



WHAT YOU NEED TO KNOW ABOUT RÉSUMÉS

Résumés are a tricky animal to master. Every employer has different expectations and preferences. Truth is, what may work as the perfect résumé for one employer may not work at all for the next employer, even if the position you are applying for is very similar. So how do you combat that? Unfortunately, there is no really good answer. It would be nice to think that there is a one-size-fits-all way to design a résumé, but there just isn't. Sure, there are templates out there, but templates are boring and cliché. Avoid them!

The goal of a résumé is to get you an interview. That's it. So, clearly, you need to impress. Your experiences will certainly say a lot about your qualifications, and they DO matter. But the way you present yourself (even if on paper) matters almost as much. Think of your own personal grooming and dress when you go to an interview. Your visual impression has a HUGE impact on the way employers perceive your abilities and attitude. Résumés have a very similar effect.

Consider designing your résumé an opportunity! If there is no one right way to design résumé, that means there are **MANY** right ways! Employers like to see creativity and professionalism. This is your chance to show them you have both. Take the time to spruce up your résumé a bit, and it can make the world of difference. This document does not demonstrate the perfect, one-size-fits all résumé. It does, however, give some tried-and-true best practices.

NAME is biggest, boldest object on the page, grabbing attention.

Different shades create nice **VISUAL CONTRAST**. This can be done with different fonts or a two-tone color scheme as well.

BULLETS keep text short and easy to read. Avoiding the traditional circle bullet shape adds a nice visual touch.

There is no "Objective" section. **OBJECTIVES** rarely give useful enough information and they take up valuable space on the résumé.

Experiences are identified with **ACTION VERBS** and follow **PARALLEL STRUCTURE**. No action verb is used twice, suggesting diversity of experiences.

Full name of **DEGREE** is spelled out (**NO ACRONYMS** to avoid confusion). Also, all high school information is omitted—employers rarely want to know what you did before your post-secondary training and/or education. Exceptions might include study abroad experiences or unique and impressive volunteer work.

GPAs are only mentioned if above a 3.5. Major GPA listed if higher than comprehensive GPA.

HEADINGS are appropriate for subject matter underneath. Content is **ORGANIZED** by applicability to the job being applied for.

At least a 1/2" of **WHITE SPACE** is included for all **MARGINS**.

Probably one of the most important factors on this résumé is that nothing too **PERSONAL** is on it. Employers, unfortunately, will often make judgments about you whether it is ethical or fair or even if they know they're doing it (they are human, after all!) Always avoid **PHOTOS** of yourself. Never include any information that will suggest your **ETHNICITY, RELIGION, SEXUAL ORIENTATION, MARITAL STATUS, number of CHILDREN**, or, if you can help it, your **AGE**. Also, unless they are directly applicable to the job for which you are applying, avoid including **HOBBIES**.

JENNIFERSMITH

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 + EMAIL: JENNSMITH@GMAIL.COM
 + PHONE: 801.555.2013

WORK EXPERIENCE

APR 2011 – PRESENT
TECHNICAL FOREIGN EDITOR

ICON HEALTH AND FITNESS
CLEMSON, SC

- + Edit and revise user's manuals in 6 different languages
- + Integrate creative strategies to utilize software and redevelop processes to reduce production costs
- + Contract with technical translators around the globe
- + Collaborate with with legal, marketing, quality assurance, and engineering departments

MAY 2008 – APRIL 2009
MARKETING INTERN

BISHOP MARKETING
DENVER, CO

- + Designed promotional materials such as brochures, posters, pamphlets, and digital newsletters
- + Worked with and adapted to over 75 different clients across the United States and Europe
- + Organized marketing events at fairs and conventions
- + Improved client sales revenue as much as 300%

EDUCATION

2007 – 2009
MASTER'S OF PROFESSIONAL COMMUNICATION

WESTMINSTER COLLEGE
SALT LAKE CITY, UT

- + GPA: 4.0
- + Thesis: Visual Ambiguity Increases Participation in Small Business Branding

2003 - 2004
BACHELOR OF SCIENCE IN COMMUNICATION

WASHINGTON STATE UNIVERSITY
TACOMA, WA

- + GPA: 3.67/4.0
- + Minor: Marketing
- + Study abroad one semester in Geneva, Switzerland

TEACHING EXPERIENCE

2009 - 2010
ADJUNCT INSTRUCTOR

WESTMINSTER COLLEGE
SALT LAKE CITY, UT

- + Designed and taught four courses per semester with class size average 20 students
- + Taught Communication Theory, Marketing Communication, Media Ethics, and Public Speaking

SKILLS

FOREIGN LANGUAGES

- + Italian (fluent)
- + Spanish (proficient)

COMPUTER

- + Design: Adobe Creative Suite (entire collection)
- + Web: HTML, CSS, PHP, MySQL, JavaScript, WordPress
- + Presentation: Camtasia, PowerPoint, Breeze

ACCOMPLISHMENTS

SCHOLARSHIPS: Stephen P. Goodman Scholarship for the Humanities (\$7,000); Boyd W. Spencer Visual Communications Award (\$5,000)

AWARDS: Outstanding Adjunct, Teaching with Excellence Award, Westminster College (2010)

VOLUNTEER: Habitat for Humanity (2004), Red Cross (2006), St. Mark's Hospital (2008)

CREATIVE but **SIMPLE** design choice (two different typeface weights and no space between words) for name keeps presentation professional but memorable

EMAIL ADDRESS includes name and is not something strange (like hotstuff@iikecheese.com)

RULES (lines that go across the page) are used to visually separate information. **REVERSE TYPE** (light text on dark background) is done carefully, with a simple typeface and two colors that work well together.

ALIGNMENT matches type of information. All dates on page are aligned with each other, all job titles with each other, all locations with each other, and so on. **NOTHING ON THIS RÉSUMÉ IS CENTER-ALIGNED**, a design choice that is often considered less professional.

Design elements are **REPEATED**. The same font, weight, and size is used for all locations, all dates, all bullets, etc. The document is **CONSISTENT** in organization, color, voice, typography, and overall style.

Multiple types of skills (foreign languages and computer skills) are lumped together under the same heading to make **EFFECTIVE USE OF LIMITED SPACE**.