

RESUME WRITING

WHY IS A RESUME IMPORTANT?

- Every employer and many graduate schools will expect one.
- It is your chance to make a first impression.
- Decisions on whether to interview you will be made based on this document.
- At a glance, a potential employer can see how you can contribute to an organization.

Before getting started...

- Remember: A resume is your own personal selling tool! It is a personal reflection of YOU!
- There is no RIGHT or WRONG way to do a resume, however there are BETTER and WORSE formats.

What makes an excellent resume?

- Free of typographical and spelling errors
- Clearly formatted, organized, and easy to read.
- Using key words and action verbs.
- One-two page(s) in length (Recent grads typically should have one page resumes. Resumes over a page are acceptable by more seasoned professionals).
- Accentuates your most prominent qualities and qualifications.
- Conveys a sense of who you are to the reader.
- Produced on high quality bond paper (if mailed).

Components of a Typical Resume

- Contact Information
 - Objective
 - Education
 - Awards/Honors
- Work Experience/Internship Experience
 - Skills (Computer/other)
 - Languages
- Community Service/Volunteer work
 - Activities
 - Interests
 - Other

The following slides will provide some examples of information that might be contained in each of the previously mentioned resume categories...

Components of a Resume :

Contact Information

John Doe
25 Anywhere Street
Anytown, NY 10555
914-555-5555
917-555-1234 (cell)
jdoe@iona.edu

TIPS:

- If you are listing a cell number, make sure to indicate that it is a cell phone so employers know where they are reaching you.
- Always make sure phone numbers listed have answering machines/voicemails with professional messages.
- If you are listing an e-mail on your resume, make sure to check it daily to ensure a timely response to employers. Some employers prefer to contact you by e-mail.

Components of a Resume:

Objective

To obtain an internship in the field of public relations.

Or

To obtain an entry level position in investment banking.

TIPS:

- Keep it short, simple and focused.
- Avoid objectives which are vague or focus on what you hope to gain from the employer
- You may have different resumes with different objectives depending on the position you are applying for.

Components of a Resume:

Education

Iona College, New Rochelle, NY

Bachelor of Arts in Mass Communications, expected May 2006

GPA: 3.57

Dean's List: Fall 2003- Present

TIPS:

- Include college(s), city, state, major(s), minor(s), concentration(s), degree(s), GPA (if 3.0 or above), Major GPA (if higher than cumulative), month and year of graduation.
- Highlight educational achievements, such as Dean's list, scholarships etc.
- Study Abroad programs can also be listed in this section.
- Consider including a section right under Education called "Relevant Coursework" especially if applying for an internship position.

Components of a Resume:

Work Experience

ABC Public Relations, New York, New York

Public Relations Intern

1/05-5/05

- Researched facts for Company press releases
- Compiled daily press clips for distribution to senior management
- Assembled media packets for press conferences
- Assisted with coordination, set-up and break-down of publicity events

TIPS:

- Include names of companies, cities, states, positions and dates
- Describe accomplishments using action phrases which begin with a verb.
- Prioritize responsibilities in terms of importance to employer rather than percentage of time spent.
- Make sure to use appropriate tenses. (Use past if no longer at job)
- May want to have two categories if applicable– Related Experience and Other Experience.
- Internships may be listed in separate category.
- Retail, Waiter jobs and office jobs all count!!

Components of a Resume:

Activities

Member of Iona College Communications Club

Student Member of NY Chapter of Public Relations Society of America

Elected Public Relations Representative for Student Government

TIPS:

- List any on campus clubs memberships, elected positions etc.
- The more areas of knowledge & skills that you demonstrate, the more likely you are to become a desirable candidate.
- Presents you as a well-rounded and versatile individual.
- Employers will see you as someone who gets involved.

Components of a Resume:

Volunteer Work

- Volunteer Work-

Habitat For Humanity volunteer, New Rochelle, NY 1/05- Present

Midnight Run participant, New Rochelle, NY 5/04- Present

TIPS:

- Include positions that you did not receive payment for.
- Include names of volunteer organizations/positions and dates served.
- Employers consider volunteer work an important part of a resume!

Components of a Resume:

Skills & Languages

■ Skills-

Computer proficiency in Microsoft Word, Excel, PowerPoint and Access.
Strong Writing & Research skills

TIPS:

- List any special skills Computer/Technology skills, research or writing skills (if applicable)
 - List only those skills in which you are confident in. Don't list a computer program if you've only used it once.
 - Languages can sometimes be included in this section to save space, but it is recommended that you list languages under a separate heading
-

■ Languages-

- Bilingual in English and Spanish
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TIPS:

- Words like fluent, proficient, or knowledge of can also be used to explain your level of competency in the language.
- Knowledge of more than one language is a highly desirable skill of most employers!

Components of a Resume:

Interests

- Interests-
Reading, Theater, Travel, Exercise
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TIPS:

- Interests add a humanistic quality to your resume
- If you are questioning whether or not a certain interest would be appropriate on a resume, air on the side of caution and be conservative.

Other possibilities to enhance your resume...

- Sports (Varsity, Intramural, and for fun)
- Publications and presentations
- Certifications, Licensures
- Affiliations (Professional Association memberships etc.)
- Special Projects

Components of a Resume:

References

References Available Upon Request

TIPS:

- You can include “References available upon request” on your resume if space permits.
- Do not actually list references on your resume.
- Whether on your resume or not, you should have at least three references available to employers.
- Be sure to ask references whether they are willing to serve as a reference for you and their preferred method of contact
- If requesting a letter, allow time for it to be written.

SAMPLE RESUME

John Doe
25 Anywhere Street
Anytown, NY 10555
914-555-5555
917-555-1234 (cell)
jdoe@iona.edu

Objective: To obtain an entry level position in the field of public relations

Education: **Iona College**, New Rochelle, NY
Bachelor of Arts in Mass Communications, expected May 2006
GPA: 3.57
Dean's List: Fall 2003- Present

Internship Experience: **ABC Public Relations**, New York, New York
Public Relations Intern 1/05-5/05

- Researched facts for press Company press releases
- Compiled daily press clips for distribution to senior management
- Assembled media packets for press conferences
- Assisted with coordination, set-up and break-down of publicity events

Activities: Member of Iona College Communications Club
Student Member of NY Chapter of Public Relations Society of America
Elected Public Relations representative for Student Government

Volunteer Work: **Habitat For Humanity Volunteer**, New Rochelle, NY *1/04-Present*
Midnight Run Participant, New Rochelle, NY, *5/04-Present*

Special Skills: Bilingual in English and Spanish
Computer proficiency in Microsoft Word, Excel, PowerPoint and Access

Interests: Reading, Theater, Travel

References Available Upon Request

Resume Categories

- Remember to select only those categories which fit your needs and that you feel would be most desirable by employers.
- Prioritize your categories in terms of importance.
- Keep in mind that, within categories, you must list items in **REVERSE CHRONOLOGICAL ORDER**
 - most recent is listed first.

Resume Reminders...

- Represent facts accurately – dates, memberships, accomplishments.
- The resume is YOUR document – you decide priorities.
- This is your opportunity to market yourself to an employer— your knowledge, experience, skills and abilities.

Resume Reminders Continued..

- Consistency is the most important quality of résumé layout. Once you start a format, follow it.
- Typical font type/size for most resumes is Times New Roman 11 or 12.
- Resumes and cover letters take time – start early!

Cover Letters



Cover Letters

Cover letters are your own personal marketing tool!
Cover letters give you a chance to introduce yourself,
further explain some items on your resume and
explain why you are a qualified candidate.

TIPS:

- Avoid using generic letters, make each letter unique to a specific organization
- Address your letter to a specific person at the organization with the correct spelling of that person's name and title.
- Communicate something unique to that person – do not “borrow” from samples!

Cover Letters: *How to write one*

- Your introductory paragraph should be brief and include the position(s) you are applying for. Be sure to mention specifics such as the name of the organization and specific position title you are applying for.
- In the body of the letter, mention why you are interested in that company and position.
- Highlight your education and experiences that are relevant to the position to which you are applying.

Cover Letters:

How to Write One (Continued)..

- Qualify and quantify your experiences and achievements using examples.
- In the final paragraph, ask for a meeting to discuss your qualifications in more detail. Indicate your method of follow-up.

Cover Letters: *Reminders*

- Keep cover letters to 3-4 paragraphs in length
- Avoid using too many sentences that begin with I.
- Spell check, proofread and laser print for best copy results.
- Sign the letter and make a copy for your files.

SAMPLE

Your Present Address
City, State, Zip Code

Today' s Date

Individual' s Name

Title

Company

Street Address

City, State Zip

Dear (Mr../Ms.) _____,

First Paragraph: Tell why you are writing; name of position; state where you learned of position.

Second Paragraph: Tell why you are interested in the company, type of work. If you have had related experience or specialized training, be sure to point it out. State qualifications you think would be of greatest interest to the employer.

Final Paragraph: Close by making a specific request for an interview, I.e. "I will be in contact with you in a week or so to further discuss my qualifications". Thank the person for any consideration given to your request.

Sincerely,

(Your Handwritten Signature)

(Type your name here)

Enclosure

CAREER SERVICES

Visit often!

- **Hours: Monday-Friday 8:30 a.m. – 4:30 p.m.**
 - **<http://www.ion.edu/careersdevelopment>**
 - **Spellman Hall, 2nd Floor**
 - **914-633-2462**
 - **careerdevelopment@ion.edu**
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- **Resumes may be critiqued during Walk-In hours
(*Current students only*).**

Please visit the website for current schedule.