



## RESUME WRITING

### TAILOR-MADE

Resume writing is an art and a science. A smart resume writer considers both the mechanics and the psychology of this important document. It is critical to approach resume writing in terms of its content and its format and to apply intelligent strategy.

A good resume is the one that is tailor-made to meet your current job-seeking needs, one that fits your specific background, your unique contributions and your personal and professional goals. Moreover, your resume should be targeted to the needs of the employer. It should be written from the employer's perspective. It must speak the language of the employer.



### RESUME PURPOSE

What is the purpose of a resume? Your resume does not get you a job. Your resume gets you an interview.

You might be a perfectly good candidate with all the necessary skills, credentials, and qualifications. But, if you cannot effectively communicate your worth and value to the employer, you will not secure an interview.

Your resume is not a job application. A job application form is an official document, over which you have little control, that demands specific clerical data. Your resume, on the other hand, is an unofficial document that includes only relevant and positive information presented on your terms. A resume writer has the option of leaving off any item or piece of information that might not put the candidate in the best light.

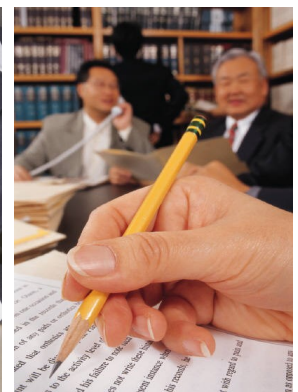
Your resume is not some obligatory piece of paperwork or some kind of administrative chore. It should be written with intention and a great amount of strategy.



### CHOICE CUTS

The information on your resume should be positive, selective, and relevant. Keep your presentation short and full of spark. Your resume should be a concise statement of what you've learned from past experiences and how they will help a future employer. Your resume must project a positive image. It must fit both you and the circumstances.

Relevance is key. Be sure all of your past experiences and activities are somehow related to the job you are currently seeking. You must show relevance by connecting your previous work to your requirements of the new employer. If necessary, translate jargon and use generic descriptors. Demonstrate the universality of your functions and transferability of your skills.





## SELLING YOURSELF

The most important strategic element of resume writing is the marketing aspect. Your resume functions as an advertisement of yourself. It is one of your key sales tools. You are the product and your resume is the advertisement that sells that product. It is meant to be an effective way of marketing and packaging your product. Your resume presents, promotes and publicizes you to the job market.

Your resume must spark interest and grab attention. It must arouse the curiosity of the reader. It must be persuasive and convincing. It must clearly differentiate you from your competition. It must make you stand out.



## IMPRESSIVE

Your resume should present information that clearly differentiates you from everyone else. What gives you credibility? What makes you special and unique? What makes you stand out? What separates you from the rest? What are your distinct attributes? In what ways are you better than your competition?

Go beyond your degree. Did you earn a high GPA? Did you receive awards and recognitions? Were you involved in outside activities? Were you a member of any clubs or organizations? Were you involved in any kind of volunteer community service? Do you have any leadership experience? Did you have an internship?

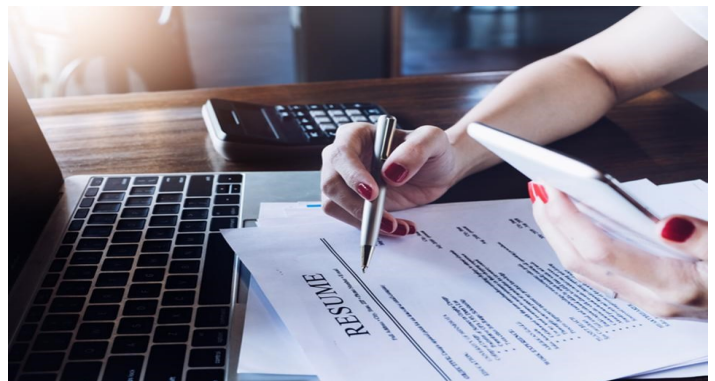
## WRITING STRATEGY

Resume content should be presented in a bulleted list format. It should be written in a non-narrative style, with no formal sentence structure. This “truncated” or “telescopic” style uses no personal pronouns, articles, or periods. Resume language should be consistent. Begin all descriptors with past tense action verbs.

The focus of the resume should be on you, not the organization you worked for. Avoid including too much institutional or logistic information. Do not focus on the company, but instead focus on your functions and what you accomplished.

## FORMAT

Your resume should be arranged in a smooth, neat, easy-to-read layout. The format should be organized and consistent. It should be visually appealing, reflective of smart professional branding.



## TARGETED

Your resume is not a lengthy, detailed, official, historical document of every area of your life. It is not your life story or your job history. It is a brief overview that should be streamlined and condensed. It should present highlights and key points, not detailed explanations.

It should be targeted to a specific job or career field. A resume is an individually designed document that summarizes your background.

It is intended to demonstrate your fitness for a particular position. It focuses on the most attractive and applicable aspects of your background. Every element of your resume must present you as a perfect match for the job you are seeking.

Keep the reader in mind. Make sure your resume conveys what you have to offer. Tell what contributions you can make. Emphasize transferable skills. Write clearly and simply. Use active, positive language. Use short, concise, direct, succinct phrases.

## CRITERIA

Your resume should feature content that is relevant and positive. The entries in your “experience” section, in particular, should be selected based on the following criteria:

- Was the overall experience (job) directly related to your field?
- Were some of the duties relevant to your field?
- Were any of your functions universally valuable or generically applicable?
- Were any of the skills transferrable?

## CONTENT

Your resume generally includes information and descriptions drawn from your professional work experience, educational background, extracurricular activities, and community service. It may also mention memberships, internships, awards, honors, and other distinctions. Experience and activities may be official or unofficial employment, short-term or long-term, fulltime or part time, paid or unpaid.

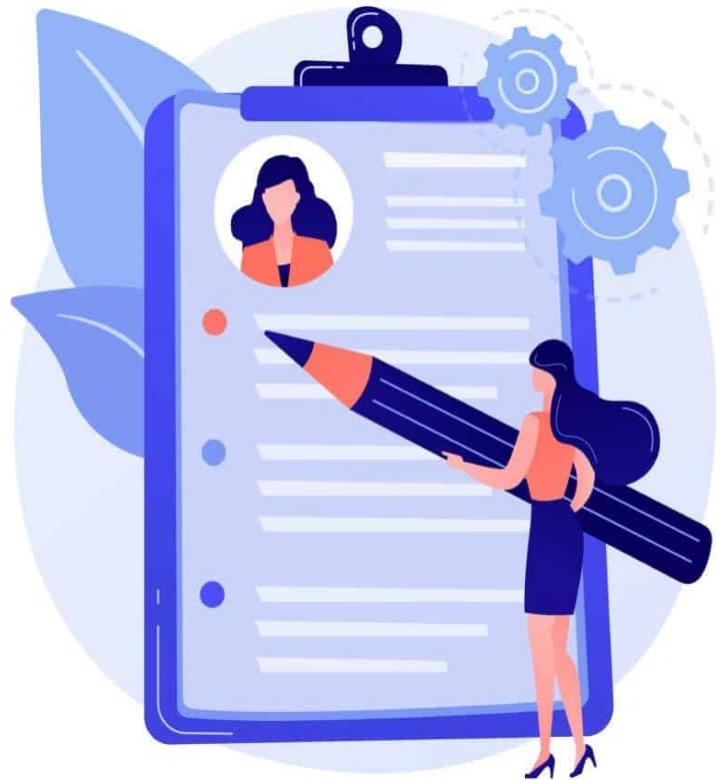
## SECTIONS

Professional resumes generally organize content into three key sections: Profile, Education, Experience.

**Profile** - Summary statement of your knowledge and expertise. Overview of your relevant experience. List of your functional and technical skills. List of your soft skills and personal traits.

**Education** - Names of schools and colleges you attended and your degrees/diplomas, coursework, awards, honors, club memberships, extra-curricular activities.

**Experience** - Names of relevant companies and organizations you worked for and your job titles, functions, duties, responsibilities, accomplishments, and skills.



## EVIDENCE

Typically, your resume is intended to introduce you to a stranger who has no context or prior knowledge of your background. In most cases, employers will meet your resume before they meet you in person.

Your resume represents you and acts as an ambassador in your behalf and in your absence. Your resume creates a first impression and acts as a reminder and reinforcer.

A good resume will enable you to affirm in writing your positive and relevant qualities, skills and characteristics. A good resume presents supportive information that justifies your job objective. By stating your work-related accomplishments, duties, responsibilities, experience and qualifications, you effectively document your capabilities and provide evidence of your suitability to the job.



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## SAMPLE RESUME TEMPLATE

# FIRST AND LAST NAME

*City, State | Telephone Number | E-Mail Address*

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## PROFILE

- Brief Description of Knowledge, Education, Expertise, Specialty
- Brief Description of Experience, Activities, Functions
- List of Functional (Hard) Skills
- List of Technical (Computer, Media, Languages) Skills
- List of Personal (Soft) Skills

## EDUCATION

### *Name of Institution | City, State | Year of Graduation*

- Degree | Diploma | Certificate - Major Concentration – Minor Concentration
- Relevant Coursework
- Academic Awards | Honors | Distinctions | Scholarships
- Memberships | Organizations and Clubs | Professional and Honor Societies
- Extracurricular Activities | Scholarly Projects | Community Service

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## EXPERIENCE

### *Name of Company or Organization | City, State | Year-to-Year*

- Job Title | Department
- Brief Description of Functions, Activities, Duties, Responsibilities
- Brief Description of Skills or Knowledge Utilized
- Brief Description of Quality and Manner of Work Performance
- Brief Description of Results, Accomplishments, Improvements
- Awards | Training | Projects | Distinctions

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