Develop A Standout Resume

2017 UNCF STUDENT PROFESSIONAL DEVELOPMENT PROGRAMS

Overview

- ☑ Preparation
- ☑ Resume Nuts & Bolts
- ☑ Crafting the Resume
- ☑ Review Checklist
- ☑ Additional Resources

Preparation

Core Competencies + Buzz Words

Examine Position Description for Keywords

Identify Transferrable Skills

Core Competencies + Buzz Words

- Review **job and internship postings** to determine industry and position-specific key "buzz words" and core competencies that employers are looking for in your field.

Key Words/Core Competencies Examples:

- **Position titles**: Communications Intern, Research Intern

- **Interpersonal skills**: Ability to collaborate with teams, Self-starter,

- **Professional skills**: Excellent verbal and written communications

Example of Key Words in a Job Description

- Assist with media relations, including pitching, researching and scheduling interviews if needed

- Interaction across multiple teams including marketing, procurement, business stakeholders, information technology, and production support staff

- Assist in identifying gaps and proactively improve customer service delivery

- Ability to manage numerous projects simultaneously

Quick Tip: When applying for specific jobs/internships, tailor your resume by using the key words and competencies in the position description.

Why does this matter?

- Employers look for these words when reading your resume, and Search Engine Optimization (SEO) programs scan for specific words. Linking your skills and accomplishments increases your chances of getting your resume noticed!

Transferrable Skills

Assess your strengths, abilities and accomplishments with a focus on **transferrable** skills that can be applied in a range of professional situations.

The **Skills Matrix** is a useful exercise to help you identify your skills and accomplishments, and their value to an employer. This serves as a foundation for writing your accomplishments under each position. This is generally referred to as the STAR (Situation, Task, Action, Result) method and will come in handy when preparing for interviews

Skill	What did you do? the task	How did you do it? the method	Why did you do it? the purpose or the value you brought	What were the results? positive outcome
Research	Researched education and housing issues for policy briefs.	Conducted a literature review; Analyzed previous policy briefs for changes over the past year.	Organizational staff needed more current information for a grant proposal and website.	Research was incorporated into 2 grants and into policy agenda section of organization's website.
Project Management	Led program to increase mentorship of elementary school males by their collegiate counterparts. Developed education program and acquired community space for program.	Solicited local businesses to offer space at no cost and partnered with other nonprofits serving the community.	Lack of opportunities to give back to local community adjacent to campus.	Secured $25,000 in corporate donations to fund program; supported 30 elementary school boys over 3 years, providing mentorship and tutoring 3 times per week.
Data Analysis	Served as fundraising chair for student organization.	Prepared all budgeting and accounting reports; manage staff of 3, managing existing and developing new fundraising strategies	Responsible for securing organizations' operating expenses.	Increased revenue by 20% and increased gifts in kind from private donors in order support the annual auction that provides scholarship support to its members.

Quick Tip: Quantify whenever you can!

Examples: Led a staff of 10; managed a student organization budget of $10,000; saved 25% in program costs.

Why does this matter?

- Transferrable skills = marketable skills. Identifying your transferable skills helps potential employers look beyond your specific job titles and highlights what you can do for them.

Resume Nuts & Bolts

Resume Do's + Don'ts

Resume Nuts & Bolts: Do's

☑ College resumes are generally 1 full page.

☑ 1 inch margins are the standard.

☑ Use fonts between 10 and 12. Keep the font style simple – Times New Roman, Garamond, Arial or similar style. Avoid using complicated formats/unusual fonts because they will not transfer well

☑ Bullet accomplishments; use simple bullet symbols.

☑ Be consistent! If you use all capital letters for a section, make sure to do the same for all sections. If you write dates out using numbers instead of months, do that throughout the document.

☑ Use condensed style of writing; omit articles, pronouns, conjunctions and transitions.

☑ Use a good balance of white spaces; these are necessary pauses that allow the reader to digest the material and easily see it.

☑ When sending resume ELECTRONICALLY, use PDF.

☑ When emailing your resume, use a clear Title for your document such as "Resume, First and Last Name, Position Title."

☑ Be factually accurate and error free

Resume Nuts & Bolts: Don'ts

☑ Title your resume by writing "RESUME" at the top of the page.

☑ Include "References available upon request" on your resume.

☑ Use spacebar or multiple tabs for spacing. Tabs or indents should be preset.

☑ Use "I" or "me" in your resume.

☑ Include high school education, awards, or activities (unless your involvement continued into college)

Quick Tip: Your resume should answer the following questions:
- So What?
- Who Cares?
- Why Does It Matter?

Why does this matter?

By asking these questions, your resume will pass the THREE C's Test:
- Clear
- Concise
- Compelling

Crafting the Resume

The Header

The Profile

Education

Professional Experience

Crafting the Resume: What to Include

Most Resumes Include:

1. HEADER
2. PROFESSIONAL PROFILE/SUMMARY
3. EDUCATION
4. WORK EXPERIENCE
5. CAMPUS LEADERSHIP/COMMUNITY SERVICE
6. ADDITIONAL SKILLS / PROFESSIONAL AFFILIATION SECTION

Additional sections can include: Technical Skills; Publications; Presentations; Professional Trainings and Certifications; Awards/Honors

Crafting the Resume: The Header

THE HEADER
Name (no nicknames)
Permanent or current address
One phone number (including the area code)
One e-mail (make sure it sounds professional)
LinkedIn Profile/ Online Portfolio

Example 1:

JANE DOE
1805 7th Street, NW, Washington, DC 20001 (202) 810 -0200;
jdoe@uncf.org
www.linkedin.com/in/janedoe

Example 2:

Jane Doe
1805 7th Street NW | Washington, DC 20001 | (202) 810 -0200 | jdoe@uncf.org

Crafting the Resume: The Profile

One of the most important, yet optional, part of a resume. Consider the profile your elevator pitch. What do you want the hiring manager to know about you at a glance?

- Professional profile needs to:
    - Showcase your unique skills
    - Grab the reader's attention
    - Reveal what makes you the ideal match for a position. Show that you match their needs!

STEP 1

- Think about which of your own skills and accomplishments match those of the ideal candidate. Note key words that you want to highlight in the professional profile.

STEP 2

- Write a summary highlighting those skills and accomplishments that match the ideal candidate.

STEP 3

- Start with a broad description of your area of expertise.

- Examples: program evaluator, community organizer
    - State 2-3 professional skills that make you a good fit for the job.
    - Include 2-3 things that you are proud of accomplishing (quantify whenever possible).

Example:
Professional Profile

- High performing, agile learner. Strong proficiency in leading teams and software design. Hackathon 2015 winner – team captain. President, National Society of Black Engineers Bachelor of Science, Computer Science, May 2018.

Quick Tip: Work on your professional profile AFTER you have finished working on the other sections of the resume. This will help you decide which skills and accomplishments to include.

Crafting the Resume: Education

A list, in reverse chronological order, of all of the schools you have attended and degrees earned. Depending on its relevancy, additional professional training may be included here or in a separate section.

Quick Tip: Depending on when you've graduated and relevancy of work experience, education can go before or after Professional Experience Section.

What to include?

- Current, or anticipated, degree | Example: *BS. Information Technology, Expected May, 2018.*
- If relevant to job, include coursework, academic projects, and presentations.
- Graduation honors (high honors, magna cum laude) and GPA.
- Don't include high school.

Crafting the Resume: Professional Experience

This section provides an overview, in reverse chronological order, of relevant positions you have had (paid, volunteer, or internships).

For each experience include the following:

- **Name of Employer**

- **Position Title** [If an internship, it's preferable to add a descriptor before the word intern. Examples: Development Intern; Marketing Intern; Research Intern]

- **Location** (Town, State and Country, if pertinent)

- **Date of Employment**

- **Accomplishments**

Start each line with strong actions words like **Leveraged**, **Doubled**, **Spearheaded**, **Produced**, **Authored**.

If possible, illustrate the impact of what you did and why it mattered.

Questions to ask when writing accomplishment statements (refer back to Skill Matrix for more examples):

- **What did you do?** (the task)

- **How did you do it?** (the method, tools, skills)

- **Why did you do it?** (the purpose or the value you brought)

- **What were the results?** (positive outcome)

Quick Tips:

1. Quantify whenever possible to demonstrate results (dollars, numbers, percentages)

2. This isn't a laundry list of everything you've done on the job – it's a chance to highlight relevant competencies and strong accomplishments.

Here's an example of the STAR Method in action.

Before: Responsible for the design of LCM interface.

After: Collaboratively worked with a team of 4 to design a comprehensive LCM interface. Presented the finished product in a timely manner allowing extra time to assist team with additional projects.

Action Verbs = worked, design, presented, assist
S/T = designed interface
A = collaborative teamwork
R = design in timely manner, able to assist team

Before	After
Responsible for customer service	Selected as the primary agent to handle irate customers. Recognized for ability to calm clients, resolve problems, and follow through. Resulted in strong customer relations.
Participated in various community service projects	Supported national non-profit organization's hunger awareness campaign by soliciting 25 campus volunteers to serve meals at local shelter serving 600 men and women.
Prepared financial reports.	Designed, developed and distributed customized monthly budget results. Provided timely and accurate data for management analysis.

Final Checklist

Final Checklist

	Contact Information. Check that you have correct name, address, phone number, and email.
	Margins. No more than 1 inch and no smaller than 8/10th of an inch.
	Font. Between 10 – 12, with Times New Roman, Arial, Garamond, or similar style.
	Format. Is it consistent? Are dates, company names, school names and locations in the same place for each entry? Are they visually emphasized in a consistent manner? Do you have good balance of white spaces?
	Abbreviations. Does your resume contain any abbreviations that are not explained? Note: only use an abbreviation if you refer to the organization more than once.
	Dates. Do dates follow chronological order or is there a confusing overlap?
	Education. Is your school, degree, major/minor, graduation date (month and year) included? How about relevant coursework, projects, research, and study abroad experiences?
	Experience. Did you include company/organization name, job/internship title, dates of employment, location (city, state)?
	Action Verbs. To describe job functions, did you use sentence fragment skills statements beginning with action verbs? Does each statement answer the questions: "So What?" "Who Cares?" "What Does It Matter?"
	Quantifiable results. Did you include specific results and quantifiable accomplishments in your experience section, if possible?
	Key Words. Does your resume include some or most of the key words mentioned in the job description?
	Additional Sections. Did you include all of your relevant experiences, including campus leadership, community service or internships; and professional affiliations, language fluency, and licensures?
	SPELLCHECK! Check for spelling and grammar errors. Have a friend or campus career center review it to catch any errors.
	Your Brand. Does your resume tell the story you want it to?

Additional Resources

Additional Resources

- The Muse's 275 Free Resume Templates You Can Use Right Now: https://www.themuse.com/advice/275-free-resume-templates-you-can-use-right-now

- Resources for Landing a Job or Internship as a Software Engineer: https://drive.google.com/file/d/0B33yoEryN7H6RExuS1hQSHFDTVE/view?pref=2&pli=1

- Check out the list of Strong Action Words in *Putting Your Degree to Work,* Fiske P*.,* http://www.aps.org/careers/guidance/webinars/upload/Fiske-Booklet.pdf

These resources have been curated from internet and are not vetted by UNCF. Scholars are encouraged to conduct independent research and utilize campus career services professionals for assistance.

For Questions:

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