



The following is a **BAD** resume! Your goal is to find different aspects of this resume that are either wrong or that you can improve upon. Be sure to take notice of not only the content of this resume, but also its aesthetics and overall presentation. The next page is an example of possible improvements and suggestions to the same resume. Complete this activity *before* moving on to the next page.

Al Kahalic

1515 Gator Lane
Gainesville, FL

352-392-1601
ineedajob@unemployed.com

Objective

A want a good job that pays lots of money!

Experience

1985–1990 Ferguson and Bardell Southridge, WA

District Sales Manager

- Increased regional sales.
- Managed 250 sales representatives in 10 Western states.
- Made training course for new recruits — speeding profitability.

1990–1994 Arbor Shoes Southridge, WA

National Sales Manager

- Increased sales from \$50 million to \$100 million.
- Doubled sales per representative.
- Suggested new products.

1975–1980 LitWare, Inc. Southridge, WA

Sales Representative

- Expanded territorial sales by 400%.
- Received company’s highest sales award four years in a row.
- Developed a training course.

Education

1999-2004 University of Florida Gainesville, FL

B.A., Business Administration and Computer Science.

Interests

Southridge Board of Directors, running, gardening, carpentry, computers, going to clubs, playing the flute.

Tips

I am a hardworking, fast learning, individual who will get the job done.

I am a team player!

References

On a separate page.

The top, bottom, and side margins should be 0.75 – 1.00 inches

Make sure that your heading is easily readable. Your name must be a larger font than any other part of the resume. Also, be sure that your address is complete, notice we are missing a zip code. A column heading would be more appropriate. Click [here](#) for example headings.

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1515 Gator Lane
Gainesville, FL

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Objective

A want a good job that pays lots of money!

The objective should be a concise statement regarding the type of position you are seeking. Click [here](#) for examples.

Experience

The second part of your resume should be your education.

1985–1990 Ferguson and Bardell Southridge, WA

District Sales Manager

- Increased regional sales.
- Managed 250 sales representatives in 10 Western states.
- Made training course for new recruits — speeding profitability.

The experience section should list job titles, dates, organization, location and description. Use action verbs and write in the past tense. Be sure that each statement refers to either skills you gained, thing you were really good at, and impacts you had in the job. Avoid using non-descript fragments and emphasize transferable skills. Click [here](#) to view a possible example.

1990–1994 Arbor Shoes Southridge, WA

National Sales Manager

- Increased sales from \$50 million to \$100 million.
- Doubled sales per representative.
- Suggested new products.

Be sure that your experiences are listed in order of most recent.

1975–1980 LitWare, Inc. Southridge, WA

Sales Representative

- Expanded territorial sales by 400%.
- Received company’s highest sales award four years in a row.
- Developed a training course.

Education

1999-2004 University of Florida Gainesville, FL
B.A., Business Administration and Computer Science.

Decide which is more important to the employer, the degree or the institution:

- If degree, then list the degree title first and the graduation date.
- If institution, then list school first and then location.

This section should be after the objective. Click [here](#) for an example listing.

Interests

Southridge Board of Directors, running, gardening, carpentry, computers, going to clubs, playing the flute.

This section could be replaced with a section on *Skills* rather than interests. Although personal interests may be important to you, they may not interest the employer. A *Skills* section may better promote you as a candidate. Click [here](#) for some examples of skills.

Tips

I am a hardworking, fast learning, individual who will get the job done.

I am a team player!

References

On a separate page.

Include this section only if you are trying to fill space. If you include this section, then write “Available upon request.” There is no need to include a separate reference page unless the employer specifically requests the information.

Example Headings

The heading must include your full name, address, telephone number, and email address. In each case, be sure that your full name is the largest font in the document.

Al E. Gator

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(352) 123-4567
GatorAE@ufl.edu

John B. Gator

jonbgator@ufl.edu

Current Address:

143 Gator Drive
Gainesville, FL 32608
(352) 555 - 1111

Permanent Address:

114 Main Street
Miami, FL 33127
(352) 555 - 2222

Justin Times

1234 Archer Road ♦ Gainesville, FL 32607 ♦ (352) 555 – 3333 ♦ Justintime@ufl.edu

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Example Objectives

Remember that your objective must be a concise statement for the type of position you are seeking. Your resume should support your objective by demonstrating how you are qualified for the position you are seeking.

- **Advertising:** Desire to begin a career in the media department of a large advertising agency. Eventual goal is account executive.
- **Banking:** Interested in a bank management training program. Long-term goal is to advance to position of bank officer.
- **Broadcasting:** Seeking a position as an announcer and news reporter with a television station.
- **Computer Programmer/Systems Analyst:** Desire a position as a programmer or systems analyst utilizing quantitative and mathematical training. Special interest in marketing and financial applications.
- **Consumer Product Sales:** Seeking a position as a sales representative with a consumer products organization. Eventual goal is to move into a marketing management position with involvement in training, advertising, and marketing research.

- **Graphic Design:** Desire position in advertising as a graphic designer. Particularly interested in information design, packaging, exhibits, and multimedia presentations
- **Laboratory Research:** Seeking a position as a laboratory assistant in an industrial chemical research facility.
- **Law Enforcement:** Desire a position as a police officer of a medium size city or county law enforcement agency that will benefit from my demonstrated investigative talents.
- **Museum Work:** Desire to secure a position as an assistant to the curator of collections in a museum of art and/or natural history.
- **Newspaper Reporting:** Seeking a position with a small city daily newspaper. Wish to use my interviewing, writing and photography skills.
- **Personnel:** Seeking position as an assistant in the personnel department of a medical center/health service facility that will utilize my knowledge of labor relations, benefit programs, wage administration, and employment. Eventual goal is advancement to the position of personnel manager.
- **Public Relations:** Wish to join the public relations staff of a large public utility. Interested in photography, copywriting, preparation of news releases, and publication work.
- **Publishing:** Interested in a position with a serial publication which will utilize my writing and photographic skills.
- **Retail Management:** Interested in a management trainee program or an entry-level buying position with a large department store.
- **Statistics:** Seeking a position as a statistician with a large insurance company. Eventual goal is to complete requirements to become an actuary.
- **Social Work:** Seeking a career in family counseling in an urban social service setting. Especially interested in program planning responsibilities.
- **Technical Writing:** To secure a position as a technical writer for a large computer corporation. Interested in preparing journal articles and speeches and editing of technical literature and annual reports.

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Example Experiences

National Sales Manager, June 1990 – July 1994

Arbor Shoes, Southridge, WA

- Increased sales from \$50 million to \$100 million.
- Doubled slae per representative from \$5 million to \$10 million.
- Suggested new products that increased earnings by 23%.

District Sales Manager, August 1985 – May 1994

Ferguson and Bardell, Southridge, WA

- Increased regional sales from \$25 million to \$350 million.
- Managed 250 sales representatives in 10 Western states.
- Implemented training course for new recruits – speeding profitability.

Example Education

Bachelor of Arts in Business Administration, May 2004
University of Florida, Warrington College of Business, Gainesville, Florida
Major in Computer Science
Grade Point Average: 3.9/ 4.0

University of Florida, Gainesville, Florida
Bachelor of Arts in Business Administration, Warrington College of Business, May 2004
Major in Computer Science
Grade Point Average: 3.9/ 4.0

Bachelor of Arts in Business Administration, May 2004
University of Florida, Warrington College of Business, Gainesville, Florida
Major in Computer Science
Grade Point Average: 3.9/ 4.0

Relevant Courses: Financial Accounting, Managerial Accounting, Production Management, Intro to JAVA, C++, Networking.

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Skills Examples

In this section you may want to include skills that are relevant to the position and any special skills that may distinguish you from other candidates. Here are some *possible* examples to think about.

- Fluent in a **language** (Spanish, French, Russian, etc.)
- **Computer Skills:** Microsoft Office, WordPerfect, Lotus123, HTML, FTP, FORTRAN, AutoCAD/CADKEY, Visual BASIC, etc.
 - *Special Software:* Adobe Photoshop, Illustrator, PageMaker (include versions), etc.
- You may also want to include any **special programs/software** pertaining to your specific field.
- Your skills are not limited to computer skills; you may also have skills and knowledge gained through experience in internships, previous employment, etc.
 - *For example:* Human Factors, Cost Analysis, Statistics, Customer Service, Inventory Control, etc.

Note: Consider listing only those skills in which you are fairly proficient. For example, if you worked in Photoshop once, then it would be improper to list this as a skill.