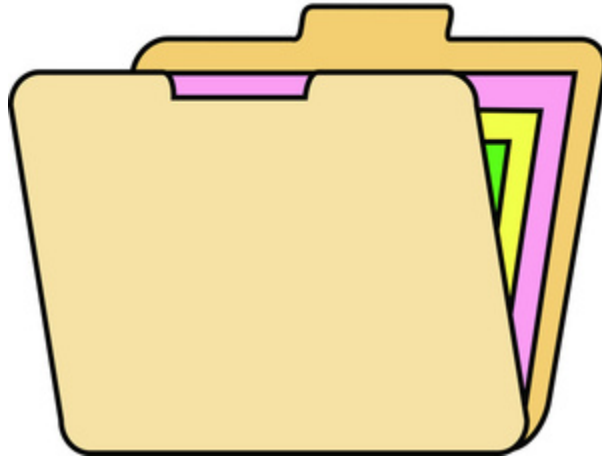


**THE WWU CAREER SERVICES CENTER**

# **GUIDE TO RESUMES**



**CAREER SERVICES CENTER**  
*A Unit of Academic and Career Development Services*

Old Main 280  
516 High Street  
Bellingham, WA 98225-9002  
Email: [careers@wwu.edu](mailto:careers@wwu.edu)  
[www.wwu.edu/careers](http://www.wwu.edu/careers)  
(360) 650-3240

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A targeted, well-written, attractive resume will *not* get you a job, but it *will* grab an employer's attention. The goal is to pique interest that leads to interviews. On the other hand, a generic, unfocused resume with errors will definitely turn off employers! This handbook is organized to make the writing process a productive, successful one.

Good luck!

## Resume Writing Basics

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The **WWU Career Services Center (CSC)** is here to help you craft a professional resume. We encourage you to create an account on [Optimal Resume](#) and **review samples and styles** to give you some ideas to begin developing your resume. Optimal Resume is a free, online resume building resource that is available on the Career Services Center website. Use your Western email address to establish an account and see "[Getting Started on Optimal Resume](#)" for more information. A smaller selection of **printable samples** are available [here](#).

You may want to attend a [resume clinic](#) before career fairs or other events and obtain feedback about your resume. Finally, we invite you to make an appointment with a Peer Advisor or a Counselor in the Career Services Center for more personalized information.

# SAME PERSON...TWO DIFFERENT RESUME FORMATS!

The following samples illustrate two different ways to design a resume for one individual. The chronological (or combination) style is used for most situations, while the skill-based (or functional) style is used for those with very little experience and some career-changers. For full-page samples see [Optimal Resume](#) or [Printable Samples](#).

<b>CHRONOLOGICAL RESUME</b> <i>Preferred by Most Employers</i>	<b>SKILL-BASED RESUME</b> <i>For Individuals with Little or No Experience</i>
<p style="text-align: center;"><b>ROSA M. DIAZ</b>  rosamd@mail.com • (509) 455-2111  www.linkedin.com/pub/rosamd</p> <p style="text-align: center;"><b>QUALIFICATIONS SUMMARY</b></p> <ul style="list-style-type: none"> <li>• Write weekly feature and news article</li> <li>• Experience and skills using InDesign and Photoshop</li> <li>• Outstanding interpersonal skills built in volunteer and retail positions</li> <li>• Competent with Flash, CSS and HTML</li> </ul> <p style="text-align: center;"><b>EDUCATION</b></p> <p>Bachelor of Arts, <b>English-Creative Writing Emphasis</b>,  Western Washington University, Bellingham, WA, June 2016</p> <p style="text-align: center;"><b>RELEVANT WRITING EXPERIENCE</b></p> <p><b>Reporter</b>, <i>Western Front</i>, Bellingham, WA, 11/15-Present</p> <ul style="list-style-type: none"> <li>• Designed layout for special career edition</li> <li>• Write monthly human interest feature</li> <li>• Assigned to cover Whatcom County Council meetings</li> </ul> <p><b>Assistant Manager</b>, Quik-E Mart, Alger, WA, 10/15-Present</p> <ul style="list-style-type: none"> <li>• Design advertisements and flyers using InDesign</li> <li>• Wrote new employee training guide</li> <li>• Supervise, train and schedule night staff</li> </ul> <p style="text-align: center;"><b>CUSTOMER SERVICE EXPERIENCE</b></p> <p><b>Sales Associate</b>, Jo's Fashion, Bow, WA, 6/15-9/15</p> <ul style="list-style-type: none"> <li>• Provided outstanding customer service in family-oriented fashion retail store</li> <li>• Initiated the Personal Shopper Program for preferred customers which increased sales by 17%</li> <li>• Earned top sales award two consecutive months</li> </ul> <p><b>Retail Clerk</b>, Target, Uptown, WA, 6/14-6/15</p> <ul style="list-style-type: none"> <li>• Exhibited friendly, efficient service in fast-paced environment with diverse clientele</li> <li>• Created and maintained visually attractive displays to enhance customers' experience</li> <li>• Utilized organizational skills while tracking inventory</li> </ul>	<p style="text-align: center;"><b>ROSA M. DIAZ</b>  rosamd@mail.com • (509) 455-2111  www.linkedin.com/pub/rosamd</p> <p style="text-align: center;"><b>QUALIFICATIONS SUMMARY</b></p> <ul style="list-style-type: none"> <li>• Write weekly feature and news article</li> <li>• Experience and skills using InDesign and Photoshop</li> <li>• Outstanding interpersonal skills built in volunteer and retail positions</li> </ul> <p style="text-align: center;"><b>EDUCATION</b></p> <p>Bachelor of Arts, <b>English-Creative Writing Emphasis</b>,  Western Washington University, Bellingham, WA, June 2016</p> <p style="text-align: center;"><b>RELEVANT SKILLS</b></p> <p><b>Writing, Editing and Communication Skills</b></p> <ul style="list-style-type: none"> <li>• Write weekly human interest feature articles</li> <li>• Staff reporter assigned to cover Whatcom County Council meetings</li> <li>• Create advertisements and promotional flyers</li> <li>• Designed layout for special career edition</li> <li>• Wrote new employee training guide</li> </ul> <p><b>Interpersonal Skills</b></p> <ul style="list-style-type: none"> <li>• Interview a wide variety of elected officials, citizen groups, and individuals for newspaper</li> <li>• Supervise, train and schedule sales staff</li> <li>• Led team to design a program for preferred customers</li> <li>• Provide sensitive customer service to diverse populations</li> </ul> <p><b>Technical Skills</b></p> <ul style="list-style-type: none"> <li>• Produce ads and flyers using Illustrator</li> <li>• Design special editions feature using Photoshop and InDesign</li> <li>• Competent with Flash, CSS and HTML</li> </ul> <p style="text-align: center;"><b>PROFESSIONAL EXPERIENCE</b></p> <p><b>Reporter</b>, <i>Western Front</i>, Bellingham, WA, 11/15-Present  <b>Assistant Manager</b>, Quik-E Mart, Alger, WA, 10/15-Present  <b>Sales Associate</b>, Jo's Fashion, Bow, WA, 6/15-9/15  <b>Retail Clerk</b>, Target, Uptown, WA, 6/14-6/15</p>

# RESUME CHECKLIST

**General Reminders:** There's no single right way to write a resume.

- In fact, you may need several different versions depending on the type of jobs you apply for.
- Build your resume using the [Optimal Resume](#) tool on the CSC website to create several versions with a variety of fonts and styles.
- A great resume won't get you the job. A bad one, however, will definitely hurt your chances!
- Be honest but not modest.
- Do not fold or staple your resume and always include a cover letter when sending your resume.

**Five Second Review:** Give it the once-over...is your resume inviting or scary?

- Is your resume neat, clean and pleasing to the eye? Is it easy to skim information quickly?
- Is the text and white space balanced on the page?
- Are the margins even and not too narrow or too wide?
- Is it printed on resume paper (white or neutral light shade)?

**Fifteen Minute Review:** A top-notch resume-writer will answer 'yes' to most of the following questions.

## OVERALL APPEARANCE

- Do you have at least 1-inch margins on top, bottom and sides?
- Does your resume have enough white space between sections/lines?
- Did you use 11 or 12 point typeface? (Arial is easier to read if the font is smaller than 12 point)
- Did you use just one font?
- Are you using consistent headings, boldface, punctuation and spacing throughout the document?
- Is your choice of resume format easy to read and consistent?
- Do you have zero tolerance for errors and misspellings?
- Did you eliminate artwork, photographs, cutesy bullets, fancy type and colored ink (simple designs might be appropriate for art/design majors)?

## ORGANIZATION

- Does the layout and organization showcase your skills and experience to their best advantage?
- Are your section headings clear and related to the target/objective of your resume?
- Did you use commonly used headings, e.g., Objective, Education, Related Experience (or similar title), Summary of Qualifications, Relevant Skills?
- Other possible headings might include: Projects, Technical Skills, Honors, Awards, Affiliations, Volunteer Experience or other Work Experience, Related Coursework.
- If you used a chronological resume format, did you list jobs, internship and other experience in reverse chronological order (starting with the most recent and continuing back in the past)?
- Did you omit references (except in rare cases, put them on a separate sheet if requested)?

## CONTENT

- Is it easy for the employer to see how you meet the specific job requirements/qualifications?
- Are the descriptions of your experience, skills and knowledge related to the job?
- Did you include unpaid, volunteer, internship and classroom experience as well as paid experience?
- Did you begin descriptions with an action verb and keep your descriptions brief?
- Whenever possible, did you use key industry words and/or words related to the job description?
- Did you give examples of your demonstrated proficiency with skills/knowledge related to the job?
- Did you include details that make you stand out from other applicants?
- Were you honest (but not modest!) and truthful when describing your background?
- Did you use the present tense and past tense correctly?
- Did you avoid using personal pronouns?
- Did you avoid abbreviations (exception for state names) and jargon that is not commonly understood?

# SKILL EMPLOYERS ARE SEEKING

**A resume should honestly highlight your skills, abilities and knowledge relevant for a desired job.** Research the job market, conduct informational interviews and read sample job announcements to compile a list of specific skills sought by employers in your field.

Here are skills that employers seek from recent graduates. Regardless of the type of job you're applying for, you may include examples of some of these on your resume and cover letter:

## Top Attributes Employers Seek in Recent Graduates

1. Leadership
2. Ability To Work In A Team
3. Communication Skills (Written)
4. Problem-solving Skills
5. Communication Skills (Verbal)
6. Strong Work Ethic
7. Initiative
8. Analytical & Quantitative Skills
9. Flexibility & Adaptability
10. Technical Skills

Source: *Job Outlook 2016*, National Association of Colleges and Employers

There are many other commonly sought after skills. You may have gained these **Transferrable Skills** during your college experience through work, class projects/assignments, student clubs, volunteer activities, recreation and your personal life. A few of these additional skills are:

Interpersonal Skills	Facilitating Discussions
Computer Skills	Creating & Developing
Detail-oriented	Conflict Resolution
Organizational Ability	Customer Service
Friendly/Outgoing Personality	Counseling & Advising
Strategic Planning Skills	Scheduling
Creativity	Sales or Marketing
Tactfulness	Research
Entrepreneurial skills/risk-taker	Policy Development
Managing/Coordinating	Coping with Deadline Pressure
Public Speaking	Interviewing
Negotiating	Teaching/Instructing
Public Relations	Supervising

# TRANSLATING DUTIES TO SKILLS WORKSHEET

## Use the “What + formula”

For each job think: **What did you do in this position?**

Then elaborate: **Why** was the task important?

**What** was your impact within the company?

**How** did you perform your duties?

**What** skills did you use or develop?

Develop bullet points that begin with a **strong verb** and emphasize skills or qualities required in the **next** job you seek!

Examples:

- “Made speeches and gave presentations” becomes:  
**What + Skills Developed:** *Researched and delivered public presentations, becoming confident and poised in public*
- “Collected water samples” becomes:  
**What + How and Impact:** *Collected water samples independently, ensuring accurate supply for scientists*
- “Answered phones for busy office” becomes:  
**Importance+ What:** *Created calm and pleasant atmosphere, answering phones for busy office*

Duty: \_\_\_\_\_

•

Duty: \_\_\_\_\_

•

Duty: \_\_\_\_\_

•

Duty: \_\_\_\_\_

•

Duty: \_\_\_\_\_

•

\_\_\_\_\_

# ACTION VERBS

## ACHIEVEMENT/LEADERSHIP

Awarded	Determined	Ensured	Outperformed	Succeeded
Completed	Distinguished	Inspired	Reached	Surpassed
Controlled	Earned	Orchestrated	Showcased	Targeted

## ADMINISTRATIVE/MANAGEMENT

Acquired	Consolidated	Evaluated	Maximized	Produced
Administered	Contracted	Exceeded	Minimized	Recommended
Aligned	Controlled	Expanded	Mobilized	Regulated
Analyzed	Coordinated	Headed	Obtained	Scheduled
Assigned	Delegated	Hired	Organized	Streamlined
Attained	Developed	Improved	Oversaw	Strengthened
Chaired	Directed	Increased	Planned	Supervised
Conserved	Eliminated	Managed	Prioritized	Unified

## CLERICAL/DETAIL

Achieved	Collected	Gathered	Organized	Screened
Approved	Compiled	Generated	Prepared	Specified
Arranged	Dispatched	Implemented	Processed	Systematized
Catalogued	Documented	Inspected	Purchased	Tabulated
Charted	Executed	Monitored	Recorded	Tracked
Classified	Formalized	Operated	Retrieved	Validated

## COMMUNICATION

Addressed	Conveyed	Enlisted	Motivated	Researched
Arbitrated	Convinced	Formulated	Negotiated	Responded
Arranged	Cooperated	Influenced	Persuaded	Solicited
Authored	Corresponded	Interpreted	Promoted	Spoke
Briefed	Defined	Lectured	Publicized	Summarized
Campaigned	Directed	Lobbied	Reconciled	Translated
Co-authored	Drafted	Mediated	Recruited	Verified
Communicated	Edited	Moderated	Reported	Wrote

## CREATIVE

Acted	Designed	Founded	Loaded	Produced
Applied	Developed	Illustrated	Molded	Proposed
Composed	Directed	Incorporated	Originated	Refined
Conceived	Established	Instituted	Perceived	Revamped
Conceptualized	Evaluated	Integrated	Performed	Revitalized
Created	Fashioned	Introduced	Pioneered	Shaped
Cultivated	Formed	Invented	Planned	Spearheaded
Customized	Formulated	Launched	Presented	Transformed

## EFFICIENCY/ENHANCEMENT

Accelerated	Centralized	Furthered	Outpaced	Restructured
Advanced	Converted	Gained	Redesigned	Simplified
Amplified	Customized	Lifted	Refocused	Standardized
Boosted	Delivered	Merged	Reorganized	Stimulated
Capitalized	Enhanced	Modified	Replaced	Sustained

## FINANCIAL

Allocated	Calculated	Estimated	Navigated	Renegotiated
Appraised	Computed	Forecasted	Partnered	Researched
Audited	Decreased	Forged	Planned	Secured
Balanced	Deducted	Lessened	Projected	Sold
Budgeted	Developed	Marketed	Reduced	Yielded

## HELPING

Advocated	Coached	Diagnosed	Familiarized	Rehabilitated
Aided	Consulted	Educated	Fielded	Represented
Assessed	Contributed	Empathized	Fostered	Resolved
Assisted	Counseled	Expedited	Guided	Supported
Clarified	Demonstrated	Facilitated	Referred	United

## RESEARCH

Abstracted	Discovered	Identified	Located	Quantified
Clarified	Evaluated	Inspected	Mapped	Reviewed
Collected	Examined	Interpreted	Measured	Summarized
Critiqued	Explored	Interviewed	Organized	Surveyed
Diagnosed	Extracted	Investigated	Qualified	Theorized

## TEACHING

Adapted	Consulted	Encouraged	Informed	Presented
Advised	Coordinated	Established	Initiated	Set Goals
Clarified	Defined	Evaluated	Instructed	Stimulated
Coached	Developed	Explained	Lectured	Taught
Collaborated	Educated	Facilitated	Mentored	Trained
Communicated	Enabled	Guided	Persuaded	Updated

## TECHNICAL

Adjusted	Coded	Devised	Maintained	Remodeled
Analyzed	Compiled	Drilled	Modeled	Repaired
Assembled	Computed	Engineered	Modified	Solved
Built	Configured	Fabricated	Operated	Tested
Calculated	Debugged	Finished	Overhauled	Trained
Certified	Designed	Inspected	Programmed	Upgraded

## ADJECTIVES

Able	Culturally Aware	Fair	Outstanding	Sincere
Active	Dedicated	Firm	Personable	Skillful
Adaptable	Deft	Great	Poised	Smooth
Adept	Dependable	Honest	Positive	Sociable
Admirable	Determined	Independent	Practical	Strong
Amenable	Diligent	Innovative	Pragmatic	Successful
Analytical	Diplomatic	Instrumental	Proactive	Superb
Assertive	Disciplined	Keen	Productive	Superior
Bilingual	Distinguished	Logical	Proficient	Supportive
Brilliant	Effective	Loyal	Prudent	Tactful
Businesslike	Efficient	Mature	Punctual	Talented
Capable	Energetic	Methodical	Receptive	Team-oriented
Clear	Enterprising	Motivated	Reliable	Trustworthy
Committed	Enthusiastic	Notable	Resilient	Upbeat
Competent	Excellent	Objective	Resourceful	Valuable
Confident	Exceptional	Open-minded	Self-reliant	Well-versed
Conscientious	Experienced	Organized	Self-starter	Wise
Creative	Expert	Outgoing	Sensitive	Worthy