



## RESUME

- **GUIDE:** Anatomy of a Perfect Resume
- **WORKSHEET:** Tweaking and Tailoring Your Resume
- **CHECKLIST:** Completing Your Perfect Resume

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**2**

**3** **KEY SKILLS**

<b>Soft Skills</b> Brand Positioning & Storytelling Project Management Team Leadership Communication	<b>Hard Skills</b> Google Analytics Marketo Salesforce Excel
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**4** **PRIOR WORK EXPERIENCE**

**5**

**6** **Umbrella Corp.**  
Dec. 2016 - Present  
*Marketing Intern*

- Collaborated with a team of 4 people to brainstorm 3 major creative campaigns which ultimately drove 100,000+ website visits and a 27% year-over-year increase in traffic
- Drafted copy for 3 ebooks and associated email marketing campaigns, resulting in 10,000 downloads and 3,000 new leads generated
- Analyzed data from Google Analytics and Marketo to optimize marketing efforts moving forward, leading to a 24% increase in downloads from campaign 2 to campaign 3

**7** **Coffee 2 Go**  
Sep. 2012 - Dec. 2016  
*Barista, Shift Manager*

- Served 50-100 customers per day, driving roughly \$800 per day in sales
- Consistently upsold offerings and daily specials, resulting in an average yearly revenue increase of 12%
- Trained, managed, and coordinated schedules for a team of 6 in order to ensure top-quality customer service

**8** **EDUCATION**

**9**

**Springfield University** Sep. 2012 - Dec. 2016  
Bachelors of Business Administration (Specialization in Marketing)  
Graduated Summa Cum Laude with a 3.7 GPA

**ADDITIONAL EXPERIENCE**

- Recipient of the Springfield University Hispanic Marketing Society's Rising Star Award, April 2016
- Volunteer, Springfield Animal Rescue
- Avid cyclist and jazz piano player

**1| Design Matters.** Don't go overboard with intricately decorated templates. Look for:

- Sufficient white space
- Margins of at least .7
- Font size no smaller than 11pt

**2| Be Reachable.** Make it easy for recruiters to reach out to you by providing your contact info near the header.

**3| Show Off Your Skills.** Don't make recruiters hunt for the most critical information on your resume—include a table of your key soft and hard skill sets up top. Make sure your highlighted skills shows why you're a good fit for the job—all the better if these are keywords from the job description.

**4| List Your Experience.** This section should include:

- Each company you've worked for
- Your title
- The dates you worked there
- Several bullet points that describe your key accomplishments and responsibilities

**5| Quantify Your Experience.** Whenever you can, use concrete data points—it helps provide recruiters with the scope and context of your work, and demonstrates how you contributed to the bottom line.

**6| Include Other Positions.** Don't be afraid to include positions that aren't directly related to the position you're applying for, especially if you have limited work experience. You can still use it to demonstrate the qualities and skills you want highlighted.

**7| Get the Grade.** Many jobs require degrees or certifications, so make sure to list yours. GPA is optional, but may be worth including if you've graduated recently with high marks.

**8| The Extra Stuff.** Add some color to your resume with a short catch-all 'Additional Experience' section at the end. Include clubs/organizations, volunteer experience, awards you've won, and even interesting hobbies or activities.

**9| Keep It Concise.** Limit your resume to 1-2 pages.

## WORKSHEET: Tweaking and Tailoring Your Resume

Once you've created a solid base draft of your resume, use the steps below to help tailor it for each job you're applying for, and polish it up to make sure it's a strong representation of you.

### PART 1: Find & Include Keywords

Many companies will have an applicant tracking system scan your resume to make sure you're a decent fit before having a human spend time looking at it. Scan the job description for skills, qualities, and other keywords that keep popping up. Write the most predominant ones in the left column. Then, write a bullet describing your experience that incorporates that keyword.

Keyword in Job Description	Applying it to My Experience

### PART 2: Reorganize to Put Relevant Work First

Next you want to optimize for a human by putting the things most relevant and interesting to this job up top. Remember, hiring managers spend an average of six seconds looking at your resume, so you want to quickly catch their eye.

Read over the job description again, and brainstorm below the top things you want the hiring manager to know about you to show you're a fit for the job.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Pro Tip:** Now, while keeping your resume logically organized, think of ways you can make these things more apparent, such as by reorganizing bullet points to show a specific accomplishment first, or removing an irrelevant role to get a more interesting one higher up.

## WORKSHEET: Tweaking and Tailoring Your Resume

### PART 3: Using Action Verbs

Starting each of your bullet points with compelling action verbs powerfully shows off what you did. Circle some of the words below that represent the work you do, and then try to integrate them into the start of your bullet points.

Advised	Aligned	Audited	Bolstered	Built	Championed
Coached	Collaborated	Consolidated	Created	Cultivated	Decreased
Delivered	Developed	Earned	Enabled	Enhanced	Evaluated
Exceeded	Facilitated	Founded	Generated	Grew	Guided
Hired	Identified	Implemented	Improved	Instituted	Integrated
Launched	Led	Managed	Mentored	Minimized	Modernized
Motivated	Negotiated	Obtained	Orchestrated	Organized	Outperformed
Partnered	Planned	Presented	Produced	Redesigned	Reduced
Researched	Solved	Spearheaded	Trained	Transformed	Tested

### PART 4: Quantifying Your Work

Including numbers in your resume bullet points help shift them from just saying what you were responsible for to really showing off what you achieved. Scan your resume bullets and see if there are obvious places where you could use data to explain what you did. If you're coming up blank, try brainstorming where you've had an impact in the following areas.

Growth	Reduction
<i>What did you add to the company?</i>	<i>What did you help the company save?</i>
Impact	Frequency
<i>How many people did your work help?</i>	<i>How often did you complete tasks?</i>

## CHECKLIST: Completing Your Perfect Resume

Make sure you've done everything below to ensure your resume is in tip-top shape!

Content	Formatting
<ul style="list-style-type: none"> <li><input type="checkbox"/> Contact information is easy to find</li> <li><input type="checkbox"/> Skills are highlighted first thing</li> <li><input type="checkbox"/> Content is organized to make most relevant information easy to find</li> <li><input type="checkbox"/> Older or less relevant jobs have fewer bullet points</li> <li><input type="checkbox"/> Transferable experiences are included and explained</li> <li><input type="checkbox"/> Relevant education is included</li> <li><input type="checkbox"/> Keywords from job description are incorporated</li> <li><input type="checkbox"/> All bullet points begin with an action verb</li> <li><input type="checkbox"/> Bullets are not just about your duties—they share your accomplishments</li> <li><input type="checkbox"/> Work is quantified as much as possible and numbers are accurate and honest</li> <li><input type="checkbox"/> If space, volunteering and hobbies added for personality</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Margins are at least .7"</li> <li><input type="checkbox"/> Font is a simple size, 11pt or 12pt</li> <li><input type="checkbox"/> Resume is no more than 1 page</li> <li><input type="checkbox"/> Headers and bullet points are consistently formatted throughout</li> <li><input type="checkbox"/> Resume is easy to read (and skim!)</li> </ul>
	<h3 data-bbox="764 779 1341 844">Finishing Touches</h3> <ul style="list-style-type: none"> <li><input type="checkbox"/> Edited closely for spelling errors, repetition, inconsistent formatting</li> <li><input type="checkbox"/> Had friend or mentor read over and give feedback and edits</li> <li><input type="checkbox"/> Saved as PDF</li> <li><input type="checkbox"/> Named PDF Firstname Lastname - Month Year.pdf.</li> </ul>
	<h3 data-bbox="764 1251 1341 1316">Final Gut Check</h3> <ul style="list-style-type: none"> <li><input type="checkbox"/> Resume is easy to understand and clearly outlines your background</li> <li><input type="checkbox"/> Resume sells you as the perfect candidate for the job, based on what they're looking for in the job description</li> </ul>