

Resume & Application Workshop

Materials & Tools

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Resume & Interviewing Employer Research Worksheet

Name of Company: _____ Website: _____

What products/services does the company provide?	
What is the mission statement of the company?	
Who is the head of the company? What do you know about him or her?	
Where is the company's headquarters? How many locations does the company have?	
What is the corporate culture of the company?	
What is the reputation of the company? What awards or recognitions have they received?	
What are the company's plans for the future?	
Company strengths/weakness/challenges	
What projects/divisions of the company interest you and why?	
Why I am interested in working for <i>this</i> company.	

Other Notes:

My Resume Writing Outline

Type of position I am applying for: _____

Contact Information:

• Street Address (including city, state, zip code)	• Job-search email address (no sex, profanity, ect.)
• P.O. Box (including city, state, zip code)	• Webpage/Linked in account
• Home Telephone Number (with area code)	• Availability for relocation
• Cellar Phone Number (with area code)	• Availability for travel

Summary Statement:

Job Title	Degrees/certifications/licenses
Important Skills	Language skills
Industry	Management style
Years of experience	Accomplishments
My Summary Statement: _____	

Skills Summary:

• List skills that most relate to the job target		
• Easy-to-read format (i.e., columns)		
• Include 9-15 skills:		
1.	2.	3.
4.	5.	6.
7.	8.	9.
10.	11.	12.
13.	14.	15.

Experience:

- Full/Part time employment
- Paid/unpaid externships
- Volunteer work
- Temporary positions

Job Title: _____ Employer/Organization: _____

Location (City/State) _____ Dates: _____

Duties and Accomplishments (Don't forget to add action verbs and numbers!)

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Experience:

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Location (City/State) _____ Dates: _____

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Job Title: _____ Employer/Organization: _____

Location (City/State) _____ Dates: _____

Duties and Accomplishments (Don't forget to add action verbs and numbers!)

Education:

- Formal Education
- Military training
- Specialized training
- Certifications
- On-the-job training
- Certifications
- Licenses
- In-service Classes
- Workshop

Training Type: _____ Field of Study: _____

Institution/Location: _____ Dates: _____

G.P.A.: _____

Courses /Accomplishments:

Training Type: _____ Field of Study: _____

Institution/Location: _____ Dates: _____

G.P.A.: _____

Courses /Accomplishments:

Training Type: _____ Field of Study: _____

Institution/Location: _____ Dates: _____

G.P.A.: _____

Courses /Accomplishments:

Other Sections:

Licenses:	
Affiliations:	
Volunteer Experience:	
Honors, Awards & Recognition:	
Professional Development:	
Personal Endorsements:	

Formatting Guidelines

- 1-2 full pages
- Easy to read
 - › Phrases vs. sentences
 - › Lists vs. paragraphs
 - › Priority order of most important information
- Good use of white space; ¾ - 1" margins
- 11-12 point for main body
- Arial or Times New Roman
- Conservative use of bullets, underline, bold, and italics
- No errors – “Hire” a proofreader!
- Use high quality bond paper

Content Guidelines

- Average resume tells what you did on the job - a great resume tells the how well you did it!
- Use “action” verbs
- Quantify job duties – use #s, %s, \$ amounts, and state positive results
- Remove all personal pronouns . . . You, I, My, We, They
- Use accepted terminology . . . avoid jargon and abbreviations
- Include job title, company name, city, state and dates of employment
- Do not include supervisor’s name, company mailing address, salary, or references
- Omit “References Available Upon Request”
- Generic resumes are NOT effective- If you want the job, do your homework and tailor your resume to meet the employer’s expectations

Resume Action Verbs

MANAGEMENT SKILLS

administered	improved
analyzed	increased
assigned	organized
attained	oversaw
chaired	planned
contracted	prioritized
consolidated	produced
coordinated	recommended
delegated	reviewed
developed	scheduled
directed	strengthened
evaluated	supervised
executed	

COMMUNICATION SKILLS

addressed	lectured
arbitrated	mediated
arranged	moderated
authored	motivated
corresponded	negotiated
developed	persuaded
directed	promoted
drafted	publicized
edited	reconciled
enlisted	recruited
formulated	spoke
influenced	translated
interpreted	wrote

CLERICAL or DETAILED SKILLS

approved	organized
arranged	prepared
catalogued	organized
classified	prepared
collected	processed
compiled	purchased
dispatched	recorded
executed	retrieved
generated	screened
implemented	specified
inspected	systematized
monitored	tabulated
operated	validated

RESEARCH SKILLS

clarified	interpreted
collected	interviewed
critiqued	investigated
diagnosed	organized
evaluated	reviewed
examined	summarized
extracted	surveyed
identified	systematized
inspected	

TECHNICAL SKILLS

assembled	operated
built	overhauled
calculated	programmed
computed	remodeled
designed	repair
devised	solved
engineered	trained
fabricated	upgraded
maintained	

TEACHING SKILLS

adapted	explained
advised	facilitated
clarified	guided
coached	informed
communicated	initiated
coordinated	instructed
developed	persuaded
enabled	set goals
encouraged	stimulated
evaluated	

FINANCIAL SKILLS

administered	computed
allocated	developed
analyzed	forecasted
appraised	managed
audited	marketed
balanced	planned
budgeted	projected
calculated	researched

CREATIVE SKILLS

acted	instituted
conceptualized	integrated
created	introduced
designed	invented
developed	originated
directed	performed
established	planned
fashioned	revitalized
founded	shaped
illustrated	

HELPING SKILLS

assessed	expedited
assisted	facilitated
clarified	familiarized
coached	guided
counseled	referred
demonstrated	rehabilitated
diagnosed	represented
educated	

Ernest Lee Bad

Objective

Get a good job for a big company that will give me great experience and help me earn the money that I need.

Education

Silver Leaf High School, Rosemont Utah 1974-1978

- Graduated 3.3 GPA, ACT 27, SAT 1340

ABC College, Livervista, CA 1980-1986

- Graduated BA Communications

- GPA 2.8

Experience

Travel Agent, Merrymore Travel, Narlton Utah 1988-1992

- I made travel arrangements for customers

- I answered phons & communicated well.

- I loved this job until Travellosity and Kayak shut us down

Loan Officer, Big Lender Inc, Joshtown Utah 1992-2008

- I processed loans

- I enjoyed this job until the housing market crashed

Marketing Asst., Rebound Construction LLC, Harryville Utah 2010-current

- I manage media accounts, write radio commercials

- I spend a lot of time on Facebook each day.

Interests

Boating, cruising, eating, self defense, Dancing with the Stars and playing with my three cats!

References available upon request

Ernest Lee Good

123 Easy Street, Somewhere USA 90210
e_l_good@hotmail.com
801.123.4567

CAREER SUMMARY

Ten years of experience in sales and marketing management. Recognized for ability to effectively communicate and work with colleagues, clients, and senior management. Proven ability to increase profitability and customer loyalty.

SKILLS

- Social Media Marketing
- Radio & Print Advertising
- Writing & Grammar
- Supervision & Training
- Contract Negotiation
- Desktop & Web Publishing

EXPERIENCE

Marketing, Assistant Manager 2010-current

Rebound Construction LLC, Harryville, Utah

- Expanded markets and sales an average of 9% each year
- Drove increased sales through creation of a social media presence
- Reengineered advertising effort to focus on modern direct marketing strategies and target population metrics

Loan Officer 1992-2008

Big Lender Inc., Joshtown, Utah

- Ranked among the top 15% profit earners in the region
- Processed high volume of mortgage loans earning annual bonuses for accuracy and customer service
- Established marketing tools that were implemented companywide

Travel Agent 1988-1992

Merrymore Travel, Narlton, Utah

- Responsible for corporate travel accounts generating \$1.8 million dollars of annual revenue
- Earned customer loyalty through honest and enthusiastic sales attitude

EDUCATION

Ace Business College, Livervista, California 1986
B.A., Communications

Recent Graduate

123 Easy Street, Somewhere USA 90210

msGrad@utah.edu

801.123.4567

Summary of Qualifications

- Over 3 years experience working in a marketing/public relations environment, skilled in developing creative and innovative marketing efforts for retail, real estate, and non-profit organizations
- International business experience: 2 years working and living abroad, ability to speak, read, and write Chinese fluently
- Technical skills: DisplayWrite, Adobe Photoshop, QuarkExpress, HTML

Education

University of Utah, David Eccles School of Business

Bachelor of Science in Marketing

Grade Point Average: 3.7, Dean's List

Salt Lake City, Utah

Graduation: May 2012

Experience

Smith Realty Corporation

Marketing Internship

Salt Lake City, Utah

January 2011 - May 2011

- Conceptualized marketing plan for retail commercial, medical, and industrial real estate markets, which increased company revenue by 2 million dollars.
- Conducted feasibility analysis specifically for various governmental, medical, retail and industrial projects.
- Developed 6 print advertisement campaigns designed to increase industry awareness of Smith Realty Corporation properties.

Hot Shot Public Relations Agency

Public Relations Intern

Salt Lake City, Utah

August 2010 - December 2010

- Wrote press releases on new product introductions for XYZ Bakery and ABC Engineering, resulting products being featured on KSTU Fox and KTVX ABC TV morning new shows.
- Researched fitness and sports trade journals for potential story pitches.

Volunteer Experience

American Marketing Association, University of Utah Chapter

Networking Coordinator, Member

Salt Lake City, Utah

May 2009 - Present

- Corresponded with professionals in the marketing field by arranging guest speakers and creating networking opportunities for the American Marketing Association (AMA) members.
- Led marketing SWOT Analysis and developed a regional demographic focused ad campaign for a regional convenience store chain.
- Presented case for the national AMA case competition in which we took 3rd place nationally.
- Created unique fundraising campaigns which resulted in a 15% increase in the University of Utah AMA 2007 fundraising drive.

Volunteer Service Organization

Volunteer Representative

Peking, China

June 2007 – May 2009

- Directed volunteer efforts and training of more than 200 representatives on presentation skills, organizational strength, goal setting and achievement, team building, and managing cultural differences.
- Launched promotional activities intended to educate the public on organization's mission and goals.
- Delivered message through presentations and door-to-door marketing campaigns. Efforts increased team recruitment results by 35% in two-year period.

Joyce T. Skills

100 N. 300 W. Price, UT - jtskills@hotmail.com – 801.123.4567

PROFILE

Enterprising, creative entertainer with extensive experience in planning, coordinating and implementing large dinner parties and other social celebrations. Expertise acquired from 10 years successful family management and independent study of foods and nutrition.

STRENGTHS AND SKILLS

Menu Design	Artistic Food Presentation	Holiday Party Planning
Inventory & Purchasing	Recipe Testing & Preparation	Invitations & Hostess Gifts
Table Settings	Ethnic & Regional Foods	Hospitality & Service
Centerpiece Arrangement	Desserts & Cake Decorating	Resource Management

Extensive “soup-to-nuts” recipe collection of frequently-requested specialties

EXPERIENCE

Chairperson, Teacher Appreciation Committee Present
Wilson Elementary, Price, Utah

- Plan and coordinate 4 luncheons per year for 35 staff and faculty members.
- Provide monthly, homemade recognition treat for Outstanding Teacher recipient.

Team Parent, Basketball Team, 2002 – 2006
Copperheights Junior High, Price, Utah

Oversaw annual team banquet for coaches, players and parents from planning to set up to clean up; coordinated team treat list and display case.

Presenter, Foods & Nutrition Classes 2002 – 2005
Evergreen High School, Price, Utah

Taught cake decorating techniques in Senior Foods course; organized holiday gingerbread house service project raising \$400 - \$650; proceeds donated to the Christmas Box House.

Family Manager & Parent 1996- Present
Price, Utah

Manage and maintain productive, organized home including meal preparation, finances, transportation, scheduling and delegation; raising 4 independent, healthy, successful children.

TRAINING

Completed numerous community education classes in foods and nutrition including:

Entertaining on a Shoestring	Middle Eastern Cooking	Cooking Skills for Children
Lite Bites & Appetizers	Soups, Salads & Side Dishes	Delightful Desserts

Current Food Handler’s Permit, Carbon County, renewed April 2002

Wade T. Construction

333 Long Street
Ogden, Utah 83012

wadeconstruction@comcast.net

801.123.4567

PROFILE

Over 20 years construction experience with last 9 as project manager or superintendent. Advanced understanding of general contracting principles in residential, commercial and industrial construction projects with expertise in building restoration. Serve on Utah Heritage Foundation Board of Directors.

SKILLS

General Contracting	Renovation & Remodeling	Finish Wood Carpentry
Bid Work Up & Presentation	Drafting & Blueprint Reading	Drywall, Taping & Painting
Contract Negotiation	Kitchen & Bath Design	Surfacing & Sealing
Client & Customer Service	Creative Tiling & Masonry	Electrical & Plumbing

Specialties include High-End Renovation and Historical Restoration

EXPERIENCE

Project Manager & Superintendent

RESTORATION DESIGN & CONSTRUCTION

Kaysville, Utah
1997 – 2006

- Orchestrated historical restoration of high-end residential properties, commercial strips and buildings in the Avenues and South Temple neighborhoods of Salt Lake City. Buildings were 100+ years old. Interfaced with Utah Heritage Foundation to preserve historical integrity.
- Oversaw projects from concept to completion, working with management, clients, engineers, architects, subcontractors, suppliers and crew of up to 25.

Sample Projects:

- Project manager for historical restoration of Union Pacific Railroad Depot including renovation of depot ceiling and 16-foot diameter stained-glass window.
- Rebuilt to scale from old photographs the carriage house adjacent to the William Phelps home on 8th Avenue & G Street; home showcased in 1998 Utah Heritage Home Tour.
- Superintendent on \$6 million restoration and rehab of 135,000 square foot commercial building into mixed use condominium and retail/restaurant complex in downtown Salt Lake City.

Foreman & Lead Carpenter

BLU-TONE CONSTRUCTION

Ogden, Utah
1986 – 1997

- Troubleshooter for government contractor; worked with U.S. Army Corps of Engineers standards.
- Managed numerous short-term assignments nationwide with small crews of up to 10.

Sample Project:

- Supervised crew in King Salmon, Alaska; built radar site with support building in 3-month period.

EDUCATION

- General Construction & Carpentry, Salt Lake Community College, Salt Lake City, Utah
- Numerous product and technique seminars throughout career history

Robert Retail

rretail@gmail.com – 801.987.6543

123 East 1st Street
Lindon, Utah 84032

CAREER SUMMARY

Six years successful cashiering and customer service experience in the grocery industry; promoted from cashier to lead cashier in 8 months. Recognized by management for accuracy, efficiency and commitment to excellence.

SKILLS

Handling Money

Credit & Debit Transactions

Balancing Cash & Receipts

Processing Returns & Credits

Customer Service

Complaint Resolution

Inventory & Stocking

Merchandising & Display

Scheduling Work Shifts

EXPERIENCE

Lead Cashier/Cashier, SaveCo Warehouse

2002 - Present

Orem, Utah,

- Operate cash register to itemize and total customers' purchases; balance cash and checks in register with receipts; consistently achieve 98% accuracy.
- Receive cash, checks and credit card transactions from customers; handle between \$2500 - \$10,000 per shift; serve approximately 10 customers per hour with an average check out of \$175.
- Stock shelves and mark prices on over 1500 items; maintain merchandise displays.
- Review daily price sheet to note price changes on over 75 items.
- Resolve customers' complaints and address questions in a timely manner; provide information to customers about products and store layout; coordinate with supervisors and store management.
- Complete weekly shift schedule for 15+ employees.
- Monitor 18 checkout stations to reduce customer delays; direct check out line traffic during peak periods; notify and call additional workers to stations when situation warranted.

Cashier, Sandy Food & Drug

2000 - 2002

Sandy, Utah,

EDUCATION

Customers First Training, SaveCo Warehouse, Salt Lake City, Utah,

2002

Graduate, Stockman High School, Plainview, Texas

2000

VALUE TO AN ORGANIZATION

"Jacob Williams is one of the finest individuals I have had the opportunity to employ. He always arrives on time and ready to work. His customer service attitude is second to none. He is a team player and is well-respected by colleagues and management alike."

- Mike Naisbitt, Store Manager, SaveCo Warehouse

Jennifer Williams

3325 South Imperial Road, Apt B.
Salt Lake City, Utah 84105
(801) 342-1987
jwilliams@aol.com

CAREER HIGHLIGHTS

Highly-motivated salesperson with more than 8 years experience initiating and closing transactions, while providing exceptional customer service before, during and after the sale. Keen interest in fashion, retail sales, buying and management.

SKILLS PROFILE

- Suggestive Sales Techniques
- Supervision & Training
- Customer Service
- Merchandising & Display
- Cashiering Transactions
- Scheduling & Coordination
- Product Presentations
- Ordering & Inventory Control
- Records Management

WORK EXPERIENCE

Sales Associate, Meier & Frank, Salt Lake City, Utah, 3 years

- Provided V.I.P. customer assistance in women's clothing department; handled sales transactions and balanced daily receipts of \$2500-\$10,000.
- Supervised department in absence of manager with responsibility for stocking, merchandise display and monitoring 3 sales associates.
- Recognized as "Outstanding Employee of the Month" by management team.

Sales Representative, Avon Cosmetics, Salt Lake City, Utah, 5 years

- Established and maintained profitable customer base; prospected for new business; contacted customers regarding sales and promotions; scheduled and completed individual appointments and facilitated group presentations.
- Consistently achieved sales goals and quotas; recognized as "Gold Star" sales representative for exceptional customer service and follow-up after sale.

COMPLEMENTARY EXPERIENCE

- Planned and organized activities, lessons and workshops for women's service organization. Supervised and correlated committees, conducted meetings and assumed leadership role.
- Taught in a variety of educational settings; presented lessons to groups ranging in age from pre-school to adults.

VALUE TO AN ORGANIZATION

- Exceptional interpersonal and communication skills; competent at building rapport and positive relationships with customers, management and colleagues.
- Motivated self-starter; proficient at assessing work situation and taking appropriate action without supervision.
- Team player; eager to work with others to achieve sales and organizational goals.
- Effective problem solving abilities; work well under deadlines and positive pressure.