference?

## Hard Skills

- To keep it concise: hard skills are *concrete, quantifiable* abilities. Language fluency, competency using computer programs, or being able to operate heavy machinery all count as types of hard skills. Here's a list of **25 popular hard skills** on a resume:

Accounting Tools (SAP, Oracle, etc.)	Web Architecture	Data Presentation	Technical Reporting	Software QA and User Testing
Foreign Languages	Software Development	Statistical Analysis and Data Mining	Automotive Services	Public Speaking
Cloud Apps (JSON, Rest, etc.)	Database Management and Software	Adobe Creative Suite	Data Engineering and Data Warehousing	Content Management Systems (CMS)
Vulnerability Analysis	Perl / Python / Ruby	Mac, Linux, and Unix Systems	Java Development	Business Intelligence
Bookkeeping	UX / UI Design	SEO & SEM	HTML	CSS

## Soft Skills

- Soft skills, on the other hand, are more *personality-centric* traits. Things like being a team player, being driven to succeed, or having a great attitude all fall under this general umbrella. Below is **a table of 25 soft skills** that employers are on the lookout for:

Organization	Self-motivation	Open-mindedness	Logical reasoning	Persistence
Decision making	Initiative	Integrity	Responsibility	Discipline
Commitment	Professionalism	Teamwork	Time management	Empathy
Patience	Diplomacy	Focus	Stress management	Self-starter
Cultural intelligence	Versatility	Trust	Critical observation	Scheduling

# Hard vs. Soft Skills: What's the Difference? (cont)

- ▶ Here's what including both types of skills on a resume might look like. Soft skills are underlined in blue, and hard skills are **marked in red**.
- ▶ A great resume has a balance of both hard and soft skills. If you feel like you're lacking in either and the above tables didn't quite do it for you, we have a guide to the top ten hard skills employers love plus a giant list of soft skills for you to peruse at your leisure.

**HUMAN RESOURCES (HR)**  
**RESUME SAMPLE**

from Resume Genius

**Email:** youremail@gmail.com  
**Phone:** 895 555 555  
**Address:** 4397 Aaron Smith Drive  
Harrisburg, PA 17101  
**LinkedIn:** linkedin.com/in/yourprofile

**RESUME OBJECTIVE**  
Human Resources Generalist with 6+ years of experience assisting with and fulfilling organization staffing needs and requirements. Aiming to use my dynamic communication and organization skills to achieve your HR initiatives. Possess a BA in Human Resources Management and a Professional in Human Resources certification.

**SKILLS**

90WPM Typing Speed	Workday	Kronos	Conflict Management	MS Office Suite	Teamwork
Leadership	Time Management	Interpersonal Communication	Adaptability	Public Speaking	

**EXPERIENCE**

# Additional Skills

## ► **Technical Skills**

► Some careers, such as those in the IT or Engineering fields, require specialized knowledge and hands-on skills. Within the IT industry, a software manager's responsibilities will differ from company to company. A technical skills section is helpful in showcasing your knowledge of specific systems.

► To prevent this section from taking up too much space, try breaking up this section into categories and list your skills within each. For example:

► **Software:** Proficient in Microsoft Office Suite, Visio, and Oracle

► **Programming Languages:** Excel at HTML, C++, and Python

► If you're not sure how to achieve this, check out our Information Technology (IT) applicant's resume, and note how his technical skills are at the front and center:

**INFORMATION TECHNOLOGY (IT)  
RESUME SAMPLE**

from Resume Genius

**about me**

IT Specialist with over 7+ years of experience in information security and digital forensics. Expert with a wide variety of security, engineering, networking, and operating system software. Possesses an Associate Degree in Information Security and Digital Forensics.

**contact**

(123) 456-7895  
HarperStewart@gmail.com  
45 Winfield Dr.,  
Charleston, SC 90764  
LinkedIn.com/in/username

**All technical skills**

**EDUCATION**

**B.S. INFORMATION TECHNOLOGY**  
Trident Community College  
2013

**A.A. INFORMATION SECURITY AND DIGITAL FORENSICS**  
Trident Community College  
2011

**SKILLS**

McAfee SIEM/EPO/NSM  
FireEye CMS/ETP  
OilyDbg / WinDbg / GBD  
Wireshark / TCPView  
DNS Servers, Mail Server  
Windows XP, Vista, 7, 8, Linux

**CERTIFICATIONS**

**CERTIFIED INFORMATION SYSTEMS SECURITY PROFESSIONAL (CISSP)**  
2014

**MICROSOFT CERTIFIED SYSTEMS ENGINEER (MCSE)**  
2013

**COMPUTER SECURITY & FORENSICS CERTIFICATE**  
2012

professional experience

# Additional Skills (cont)

- **The “Skills” or “Additional Skills” Section of Your Resume**
- Additional skills sections are a ubiquitous element of the modern resume. Since you likely plan on including your own, make sure it's **concise** and only includes skills **relevant** to the job you're applying for.
- Note that great additional skills sections often end up being **a combination of hard and soft skills**. This section is similar to technical skills, but is often used by job seekers working in fields that don't specifically require advanced competencies.
- If you have a wide swath of abilities, feel free to break this section into hard and soft skills, like so:
- Even if you have already added skills to your career objective or qualifications summary, it doesn't hurt to add a few more. For instance, someone like an IT manager who works with a wide array of programs and techniques will in turn have a wide range of skills to fill both their qualifications summary and additional skills section.

**SALES MANAGER**  
*Long & Thompson Real Estate, Concord, NH / September 2014 - Present*

- Supervise and manage a sales staff of 7; communicate job expectations and provide direction, support, and motivation to sales team to meet agreed targets and KPIs
- Enforce policies and procedures to ensure that my sales team achieves the customer service levels set by the organization, resulting in an annual increase of customer satisfaction by 5% per year
- Improve and maintain operational and profit objectives exceeding \$13,000,000 in sales monthly within the district; implement company business plan and provide information for future improvement to the business manager

**SALES ASSISTANT**  
*TRP Insurance Company, Concord, NH / June 2009 – August 2014*

**SOFT SKILLS**

- Adaptability
- Collaboration
- Strong Work Ethic
- Problem Solving
- Team Building

**HARD SKILLS**

- MS Excel Proficient
- Business Management
- Client Management
- Fluent Spanish / English

# Step 7: Tie in Key Certifications, Awards, & Honors

- Certifications/Licenses
- The certifications section is the most important of the other sections you can include, but adding a certifications or licenses section is largely dependent on your industry. For example, **the nursing field** has strict licensing requirements while the **customer service sector** does not.
- If your industry requires certifications the hiring manager will be intent on finding them in your application. Make sure to thoroughly research your industry to find any relevant certifications or licenses you may have missed.

handle any medical emergency or situation, with the requisite skillset to perform under pressure. Excellent interpersonal skills, and a dedicated worker with a sense of purpose. Possess a BS in Nursing.

HarperStewart@gmail.com  
45 Winfield Dr.,  
Charleston, SC, 90764  
LinkedIn.com/in/username

EDUCATION	SKILLS	CERTIFICATIONS
<p>B.S. NURSING Joliet University, Chicago, IL 2018</p> <p>A.A. NURSING Joliet University, Chicago, IL 2016</p> <p>RELEVANT COURSEWORK Observation Methods Pharmaceuticals Oncology</p>	<p>Catheterization</p> <p>Cardiac Care</p> <p>Bedside Monitoring</p> <p>Organization and Prioritization</p> <p>Problem Solving</p> <p>Team Leadership</p>	<p>Registered Nurse New York State Board of Nursing License #1637844 2018</p> <p>BASIC LIFE SUPPORT (BLS) CERTIFIED American Heart Association 2018</p>

professional experience

# Step 7: Tie in Key Certifications, Awards, & Honors (cont)

## Publications

- ▶ Adding a publications sections is important for graduate students who have published articles that are relevant to the job they are applying to. List your articles in reverse chronological order by publishing date. Choose the referencing style that is appropriate to your discipline.
- ▶ It also acceptable to add works that have yet to be published. You may label these as “Works in Progress” or “Submitted for Publication.”

## Awards/Honors/Activities

- ▶ This section adds another layer of customization to your resume by providing evidence of your abilities. Adding relevant awards and activities helps you stand out from your competition. If this section becomes too lengthy, feel free to break them up into smaller sections. Here are some items to consider adding:

- ▶ Grants
- ▶ Academic Honors
- ▶ Scholarships
- ▶ Volunteer positions
- ▶ Professional Affiliations



AWARDS	2014-15	CHANDOS Orchestra, Washington Metro (regular)
WINNER, American University Concerto Competition 2015	2014	Virginia Chamber Orchestra, Northern Virginia (regular)
Concertmaster, American University Symphony Orchestra / 2014	2013-14	Alexandria Symphony Orchestra, Alexandria, VA (regular)
WINNER, South Carolina Federation of Music Clubs: Brevard Music Festival / 2013	2013	Tour with Howard University's step show team (Kappa Alpha Psi Fraternity, Inc.)
	2012	Recording: <ul style="list-style-type: none"><li>• "Orfeo's Vigil" soundtrack for DC Independent Film Festival (Director: <a href="#">Iwan Bagus</a>)</li></ul>

# Step 8: Stylize Your Resume

- ▶ Whew! So the hard part is over. You have all your content typed up and you are feeling confident about getting that interview. Now for the finishing touches. **It's time to give it some personality.** But first, let's address one of the more controversial elements of writing a resume:
- ▶ **How many pages should a resume be?**
- ▶ This is the most argued point of resume writing. Some professionals vigorously discourage applicants from going over one page, while others argue that in some instances it is acceptable. The bottom line is this: **if you have information that is highly relevant to the position you are applying for, then go ahead and add an extra page.**
- ▶ Otherwise, make it one page. If you are just adding fluff for the sake of adding pages, *your resume will suffer.*

## Choose a Suitable Font & Size

- ▶ Font style and size are largely dependent on your preference. You can never be sure what the hiring manager prefers, so you have to go with your gut. However there are some Dos and Don'ts when it comes to choosing your font and sizes.
- ▶ **Font & Size “Dos”**
- ▶ Choose easy-to-read fonts
- ▶ Use the same font throughout
- ▶ Change sizes in descending order for your name, headers, and bullet points
- ▶ Choose a font that fits with the text sizes you've chosen
- ▶ **Font & Size “Don'ts”**
- ▶ Don't choose small sizes to fit everything on one page
- ▶ Don't pick wacky fonts (for heavens sake not Wing Dings!)
- ▶ Don't have one uniform text size throughout
- ▶ Don't go below 9pt
- ▶ Don't spend too much time on choosing a font
- ▶ For sizing, many resumes follow a 24, 12, 10 format. This means that the name is 24pt, the body headers are 12pt, and the bullet points are 10pt.

# Step 8: Stylize Your Resume (cont)

- ▶ This is by no means a rule, but rather a guideline to consider following. Just remember to **keep readability in mind when choosing sizes**. If the hiring manager needs to put on their glasses just to make out your experience, then you might as well throw away your application yourself.
- ▶ **When choosing your font**, the choice will come down to a **“Serif” style or a “Sans Serif” style**. The major difference is that Serif fonts have small lines on the ends of their letters, while the Sans Serif does not. Again, the choice is based on your preference, and what you think will be the easiest for a potential employer to read.
- ▶ It's worth noting whether your resume is a paper version or an electronic version. For a [paper version it's better to use Serif fonts](#), while electronic versions look better in Sans Serif fonts. Below are some popular font choices.

Serif Fonts	San Serif Fonts
Times New Roman	Arial
Georgia	Helvetica
Bookman Old Style	Tahoma
Century Gothic	Calibri

# Step 8: Stylize Your Resume (cont)

## ► Add Some Strategic Lines

- Lines are great to use to help break up the resume and allow potential employers to better process the information. Line breaks commonly begin after the career objective or qualifications summary. From there, they are used to break each subsequent section.
- How you divide your resume is ultimately up to you, but just don't go page break crazy for every bit of information. Too many page breaks will ruin its readability.
- Here are **three ways** of implementing lines into your resume for you to consider:

## ► Use Effective Margins

- Margins are the first thing a potential employer will notice about your resume, so it's important that they are appropriately set. One inch margins are the safe bet for applicants that lack experience. If you have a wealth of experience that you are trying to fit to one page then it is acceptable to reduce to the margins.
- We advise caution when reducing the margins. If they are too small, your pages will look overcrowded. To be safe, it's recommended to not go below .5".

# 3 Examples of Implementing Lines

## INSURANCE SALES RESUME SAMPLE

from Resume Genius

**CAREER OBJECTIVE**  
Insurance sales manager with 9+ years of experience driving profitability through strategic growth, leading teams, and quality control. Fiercely competitive in my approach to acquire business, and able to handle complex situations from a strategic and tactical perspective.

**CONTACT**  
Email: jpr@mail@gmail.com  
Phone: 800 555 5555  
Address: 4237 Agony Smith Drive  
Harrisburg, PA 17101  
LinkedIn: linkedin.com/in/yourprofile

**EXPERIENCE**

**SALES MANAGER**  
Long & Thompson Real Estate, Concord, NH / September 2014 - Present

- Supervise and manage a sales staff of 7, communicate job expectations and provide direction, support, and motivation to sales team to meet agreed targets and KPIs
- Enforce policies and procedures to ensure that my sales team achieves the customer service levels set by the organization, resulting in an annual increase of customer satisfaction by 5% per year
- Improve and maintain operational and profit objectives exceeding \$13,000,000 in sales monthly within the district; implement company business plan and provide information for future improvement to the business manager

**SALES ASSISTANT**  
ERP Insurance Company, Concord, NH / June 2009 - August 2014

- Analyzed the specific needs of customers via careful surveys to develop data driven pitches, increasing profits by 15% over two years
- Trained two new employees in industry best practices for strategic pitching, presenting, and deal closing; new employee performance was 6% higher than average
- Fostered strong relationships with customers and strategic associates to elevate brand awareness through community initiatives such as Meals on Wheels
- Awarded "Outstanding Achievement" trophy for consistently performing above average sales in a company spanning 20 states

**SOFT SKILLS**  
Adaptability  
Collaboration  
Strong Work Ethic  
Problem Solving  
Team Building

**HARD SKILLS**  
MS Excel Proficient  
Business Management  
Client Management  
Fluent Spanish/English

**EDUCATION**

**B.S. BUSINESS MANAGEMENT**  
Southern New Hampshire University, Manchester, NH  
2009

**A.A. BUSINESS MANAGEMENT**  
Southern New Hampshire University, Manchester, NH  
2007

## COLLEGE STUDENT RESUME

from Resume Genius

Email@gmail.com • 888 555 5555 • 43 Smith St., Pittsburgh, PA 15267 • LinkedIn.com/yourprofile

**RESUME OBJECTIVE**  
Energetic and passionate college student working towards a BS in Marketing at the University of Georgia. Aiming to use my knowledge of advertising, PR, product development, and consumer research strategies to satisfy the marketing needs of your company.

**SKILLS**  
Social Media Expert • Microsoft Office Suite • Fluent Chinese • ATM and GoCheck  
Time Management • Leadership • Handling Pressure • Collaboration • Problem Solving

**MARKETING PROJECTS**

**PET BUSINESS MARKETING CAMPAIGN**

- Designed a cost-effective marketing campaign for a local pet grooming business that leveraged a combination of social, email, and offline marketing techniques
- Surveyed pet owners in Athens to collect detailed data on the behavior of our target customer
- Developed a campaign budget of \$1,500 which we estimated to be the minimum cost that would yield the highest return on investment (ROI)

**BUSINESS PLAN COMPETITION**

- Entered UGA's business plan competition with a group of 4 classmates to build a mock food truck business
- Managed all of the marketing aspects of the business plan including industry analysis, customer trends, market growth, positioning, and promotions.
- Received 3rd place out of the 30 teams that entered the competition

**EDUCATION**

EDUCATION	GENERAL EDUCATIONAL DEVELOPMENT	DEAN'S LIST	THIRD PLACE
B.S. MARKETING University of Georgia, Athens, GA Expected 2019	Athens Technical College 2015	University of Georgia 2017	UGA's Business Plan Competition 2017

## ENTRY LEVEL NURSE

from Resume Genius

**ABOUT ME**  
Nursing RN recent graduate seeking to use earned skills and knowledge to assist your hospital in a nursing role. Proven to able handle any medical emergency or situation, with the requisite ability to perform under pressure. Excellent interpersonal skills, and a dedicated worker with a sense of purpose. Possess a BS in Nursing.

**CONTACT**  
Cell: 456 7895  
Helen.Townsend@gmail.com  
45 Newfield Dr.,  
Charleston, SC, 29034  
LinkedIn.com/in/username

**EDUCATION**

B.S. NURSING  
Johel University, Chicago, IL  
2018

A.A. NURSING  
Johel University, Chicago, IL  
2016

**RELEVANT COURSEWORK**  
Pharmacology I/II  
Pharmacology II/III

**SKILLS**  
Catheterization  
Critical Care  
Bedside Monitoring  
Organization and Prioritization  
Problem Solving  
Team Leadership

**CERTIFICATIONS**  
Registered Nurse  
New York State Board of Nursing  
License #0123456  
2018

BASIC LIFE SUPPORT (BLS)  
CERTIFIED  
American Heart Association  
2018

**PROFESSIONAL EXPERIENCE**

2018 - Present  
**PRECEPTORSHIP NURSE / CHICAGO MEDICAL CENTER, Chicago, IL**

- Monitored five assigned patients, updating information on vital signs and progress of treatment
- Documented data related to patients' care including assessment results, interventions, medications, patient responses, or treatment changes.
- Assessed condition of patients, ordering and evaluating diagnostic tests as needed.

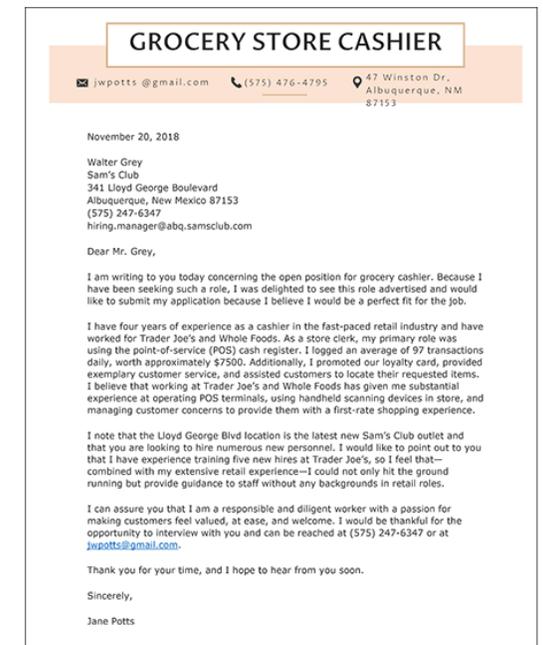
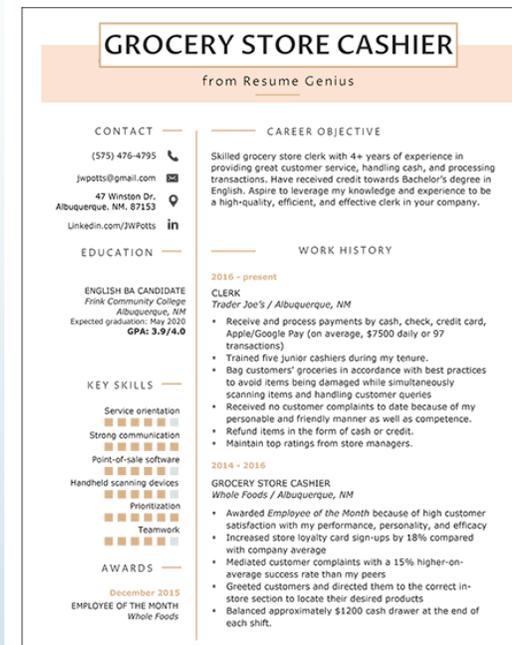
2012 - 2015  
**CLINICAL PRACTICUM IN ACUTE CARE / MACAUSTEIR HOSPITAL / Chicago, IL**

- Collaborated with other healthcare professionals to plan, manage, and assess patient treatments in the acute care unit with a bed capacity of 82 patients.
- Administered blood product transfusions or intravenous infusions, monitoring patients for adverse reactions.
- Performed emergency medical procedures, such as basic cardiac life support (BLS), advanced cardiac life support (ACLS), and other condition stabilizing interventions.
- Discussed illnesses and treatments with patients and family members in a supportive manner.

Did you know all of these cool resume templates are free to download at:  
<https://resumegenius.com/resume-templates>

# Step 9: Write a Matching Cover Letter

- While this doesn't exactly fall under the 'how to make a resume' umbrella, knowing [how to make a killer cover letter](#) and then pairing one with your resume is going to boost your chances of landing interviews.
- Your cover letter gives you a chance to connect with a hiring manager on a deeper level than your resume does, and together these two crucial documents work in tandem to get you satisfying work.
- Here's an example of what a resume paired with a matching cover letter might look like (we think it looks pretty sharp):
- Inspired? We have [a boatload of free cover letter templates](#) and [matching resume templates](#) for you to download if you're in a hurry to get started.
- You've already put the energy into learning how to write a great resume – there's no reason to not put in some effort and make a powerful cover letter.



# Step 10: Proofread Your Resume & Finish Strong

- Once you've written your resume and cover letter, you're in pretty good shape to send out that first application. However, you're not quite done yet.
- **Edit & Proofread (More Than Once)**
- Even if you're a Harvard-educated doctoral candidate or the state spelling bee champion, proofreading and editing your application documents can still save you from potentially embarrassing mistakes.
- Read it over several times yourself **at different times of the day** to be sure everything is looking sharp. Something that sounded good the night before might not look as great in the morning once the sun comes up and you're better rested.
- Also, hand it off to a friend or family member who can give it a run-through. If they're unable to decipher your resume and cover letter, it's a good sign that you may need to make some adjustments.

## Save Your Files (In Multiple Formats and Multiple Places)

- While most hiring managers will be able to open a Microsoft Word document, it doesn't hurt to also **save your resume in PDF form** as well.
- You can also save copies on your computer, print off several for your own records, and even upload your documents to Google Drive – ensuring that if anything suddenly happened to your computer, your hard work would be saved on the cloud.

## Email Your Application (Like a Boss)

- Writing an effective email is an art form. If you can master it, you'll be in high demand for a wide range of jobs related to assisting customers and clients.
- It's crucial that you don't come off as overly polite, because it will make you sound insincere. However, you don't want to appear cold or standoffish either.
- There are **four keys** to writing an email that gets attention from hiring managers for the right reasons:
- Use the **hiring manager's name**. Avoid "to whom it may concern", because it's stodgy and lazy).
- Make sure your email **flows well**, and has **no flagrant spelling or grammar errors**. Re-read it yourself, and have a friend or family member take a look too.
- Attach your application documents in **multiple formats** (Word & PDF should do the trick).
- Include a "**Call to Action**". Let them know you'd be happy to communicate via email, but give them a phone number to reach you at as well. Also, politely let them know you'll be in touch after a week if you haven't heard from them by that point.
- With a well-edited resume and cover letter locked down and an excellent application email drawn up, your job prospects are in a good place. Stay optimistic, and the hard work will pay off.

# Conclusion

- ▶ You've made it! Give yourself a pat on the back. At this point, you should be familiar with the ins and outs of how to make a resume perfectly tailored to your next job prospect. Plus, you should even be on the right track to pair that resume with a top-notch cover letter, and smoothly send out your full application to your future employer.

## Author: the Resume Genius Team

- ▶ The Resume Genius Team is made up of a tight-knit crew of dedicated career coaches, hiring managers, and staff writers who are passionate about providing the best, most up-to-date career advice possible and helping job seekers land their dream jobs.
- ▶ <https://resumegenius.com/how-to-write-a-resume>



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