



A resume is your most important tool in searching for a job. A resume is a marketing tool to help you get an interview. In order to get the employer's attention, you need to highlight your best assets and what you can bring to the position and organization. To do so effectively, you **MUST** tailor your resume to each job posting and organization.

RESUME STRUCTURE

HEADER

- Name – should be in **bold** and in larger print (14-18 point font size)
- Location – City and State (omit the full street address to protect personal privacy)
- One professional email address (awesomedude@hotmail.com probably isn't a good idea)
- One reliable telephone number
- LinkedIn Profile (optional)

SKILLS AND ATTRIBUTES *or* SUMMARY OF QUALIFICATIONS

Skills and Attributes: Highlight strengths related to position; provide an example of where you developed the skill

Summary of Qualifications: Highlights your best assets/accomplishments. A powerful snapshot of education & experience that relates to the position; everything in resume ties back to this

EDUCATION

- Degree: Write out formal degree. Avoid abbreviations
- Concentrations: Major or specialty within your degree
- Minor (s)
- Certificates: Highlight grad program certificates
- School: Seattle University, Seattle, WA
- Expected Graduation Date or Graduation Date
- Overall/Major GPA: Include your GPA if it is a 3.0 or better
- Honors: Include any academic honors such as scholarships or Dean's List (if you have several of these, you may want to list them in a separate Awards section)

EXPERIENCE

Include all relevant experience (paid, unpaid, full-time, part-time, or internship)

- Your title, Dates of Employment
- Employer/Organization name, City, State
- Describe duties, achievements and notable accomplishments that were performed while in this position in **bulleted** format (3-5 for each position); begin each bullet with an **action** verb

ACTIVITIES *and/or* COMMUNITY SERVICE

- List your role in the organization (i.e., Vice-President), Name of the Organization, Location of the Organization and the dates you participated

SKILLS/HONORS

- List special skills relevant to the position you are applying for such as foreign languages, computer skills, or certifications
- If you have several honors or awards, you may choose to list them here rather than in the education section.



BULLET POINTS

- Organize bullets with the more important or relevant information first
- Use *keywords from the job description* to describe your experience
- Start each accomplishment statement or bullet point with an action verb (see below)
- *Emphasize results, skills, and accomplishments* rather than duties performed
- Include numbers, percentages, and quantitative data where applicable
- When conveying accomplishments, use this formula: **Action Verb + Accomplishment + Method/Task** (quantify, qualify, specify)

<i>Experience</i>	<i>What did I do?</i>	<i>How did I do this? What skills did I use?</i>	<i>Results & Accomplishments</i>	<i>Accomplishment Statement</i>
Example: Marketing Intern	-maintained social media campaign -marketing research -called donors -entered donor info into database	-communication skills -marketing research -organization -database technology -project management -relationship building	-Increased amount of donors by 5% -Redesigned donor database to be more user friendly -Improved donor retention rate through personal phone calls	Communicated with at least 10 potential donors on a daily basis via phone to highlight programs which resulted in a 5% increase of donors.

Examples of Competencies Employers are Seeking

- | | |
|--|---|
| <ul style="list-style-type: none"> • Teamwork • Leadership • Written Communication Skills • Problem Solving • Critical Thinking • Work Ethic • Analytical/Quantitative Skills • Initiative • Verbal Communication Skills • Decision Making Abilities • Customer Service • Goal Setting and Achieving | <ul style="list-style-type: none"> • Detail Oriented • Flexibility • Computer Skills • Technical Skills • Interpersonal Skills • Organization • Creativity • Strategic • Dealing with Ambiguity • Entrepreneurial • Accountability • Project Management |
|--|---|

RESUME EXAMPLE: TRADITIONAL ENTRY LEVEL

Anita Job

Seattle, WA
206.555.5555
anitajob@gmail.com
www.linkedin.com/in/anitajob

Identifying Information

Include name in **BOLD** and large print, city and state, professional email, reliable phone number, and your LinkedIn profile URL

EDUCATION:

Bachelor of Arts in Business Administration Degree, Marketing Major

Minor: Spanish
Seattle University, Seattle, WA
Anticipated Date of Graduation: June 2019
Overall GPA: 3.5 Major GPA: 3.0
Work 25 hours a week while in school full time

Education

List degree and major, institution with city and state and expected graduation date

Associate of Arts Degree

Seattle Central College, Seattle, WA
Graduation: June 2016

Experience

Include all relevant experience (paid and un-paid, internships, full-time, part-time. You can also include significant volunteer experience here

WORK EXPERIENCE:

Marketing & Communications Intern, Global Visionaries, Seattle, WA (April 2017—Present)

- Initiated and maintain a new social media campaign on Facebook, Twitter, and YouTube
- Perform market research to analyze new individual and corporate donor opportunities for VP
- Communicate with at least 10 donors on a weekly basis via phone to highlight new programs
- Manage the donor database implementation project involving a team of 4 other interns

Resident Assistant, Seattle University, Seattle, WA (September 2016—June 2017)

- Increased attendance by 10% at residential community events by creating new marketing materials
- Developed leadership skills through supporting students and helping to solve resident conflicts
- Collaborated with team of 8 Resident Assistants to plan joint hall events

Sales Associate, Nordstrom, Lynnwood, WA (Summers of 2015 & 2016)

- Regularly exceeded monthly sales quotas by 25%
- Demonstrated strong customer service skills by providing personalized services for each customer

Service, Involvement and Activities

Include activities and volunteer experience relevant to position; show leadership skills

COMMUNITY INVOLVEMENT:

Vice President of SU American Marketing Association, Seattle University (2017 to Present)

Alpha Kappa Psi Member, Seattle University (2017 to Present)

Children's Literacy Tutor, Bailey Gatzert Elementary School, Seattle, WA (2016)

Intramural softball, soccer, and volleyball, Seattle Central College (2014 to 2015)

SKILLS & HONORS:

Dean's List, Seattle University (Winter 2017 to Present)

Computer: Microsoft Excel Certified (2016); Adept at Adobe Photoshop and C++

Languages: Written and verbal fluency in Spanish

RESUME EXAMPLE: CLASS PROJECT

Seymore Dollars

Seattle, WA • 206.555.8888 • seymoredollars@hotmail.com

Skills and Attributes

If you choose to do this, highlight most relevant skills to the job posting and provide an example for each

SKILLS & ATTRIBUTES

- Financial analysis and research abilities acquired from finance coursework and Albers Investment Club
- Excellent communication and public speaking skills gained through two years in Toastmasters
- Teamwork experience from working at The Cheesecake Factory and participating in class projects
- Self-initiative and time management developed through creating and completing community volunteer projects

EDUCATION

Bachelor of Arts in Business Administration Degree, Finance and Economics Double Major

Seattle University, Seattle, WA

Anticipated Graduation: June 2018

Finance GPA: 3.5 Cumulative GPA: 3.2

Example of **Class Project** highlighting financial skills

Financial Analysis Class Project: Corporate Finance course, Winter 2017

- Worked with a team of 4 group members to analyze case study and complete a report
- Attained and evaluated Dell, Apple, and HP's annual reports
- Computed ratio analysis and residual value baseline for Dell, Apple, and HP
- Determined and analyzed key strengths and weaknesses of companies' financial strategies
- Compiled report of recommendations for attaining competitive advantage in laptop industry

EXPERIENCE

Waiter/Server

(January 2017 to Present)

The Cheesecake Factory, Seattle, WA

- Promoted from host in six months time
- Work with team of 10 servers and hosts to ensure all restaurant procedures are efficient
- Multi-task in a fast paced environment by managing customer orders and assisting co-workers

Event Planner Volunteer

(September 2015 to December 2016)

Emerald Hills Elementary School, Seattle, WA

- Created 3 new programs and activities for After School Program
- Collaborated with a team of 7 volunteers to prepare for and implement activities
- Recognized by supervisor with Volunteer of the Month award

ACTIVITIES

- Member, Albers Investment Club, Seattle University (April 2017 to Present)
- Member, Toastmasters, Seattle University (September 2016 to Present)

RESUME EXAMPLE: GRADUATE LEVEL OR MORE EXPERIENCE

Anna Frost

Seattle, WA

afrost1@seattleu.edu | 206-123-4567 | www.linkedin.com/in/namehere

PRODUCT MANAGEMENT PROFESSIONAL

Summary of Qualifications

Snapshot of relevant education & experience related to the position

- 3 years leading design, development and marketing of new products
- Manage complex P&Ls and lead multi-functional/cultural teams
- Experience analyzing consumer and marketing data to improve user experience and reach new customer segments
- Proven expertise combining front line knowledge with business strategy initiatives gained through MBA at Seattle University

Excel (Pivot Tables, V-Lookups) | Python, Java, R, C#, Ruby | SQL and MySQL
Big Data | Business Analytics | Bilingual: Fluent in English and Chinese | Cross-Cultural/Functional Teams

EDUCATION & CERTIFICATIONS

Seattle University, Albers School of Business

Master of Business Administration – Certificate in Business Analytics

- Treasurer, Albers Graduate Student Association
- 3rd place winner of the annual Harriet Stephenson Business Plan Competition

Seattle, WA

June 2019

Washington State University

Bachelor of Arts in Business Administration – Marketing Concentration

Seattle, WA

May 2015

Which goes first?

Education can go above or below Experience depending on which is most relevant to the position

PROFESSIONAL EXPERIENCE

Amazon – Seattle, WA

2016 – Present

Develop products by identifying potential products; conducting market research; generating product requirements; determining specifications, production timetables, pricing, and developing marketing strategies.

Sr. Product Manager (2017 – Present)

- Analyze product specifications, customer feedback, and market testing for the development of 4 next generation products
- Accelerated delivery and deployment by 10% from the streamlining of delivery modules. Significantly reduced manual processes by implementing modularity and code reuse
- Reduced costs by \$5 million and enhanced development flexibility to meet market demands by designing and implementing iterative development and delivery mechanisms

Product Manager (2016 – 2017)

- Conducted market need analysis, gathered and studied product plans and services
- Managed team of 7 designers for development cycles of 2 new products and services

Blueprint Consulting – Bellevue, WA

2015 – 2016

Provided support to Product Marketing team and owned collecting and reporting on marketing program performance data.

Marketing Coordinator (2015 – 2016)

- Successfully organized marketing fair attended by over 50 vendors, which resulted in increasing company's clientele by 58%
- Ordered, tracked, and reviewed inventory levels of all marketing and promotional materials valued up to \$50K
- Analyzed the ROI on a total media spend of over \$11 million for 2016 (\$4.8 million) and 2017 (\$6.5 million)
- Extensively used SQL and advance Excel to fulfill analytical requests, such as identifying areas of revenue growth

VOLUNTEER EXPERIENCE

Washington State Trails Association Volunteer

2014

- Coordinated and led 5 work parties that repaired over 10 miles of damaged trails

REFERENCES

It is recommended that you have three to five individuals as references. These people should feel comfortable discussing your qualifications, abilities, and perhaps previous work experiences or class experiences in a very positive manner. Choose people from a professional setting in your life such as employment or internship supervisors or co-workers, professors, advisors from professional organizations, or supervisors from community service organizations. You should notify your references when applying for a job so they can be prepared. The employer will usually request references at some point in the application process.

Will Power

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REFERENCES

Mr. Brian Dent

Vice President

First Corporation

Bellevue, WA

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Mentor—Seattle University Albers Mentor Program

Dr. Frank Jones

Albers School of Business & Economics

Seattle University

Seattle, WA

206.296.5555

jonesf@seattleu.edu

Professor

Ms. Jane Smith

Director

Microsoft Corporation

Redmond, WA

425.123.6789

jsmith@microsoft.com

Supervisor

ACTION VERB LIST

Management Skills

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

Communication Skills

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

Helping/Teaching Skills

achieved
advised
assessed
assisted
clarified
coached
collaborated
counseled
demonstrated
diagnosed
educated
encouraged
expedited
evaluated
facilitated
familiarized
guided
initiated
referred
represented
taught
tutored

Financial/Technical Skills

allocated
assembled
analyzed
appraised
audited
balanced
budgeted
calculated
computed
designed
engineered
fabricated
forecasted
maintained
operated
planned
programmed
projected
researched
solved
trained
upgraded

Research/Clerical Skills

approved
arranged
clarified
collected
critiqued
diagnosed
evaluated
examined
Identified
implemented
inspected
interpreted
interviewed
investigated
organized
processed
reviewed
revised
scheduled
summarized
surveyed
systematized

Creative Skills

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

Need more help?

Career Advisors in the Albers Placement Center are trained, knowledgeable and available to help you with your resume and other job application documents in addition to providing advice for your job or internship search. Make an appointment today!

Albers Placement Center

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www.seattleu.edu/albers/placementcenter