

# Resume Writing Guide

Written & Compiled by Judy M. Robinson, Career Services, Oakland University, Rochester, MI

<i>Contents</i>	<i>Page</i>
<i>I. Resume Preparation</i>	<i>1</i>
<i>II. Resume Writing</i>	<i>2</i>
<i>III. Do's and Don'ts of Resume Writing</i>	<i>4</i>
<i>IV. Resume Headings</i>	<i>5</i>
<i>V. Action Verbs for Resumes</i>	<i>6</i>
<i>VI. Formatting Resumes</i>	<i>7</i>
<i>VII. Scannable Resumes and Sending Resumes via Email</i>	<i>8</i>
<i>VIII. Sample Reverse Chronological Resumes</i>	<i>9</i>
<i>IX. Sample Functional Resumes</i>	<i>12</i>
<i>X. Sample Scannable Resumes</i>	<i>13</i>
<i>XI. Creating a Reference List</i>	<i>14</i>

## *I. Resume Preparation*

Preparing to write a resume is an important step in the resume writing process. Taking some time initially to determine what should be included in a resume and how the data should be organized will help in developing an effective resume. First, record all of the experiences that might be significant to be included in a resume. These may be drawn from employment experience, community service and volunteer work, course projects and assignments, outside activities, professional development events, and student organization involvement. Once everything has been recorded, determine which experiences relate the most to the skill set needed for your career field. These areas should be emphasized on the resume and other areas may be included if space allows.

Once you have determined the key elements of your resume, organize these in a way that best markets your skills and abilities. Your name and contact information always go at the top of the resume. Usually an "Objective" or "Career Summary" follows your contact heading, with your "Education" section listed next. After that point, your career interest will determine what section follows next. Since an employer usually spends about 45 seconds initially scanning a resume, it is essential that related skills are listed closer to the top of the resume. For technical majors, a "Computer Skills" section might be listed after "Education." For students without related work experience, a "Course Projects" section might be listed highlighting coursework related to the field. Those with some amount of work experience may want to organize their experience separately into "Related Work Experience" or "Internship Experience" and "Additional Work Experience" sections to better highlight related work and allow flexibility in their placement on the resumes. Keep in mind that each section should be written in reverse chronological order with most recent experiences listed first and least recent experiences listed last.

Sometimes candidates utilize a functional resume instead of a reverse chronologically ordered one. Functional resumes identify key skill areas for a career field and emphasize those on the resume. A work or experience history is included, but descriptions of responsibilities and accomplishments are only listed if they fall into one of the key skill areas. A functional resume is usually used when a candidate makes a major career change, has very little related experience, or is reentering the workforce after an absence. This format is not used very often, as employers prefer reverse chronological resumes.

## **II. Resume Writing**

After determining the organization and content of your resume, focus on the actual writing of the resume. The following information will detail important aspects to include in typical sections found on a resume.

### **Contact Information**

The beginning of your resume should always contain your contact information. This includes your name, street address, city, state and zip code. A phone number and email address should also be included in the heading. A home or cell phone number may be used. However, make sure that the number you use has an answering machine with a professional sounding message or good note takers answering calls. If using your cell phone, make sure you answer it in a quiet place where you are able to take notes. Email addresses should be of a professional nature and the account listed should be checked on a daily basis. If you will be moving during the course of your job search or have a campus and a home or permanent address, both should be included on the resume indicating the dates when you can be reached at those locations. Example:

<b>Campus Address until May 2004</b> 123 Hamlin Hall Rochester, MI 48309 248-555-1234	<b>JOHN DOE</b> jdoe@email.com	<b>Permanent Address after May 2004</b> 123 Main Street Troy, MI 48083 248-555-1212
--	-----------------------------------	--

### **Objective/Career Summary**

The purpose of an Objective/Career Summary is to state your job objective or career goals and qualifications. An Objective should be specific, concise, and 1 to 2 lines in length. The type of positions, the industry area, and your personal qualifications should all be mentioned, and your resume should support the stated objective, goal or summary. Someone who has more extensive work experience often uses a Career Summary (or Summary of Qualifications). A Career Summary identifies a career goal and summarizes previous work experiences, skill sets, and accomplishments. Career Summaries are usually bulleted or written as a brief paragraph. Objectives/Career Summaries should be brief, short statements that exclude the pronoun “I” and often are incomplete sentences grammatically. To keep the statement brief, “to obtain,” “seeking,” or similar phrases do not need to be used at the beginning of the Objective/Career Summary. The term “entry-level” may also be excluded as employers will determine what type of position best fits your background. Statements of personal opinion such as “top/prestigious/respected company” or “competitive/challenging position” should be omitted as all companies feel that they offer that to a candidate. An Objective/Career Summary should be specific but not so specific that it is too limiting and not so general that it fails to provide any information. If you are looking for positions in two unrelated areas, you may want to build two different objectives and perhaps even two different resumes. Including an Objective/Career Summary on your resume is not required but highly recommended as it portrays you as a focused candidate.

### **Education**

For recent graduates or students currently in college, the education section usually follows the “Objective” or “Career Summary” section. Job seekers who have more extensive work experience often place their “Education” section below their “Work Experience” section. Students in their first or second year of college may want to list their high school if activities and work experiences from high school are included on the resume. Otherwise, colleges attended are listed and technical certifications if they are not mentioned in a “Computer Skills” section. Always list the university you are currently attending first. If a degree was obtained from another institution or if you attended another institution for close to 2 years, it should always be listed on the resume after the current institution you are attending. If you attended a school for a semester or two, it does not need to be included on the resume unless you have recently transferred from that institution. Credits that count from that institution will appear on your current college transcript. Always list your degree and major and the month and year of graduation or the dates of attendance at prior institutions on a resume. Your overall GPA and/or major GPA may be included in this section of the resume. The major GPA is usually only listed if it is significantly higher than the overall GPA. Generally, a GPA of 3.0 or above should be listed on the resume; however a lower GPA is acceptable for some majors. Academic honors, scholarships, student organizations, training and certifications may also be listed in this section.

## **II. Resume Writing (cont'd)**

### **Computer Skills**

A computer skills section is essential on a resume. Every employer requires a certain level of computer knowledge. Even if it is a short list, it is important to list those skills on a resume. List the programs individually instead of as a package (Microsoft Word, Excel, PowerPoint, and Access instead of Microsoft Office) as companies will often conduct a key word search for a specific program. Internet or Internet Research and Email can also be included; however individual types of Internet browsers or email programs do not need to be listed unless you will be in technical position troubleshooting those programs. Technical candidates may want to categorize their computer skills by software, hardware, web design, languages, etc. in order to make it easier for the reader to locate certain programs. Knowledge levels of programs can be broken down and described as “familiar with,” “working knowledge of,” or “proficient in” if needed.

### **Experience**

The experiences detailed on your resume should be from your work history, volunteer involvement, course projects, or leadership activities. These are listed in more detail than other items on your resume. Each experience should have a job or project title, the name of the organization, employer, or class, the location (city & state only), and dates of employment or involvement. This information is written in the same order and format throughout the experience section.

A description of your responsibilities is detailed below the heading. These descriptions are usually incomplete sentences that are bulleted to make them easy to read. They do not include a subject and always start with an action verb to provide an immediate idea of the types of skills being used. These sentences should be short but descriptive. Each sentence should have enough detail to answer who, what, where, how or why. Emphasis should be placed on accomplishments, cost reductions or profits, and supervisory skills if applicable. Statements that closely support your job objective should be listed higher in the bullet order than those that do not. Below is an example on how to improve the detail in a bullet point:

Before:

*Increased sales in a retail-clothing store.*

After answering what and how:

*Increased sales by 10% in a retail-clothing store through suggestive selling techniques and merchandising.*

### **Activities/Honors/Professional Memberships**

Activities, Honors, and Professional Memberships can be combined or listed separately. Items included in this area are usually listed on one line. If all activities and honors are connected to your current institution, you do not need to list it with the activity. You also do not need to include dates. However, if you do include dates or the name of the institution, you need to include them for all of the activities or honors listed. Example:

Academic Commendations, 3 semesters  
Hiking Club, Secretary  
Varsity Soccer

Academic Commendations, Oakland University, 2002-2003  
Hiking Club, Secretary, Oakland University, 2002 – present  
Varsity Soccer, Oakland Community College, 2001-2002

### **Languages**

Any knowledge of foreign languages should be listed on a resume and broken down by level of comprehension through the terms “familiar with,” “proficient in,” or “fluent in” as they apply. Oral and written levels should be mentioned separately. Example:

Fluent in oral and written Spanish. Proficient in oral French.

### **Research and Publications**

Any significant research projects/papers that have been published should be included in a resume if they pertain to the type of work you are seeking or illustrate research and writing skills marketable to employers. The full title and date of the work should be included along with co-authors and name of the publication (if applicable).

### III. *Do's and Don'ts of Resume Writing*

- **Proofread** your resume and have 3 other people proofread it is well. Spell check cannot be relied upon and an error free resume is essential. Resumes with errors are likely to be dismissed by employers.
- **Organize** each section in reverse chronological order with most recent experiences listed first and least recent experiences listed last.
- **Verb tense** should be in present tense for any work or activity you are currently performing and in past tense for anything that you have completed.
- **“References Available upon Request”** statement or a “References” section are not needed on a resume. Most employers know they may request references and you should have a separate list prepared.
- **City and state** should be listed for each employer or school mentioned. Street addresses, zip codes, supervisor names, and phone numbers are not necessary.
- **Dates** listed should always include the year, and, if you desire, the month, but do not include the actual day. Dates should be written in the same format throughout the resume. For example, don't put “July 2003” in one section and “07/03” in another.
- **Create two versions** of your resume emphasizing different skills and experiences if you are seeking employment in two different types of fields.
- **Age, sex, marital status, height, weight, religion, ethnicity, sexual orientation, and personal photos** should never be included on a resume. Involvement with organizations that imply one of the above factors is perfectly acceptable.
- **High school experiences** should not be included unless you are in your first or second year of college. Employers are primarily interested in information related to college or post-college accomplishments.
- **Hobbies or interests** sections may be included on a resume if space allows and should consist of a brief (2-4 items) list. Employers are most interested in experiences that relate to your field of work, such as travel, personal investing, personal web design, and non-professional clubs that relate to the career area.
- **Salary information** should not be included on a resume. If an employer requests a “salary history” or “salary requirements,” include a salary range that you are seeking in your cover letter.
- **Abbreviations** other than “GPA” should not be used on a resume. Acronyms may be used if the title is first written out in this manner: Oakland University (OU).
- **Parentheses** should be avoided. If the information is important enough to have on your resume, it does not need to be in parentheses.
- **Periods** may be used at the end of sentences or descriptions in resumes. However, if you use periods be consistent and use them everywhere.
- **Availability** only needs to be mentioned if you are able to work full-time prior to your graduation date or if you are seeking part-time employment during a distinct period of time, such as summer.
- **Ability to Relocate/Willingness to Travel** are appealing factors to many employers and should be noted.
- **Work status** information such as citizenship, visa, or residency status may also be included on a resume.

#### ***IV. Resume Headings***

##### **Objective**

Career Goal  
Career Objective  
Career Summary  
Employment Objective  
Professional Objective  
Professional Summary  
Summary of Qualifications

##### **Education**

Academic Background  
Academic Training  
Educational Background  
Educational Preparation  
Educational Qualifications  
Educational Training  
Education and Training

##### **Experience**

Additional Experience  
Career Related Experience  
Course Project Experience  
Employment History  
“Functional” Experience (e.g. Finance Experience)  
Internship Experience  
Military Background  
Practicum Experience  
Professional Background  
Related Course Projects  
Related Experience  
Work Experience  
Work History

##### **Activities**

Activities and Honors  
Affiliations  
Associations  
Athletic Involvement  
Civic Activities  
College Activities  
Community Involvement  
Extra-Curricular Activities  
Professional Activities  
Professional Affiliations  
Professional Memberships  
Volunteer Work

##### **Special Skills and Training**

Areas of Experience  
Areas of Expertise  
Areas of Knowledge  
Career Related Skills  
Certifications  
Computer Knowledge  
Computer Skills  
Endorsements  
Language Competencies and Skills  
Licenses  
Professional Skills  
Qualifications  
Special Training

##### **Publications**

Conference Presentations  
Conventions  
Current Research Interests  
Dissertation  
Exhibits  
Papers  
Presentations  
Professional Publications  
Research Grants  
Research Projects  
Thesis

##### **Honors**

Academic Honors  
Accolades  
Achievements  
Awards  
Distinctions  
Fellowships  
Scholarships

##### **Additional Sections**

Availability  
Credentials  
Interests  
Portfolio  
References  
Related Courses  
Relocation  
Web Portfolio  
Writing Samples

## V. *Action Verbs for Resumes*

### **Management Skills**

Administered  
Analyzed  
Assigned  
Attained  
Chaired  
Consolidated  
Contracted  
Coordinated  
Delegated  
Developed  
Directed  
Evaluated  
Executed  
Improved  
Increased  
Organized  
Oversaw  
Planned  
Prioritized  
Produced  
Recommended  
Reviewed  
Scheduled  
Strengthened  
Supervised

### **Communication Skills**

Addressed  
Arbitrated  
Arranged  
Authored  
Collaborated  
Convinced  
Corresponded  
Developed  
Directed  
Drafted  
Edited  
Enlisted  
Formulated  
Influenced  
Interpreted  
Lectured  
Mediated  
Moderated  
Negotiated  
Persuaded  
Promoted  
Publicized  
Reconciled  
Recruited

Spoke  
Translated

### **Research Skills**

Clarified  
Collected  
Critiqued  
Diagnosed  
Evaluated  
Examined  
Extracted  
Identified  
Inspected  
Interpreted  
Interviewed  
Investigated  
Organized  
Reviewed  
Summarized  
Surveyed  
Systemized

### **Technical Skills**

Assembled  
Built  
Calculated  
Computed  
Designed  
Engineered  
Fabricated  
Maintained  
Operated  
Overhauled  
Programmed  
Remodeled  
Repaired  
Solved  
Troubleshoot  
Upgraded

### **Teaching Skills**

Adapted  
Advised  
Clarified  
Coached  
Communicated  
Coordinated  
Demystified  
Developed  
Enabled  
Encouraged  
Evaluated  
Explained

Facilitated  
Guided  
Informed  
Instructed  
Persuaded  
Stimulated

### **Financial Skills**

Administered  
Allocated  
Analyzed  
Appraised  
Audited  
Balanced  
Budgeted  
Calculated  
Computed  
Developed  
Forecasted  
Managed  
Marketed  
Planned  
Projected  
Researched

### **Creative Skills**

Acted  
Conceptualized  
Created  
Customized  
Designed  
Developed  
Directed  
Established  
Fashioned  
Founded  
Illustrated  
Initiated  
Instituted  
Integrated  
Introduced  
Invented  
Originated  
Performed  
Planned  
Revitalized  
Shaped

### **Helping skills**

Assessed  
Assisted  
Clarified  
Coached

Counseled  
Demonstrated  
Diagnosed  
Educated  
Expedited  
Facilitated  
Familiarized  
Guided  
Motivated  
Referred  
Rehabilitated  
Represented

### **Clerical/Detail Skills**

Approved  
Arranged  
Catalogued  
Classified  
Collected  
Compiled  
Dispatched  
Executed  
Generated  
Implemented  
Inspected  
Monitored  
Operated  
Organized  
Prepared  
Processed  
Purchased  
Recorded  
Retrieved  
Screened  
Specified  
Systematized  
Tabulated  
Validated

### **Accomplishments**

Achieved  
Awarded  
Expanded  
Improved  
Pioneered  
Reduced  
Resolved  
Restored  
Spearheaded  
Transformed  
Trained

## **VI. Formatting Resumes**

### **Paper**

Resumes should be printed on high quality, letter size, 24lb. cotton or linen/cotton paper in a cream or white color. Sold in all office supply and copy stores, it is usually referred to as resume or parchment paper and is preferred for resumes as it is more durable and provides a professional impression. Cover letters and reference lists should be printed on the same paper.

### **Font and Margin Size**

In order for a resume to be easy to read, font size should be between 10 and 12. The font type should be fairly simple, such as Times New Roman, Arial, or New Century Schoolbook, so that it is easy to read and loaded on most computers in case an employer is reading an online version of a resume in Microsoft Word. With the exception your name and section headings, font size should be consistent throughout the resume. Margins should be at least .5 on the top and bottom and .7 on the left and right. Any text outside of those margins will not print on most computers.

### **Length**

Most resumes of entry-level graduates should be limited to one page. Accomplishments and work experiences need to be rather significant before expanding a resume to two pages. A two-page resume should fill at least 1/3 of the second page. A resume section may be split between the two pages, but a particular work experience should not be divided. Unless you are attending a career fair, a two-page resume does not need to be stapled, but the top of the second page should contain some contact information.

Example:

**John Doe**  
**Page 2**

**248-555-1212**  
**johndoe@email.com**

### **Work Experience (cont'd)**

ABC Company, Rochester, MI  
**Sales Assistant**, 2002-2003

- Provided marketing and sales support to consumer products division

### **Layout**

There are several different types of layouts to choose from when creating a resume. The choice of style is a personal preference, however a few key items should be considered. The resume format should be consistent throughout the document. All dates, locations, job titles, etc. should be in the same position for each description. The layout should be easy to read and allow for some spacing to ensure it is pleasing to the eye. Resumes that are too cramped are hard to read and do not allow for key items to stand out. Although using a resume template, such as Microsoft Word's, may be a bit easier, try to avoid using one as it limits the editing, spacing, and font selections that may be used.

## ***VII. Scannable Resumes and Sending Resumes via Email***

Any time an employer requests a scannable version of your resume or a resume is sent via email or submitted through an on-line application site, certain formatting changes must be made to ensure that a resume is easy to read. Employers who request scannable resumes or take online applications through their web site often download the resumes into a software system that enables them to search resumes in a database. As a result, resumes need to be in a certain format in order to scan or download easily. When emailing an employer a resume, a scannable version should be included below the body text of your email (the cover/application letter) in addition to attaching a Microsoft Word version of your resume. Many employers will not open attachments to avoid viruses or prefer the convenience of the resume included in the email.

To create a resume that is easy to read in both a scanned and emailed format, follow these guidelines:

- Left justify all text in your resume, including your name and address, section headings and dates and location of employment. Do not use columns.
- Do not use text boxes, tables, lines, graphics, tabs, parentheses and brackets.
- Do not use underlining or *italics*.
- **Bold** may be used but will not appear when the document is transferred into email.
- Bullet points may not be used but should be replaced with a – or \* sign. Do not allow Microsoft Word to automatically format these, as they need to be hand entered, not computer generated.
- Use CAPITALIZATION to make key items such as your name, section headings, and job titles stand out.
- Two page electronic versions of the resume do not need a heading on the 2<sup>nd</sup> page.
- Printed versions should be on plain, white, copy paper and should not be folded or stapled.
- A key word section is not necessary, as key industry words should be included within the text of the resume.

After completing this version of the resume, save it in a Microsoft Word file, cut and paste it into an email, and send it to yourself to ensure that it is easy to read. Once the version is finished, print as needed or cut and paste it into emails or application text boxes for job applications.



## VIII. Sample Reverse Chronological Resumes

**JOHN A. DOE**  
123 Main Street, # 4B  
Rochester, MI 48309  
248-555-4321 jadoe@email.com

### OBJECTIVE

An accounting or finance internship or career related position utilizing my strong analytical skills.

### EDUCATION

- Bachelor of Science Degrees in Accounting and Finance** May 2005  
Oakland University, Rochester, MI
- Minor in Management Information Systems
  - Accounting G.P.A.: 3.9, Finance G.P.A.: 3.7, Overall G.P.A. 3.8
  - Financial Management Association and Oakland Accounting Students Information Society Member
- Study Abroad Program in Spanish Culture and Language Studies** Summer 2003  
International University, Barcelona, Spain

### RELATED COURSE PROJECTS

- Small Business Accounting Software Project**, Design of Computerized AIS Course
- Created a software package for a five person house cleaning company that tracks client billing as well as supply orders and inventory.
- Internal Auditing Strategies for Mid Size Companies**, Auditing Course
- Developed a plan, methodology, and format for auditing a mid size firm.

### RELATED EXPERIENCE

- Oakland Accounting Students Information Society, Rochester, MI 9/00 - Present
- Vice-President**
- Coordinate and schedule company participants in a career related speaker series.
  - Assist with special events such as the annual golf tournament and career fair.
  - Provide volunteer tax return assistance to low income individuals through the Accounting Aid Society.

### WORK EXPERIENCE

- Acme Restaurant, Sterling Heights, MI 6/02 - Present  
ABC Café & Bistro, Troy, MI 11/01 – 06/02
- Server/Bartender**
- Balance cash drawers and collect payments on established tabs.
  - Promote daily specials through suggestive selling techniques.
  - Handle multiple customers in a fast-paced atmosphere and provided a high degree of customer service.
- Campus Recreation Center, Oakland University, Rochester, MI 1/03 - 5/03
- Student Assistant**
- Verified student and member status for admittance to facility.
  - Helped coordinate and promote special events.
  - Monitored facility and use of court time by groups.
  - Provided administrative assistance in the management office.

### COMPUTER & LANGUAGE SKILLS

- Microsoft Word, Excel, Access, SPSS, Minitab, Internet, and Email
- Fluent in oral and written Spanish. Proficient in German.

### ADDITIONAL INFORMATION

Financed 75% of college tuition and expenses by working part- to full-time during school.

## VIII. Sample Chronological Resumes (cont'd)

### JANE A. DOE

123 University Drive ♦ Rochester, MI ♦ 48309 ♦ 248-555-1234 ♦ janeadoe@email.com

#### OBJECTIVE

A human resources position with a focus on training and development or recruiting.

#### SKILLS

- Employee Training and Supervision
- Resume Screening and Application Processing
- Technical and Report Writing
- Presentation and Public Speaking

#### EDUCATION

Oakland University, Rochester, MI

*Bachelor of Science Degree in Human Resource Development, December 2003*

Training and Development Specialization, Overall G.P.A.: 3.5, Major G.P.A.: 3.9

- Semester Commendations, 4 semesters; Dean's List, 2 semesters
- Jane Brown Leadership Scholarship

Oakland Community College, Auburn Hills, MI

*Liberal Arts Coursework, 1997-1999*

#### RELEVANT EXPERIENCE

ABC Corporation, Detroit, MI

*Human Resource Intern, September 2002 – December 2002*

- Coordinated benefits information and conducted orientation meetings for new employees.
- Revised and redesigned employee manual to reflect current company policy.
- Assisted recruiter with resume review and applicant screening.
- Updated applicant files and mail decision letters.

Work and the Law Course, Oakland University, Rochester, MI

*"Case Analysis of Employee Termination Due to Discrimination", October 2002*

- Evaluated a court case involving employee termination based on sex discrimination.
- Outlined disciplinary process followed by company and examined policies guiding practice.
- Recommended correct procedures for terminating employees and designed a handbook detailing the information and providing guidance for use with employees.

#### ADDITIONAL EXPERIENCE

ACME Clothing Store, Troy, MI

*Assistant Manger, May 2002 - Present*

- Supervise and train a staff of 10 on customer service techniques and product knowledge.
- Maintain inventory levels and merchandised product to increase sales.
- Earn or surpass projected sales totals on a regular basis.

*Sales Associate, September 2001 - April 2002*

- Provided customer service and assistance in a retail-clothing store.
- Awarded "Employee of the Month" twice.

#### COMPUTER & LANGUAGE SKILLS

- Microsoft Word, Excel, PowerPoint, Internet, Email

#### ACTIVITIES

- Human Resource Development Student Association, Member
- Adams Road Shelter, Soup Kitchen Volunteer

VIII. *Sample Chronological Resumes (cont'd)*

**JANE DOE**

123 Main Street  
Auburn Hills, MI 48326

248- 555-4321  
jane@email.edu

**CAREER SUMMARY**

---

MBA candidate in information systems seeks a technical position in a corporate setting. Possess extensive technical support, web development, PC installation and networking, database and training experience. Skilled in project life cycle from system study, design, development documentation, through testing. Strong oral and written communication, analytical, and supervisory skills.

**TECHNICAL EXPERTISE**

---

**Operating Systems:**

All Windows Platforms  
Windows 95/98/NT/2000

**Languages:**

MS Access 2000  
Informix SQL & Informix 4GL  
JAVA  
HTML  
COBAL  
VB 6.0

**Software Tools:**

MS FrontPage  
MS Office 2000  
Corel Office Suite  
Crystal Reports  
Lotus Notes

**Specialty Areas:**

Relational Databases and SQL  
Web Page Development  
Systems Training and Implementation

**EXPERIENCE**

---

**Consultant, Computing Services Help Desk** 2002 - Present  
Oakland University Rochester, MI

- Deliver technical support for student and faculty users on networked and remote computers.
- Maintain Windows NT networked systems.

**Systems/Programmer Analyst Intern, MIS Department** 2002-2003  
City of Acmeville Acmeville, MI

- Analyzed and designed a database of Records Management for city files.
- Conducted Corel Office Suite training classes for over 20 staff members on a monthly basis.
- Assisted Help Desk personnel with software technical support.

**Student Assistant, Undergraduate Admissions Office** 2000 - 2002  
Wayne State University Detroit, MI

- Worked with Student Information Systems software and helped research admission files.
- Developed, modified, and maintained Access enrollment management databases.
- Provided hardware and software support for end users.
- Assisted with Web Page development for the department.

**EDUCATION**

---

**Master of Business Administration Degree, May 2005**, Oakland University, Rochester, MI  
Management Information Systems Concentration, GPA: 3.2

**Microsoft Office User Specialist (MOUS) Certificate, June 2003**, Acme Technology, Troy, MI

**Bachelor of Science Degree in Business, December 2002**, Wayne State University, Detroit, MI  
Computer Information Systems Major, GPA: 3.5

**ACTIVITIES & ACHIEVEMENTS**

---

- Dean's List: College of Business, 2000-2002
- Data Processing Management Association, Vice President, 2002; Member, 2000-2002

## **IX. Sample Functional Resume**

### **John Doe**

**123 Campus Drive  
Rochester, MI 48309**

**248-555-1234  
johndoe@email.edu**

#### **OBJECTIVE**

A marketing or communications position with a public relations or advertising agency.

#### **EDUCATION**

Oakland University, Rochester, MI

*Bachelor of Science Degree in Communications, April 2004*

- Financed 50% of college tuition by working part to full-time while in school
- Related coursework: Marketing Strategy, Introduction to Advertising, and Persuasive Writing

#### **SKILL AREAS**

##### ***MARKETING/SALES***

- Designed sales plans and target numbers for a department in a retail store
- Motivated staff through incentive programs and motivational techniques to achieve sales goals
- Merchandised displays and arrange floor to encourage sales of certain items and market product effectively to customers
- Promoted activities to students through print and direct mail advertising
- Designed posters and flyers to attract new members to organizational events

##### ***PUBLIC RELATIONS***

- Created a comprehensive plan to maximize public awareness of non-profit agencies utilizing a low-budget, maximum visibility plan
- Detailed outreach resources and methodologies for partnering with corporations
- Utilized free advertising resources and community calendars to advertise programs and services
- Participated in high profile and one-on-one opportunities to broadcast information about the organization

##### ***CUSTOMER RELATIONS***

- Provided high degree of customer service in a fast paced, retail environment
- Resolved customer satisfaction issues and problems quickly and effectively
- Met with prospective members and educated them on program offerings
- Trained staff in effective use of customer service skills

#### **EXPERIENCE HISTORY**

ABC Men's Sportswear, Troy, MI

*Manager Trainee and Sales Associate, 2001 - Present*

Student Programming Board, Oakland University, Rochester, MI

*Speaker and Road Trip Committee Member, 2002 - Present*

Volunteer Clubs of America, Rochester, MI

*Volunteer Communications Internship, Spring 2003*

Communication in Organizations Course, Oakland University, Rochester, MI

*"Effective Communication Plans for Non-Profit Organizations," April 2003*

Staffing Services, Pontiac, MI

Administrative Assistant for various Metro Detroit Companies, 2000 - 2002

#### **COMPUTER SKILLS**

Microsoft Word, Publisher, PowerPoint, Internet and Email

## **X. Sample Scannable Resume**

### **JOHN DOE**

1234 Main Street  
Rochester, MI 48309  
248-555-1212  
jdoe@email.com

### **SUMMARY OF QUALIFICATIONS**

Professional with 6 years of management and financial services experience seeks a position in the business sector maximizing my background and skills. Well versed in financial markets, stock trading, and investment portfolios. Proven track record in sales and account management, client relations, and staff training. Possess strong interpersonal, problem solving, and teamwork skills.

### **EXPERIENCE**

Acme Capital Management, Rochester, MI

#### **Assistant Trader, 2002-2003**

- Served as a liaison between financial consultants and Acme Capital.
- Established, processed, and terminated client accounts.
- Reconciled accounts on a weekly basis.
- Maintained stock percentages for portfolios based on market movement.
- Audited all accounts on quarterly basis and resolved any discrepancies.
- Communicated with the New York trading desk to relay stock selling, buying and trading requests.

Acme Investments, Rochester, MI

#### **Account Auditor, 2000-2002**

- Audited commercial and personal client accounts to ensure accuracy.
- Identified and adjusted trading errors on a timely basis.
- Provided strong customer service and account management by acting as a liaison between clients and financial consultants.
- Ensured compliance with laws and regulations as the main point of contact between branch office and SEC.
- Maintained compliance records for firm.
- Executed trading instructions for financial consultants.

ABC Jewelers, Rochester, MI

#### **Assistant Manager, 1997-2000**

- Marketed and promoted the company to create a client base.
- Provided high degree of customer service and attentive account management to maintain and grow sales and client royalty.
- Recruited, hired, and evaluated sales staff and coordinated work schedules.
- Trained employees in all aspects of sales skills, product knowledge, client accounts, and store operations.
- Maintained inventory, replenished stock, and placed product orders as needed.
- Controlled store operations budget for repair costs and payroll.
- Conducted sales transactions and achieved and exceeded sales goals.

### **EDUCATION**

Oakland University, Rochester, MI  
Bachelor of Arts Degree in Psychology, 1997

### **COMPUTER SKILLS**

Microsoft Word, Excel, PowerPoint, Access

### **ADDITIONAL INFORMATION**

Relocating to the Chicago Metro area January 2004

## ***XI. Creating a Reference List***

An employer may ask for a list of references. References should always be prepared separately and should not be listed on the resume. Occasionally a list is submitted when applying for a position but most of the time employers will ask for a list of contacts during or after the interview process. The list should be in the same font and on the same paper as the resume and should include your name and contact information and the names, titles, employers, and work contact information of your references. Select 3-4 possible contacts that have knowledge of your work performance. Previous and current work supervisors, student organization advisors, and professors are good options. If your current employer is a reference and is unaware that you are seeking new employment, include the text “please notify me before contacting this reference” next to their name so that you are able to speak with your employer first. Occasionally employers may ask for a personal reference, but one should only be included in a reference list if it is specifically requested.

Always ask for permission to use individuals as a reference before submitting their information to an employer. It is also a good idea to spend some time with your references explaining the types of positions you are seeking and highlighting recent skills and experiences you have that relate to your career choice. All references should be given a copy of your resume as well. Once you have secured employment, don’t forget to write a thank you note to your references and inform them of your new position.

### **EXAMPLE:**

---

#### **REFERENCES**

for

Jane Doe  
123 Main Street, Apt. 2  
Rochester, MI 48309  
248-555-1234  
janedoe@email.net

Dr. John Doe  
Associate Professor, Accounting & Finance  
School of Business Administration  
Oakland University  
Rochester, MI 48309  
P: 248-555-1234  
F: 248-555-1234  
E: email@oakland.edu

Ms. Jane Doe  
Finance Manager  
ABC Technologies, Inc.  
123 Main Street  
Rochester, MI 48309  
P: 248-555-1234  
F: 248-555-1234  
E: jdoe@email.com

Ms. Jane Doe  
Assistant Director  
Volunteer Clubs of America  
123 Elm Street  
Rochester, MI 48309  
P: 248-555-1234  
F: 248-555-1234