

The Resume: Your Marketing Tool

If you only had 15-30 seconds to get your potential employer's attention, what would YOU do?

What do I include?

- Contact Information (Is your e-mail address and voicemail professional?)
- Objective
- Education (Degree/s, minor, honors, GPA)
- Skills (Languages, computer/technical, etc.)
- Experience (related, internship, volunteer, other)
- Academic Coursework / Related Projects
- Leadership Experience
- Extracurricular / Community Involvement

What does it look like?

- Length: 1-page resumes are preferred, and expected for new graduates/current college students.
- Font: Use an easy to read, simple font such Times New Roman, Arial, Helvetica in 12 pt. (no smaller than 10 pt.).
- Margins: 1-inch recommended.
- Spacing: Use adequate spacing between lines, items, job descriptions, and sections; effective use of white space will help to highlight relevant information.
- Format: Organize your information placing the most relevant information at the top and in a consistent manner. No first person. And bulleted lists over paragraphs.
- Paper: High quality "resume paper" in white or other neutral color.

How do I say it?

- Use action verbs (present tense for current work/activities; past tense for the past).
Examples:
 - *Contributed, Participated, Assisted, Generated, Developed, Created, Implemented, Provided, Arranged, Increased, Managed, Coordinated, Researched... and so many more!*
- Quantify your descriptions. Examples:
 - *Led a committee of six students to plan events for 100-member organization.*
 - *Managed a budget of \$1,500 as publicity chair of fraternity.*
- Think results. Examples:
 - *Updated gallery Web site, resulting in current and consistent information.*
 - *Contributed to increased membership and individual giving by processing donor gifts and fulfilling member promotions.*
 - *Wrote solicitation and gift acknowledgement letters, demonstrating attention to detail, writing and research skills.*

****Most important: Do not copy from someone else – it is only you in the interview!****