

# RESUME GUIDE



Student Employment Services  
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# Why You Need a Resume?

- Grabs the attention of employers and recruiters
- Serves as a tool to market yourself
- Outlines your qualifications for employment
- Write down your experiences and organize them into categories
- Most importantly, it gets you a job interview!

# Do Your Research!

- **Your Job Target**
  - What are you applying for?
  - What organization?
  - What do you want to achieve?
- **Employer Needs**
  - What is the Employer looking for?
  - Check job boards, websites, LinkedIn
- **Your Qualifications**
  - Once you know what the employers are looking for, how do your qualifications match theirs?
  - Employment history, education, technical skills
  - Unique strengths, accomplishments, values

# Objectives, Summaries and Profiles

## Objectives

- Objectives work best when you know the job title, ***you have minimal experience in their field*** (i.e. student or recent graduate), or your career goals are not obvious from your experience and education.
- Objective statements should be brief (2-3 lines), simple, and specific. A recruiter is interested in what you bring to the company.
- Be specific and align with employer needs. State the job title if applying for a specific position. Identify what you can contribute (strengths, skills, areas of expertise).
- Some people do not use objectives at all - it is a personal choice.
- Don't use personal pronouns (I, me), and don't talk about your needs or desires. Focus on what you have to offer the employer.

"Enthusiastic management student seeking a summer internship with Target Stores. Offering strong communication and customer service skills to maintain satisfied and loyal store guests."

"Creative and enthusiastic classroom leader seeks a 6-12 secondary English teaching position with Grand Rapids Public Schools. Skilled in inquiry-based learning and available for after school academic and athletic programming."

**Summaries:** Summaries are used ***when you have a variety of experiences***. Summaries highlight the most important experiences relevant to the position, giving visibility to key strengths and talents for a specific field or academic discipline. With a summary, customize the cover letter or email for a specific position.

"Four years of editing and writing experience for college and high school newspapers. Interned as an assistant account executive with copywriting responsibilities at local advertising agency. Sold advertising space, managed advertising sales, promotion, production, and circulation. Winner of the 2013 Western Michigan University Lawrence, Clara, and Evelyn E. Burke Journalism Scholarship."

**Profiles:** Profiles are best used for ***experienced candidates and graduate students***. Profiles are opening statements packed with skills, personal attributes, and often bullet several accomplishments and qualifications.

"Seeking a health services position leading a team to improve the lives of patients. Redesigned an outpatient clinic that resulted in a 15% increase in productivity. Led a project team to evaluate space utilization in a pharmacy that managed over 3,000 medications. Utilized data, focus groups, and process

improvement teams to lead space utilization and process improvement initiatives with 12 food service employees."

## CONTACT INFORMATION

While you can change the order of your categories depending on the job, **your contact information should always be first and at the top**. If an employer is interested, he or she needs to know how to get a hold of you!

This section is straightforward in terms of what information needs to be included:

- Name – the font size for your name can be bigger than the rest of the font on your resume!
- Phone number
- Preferred email – make sure it sounds professional!
- Street address, the URL to your LinkedIn profile or Skype Address

### Example One

**Jamie Kensington**

1717 Drury Lane, Vale, Oregon 51711 | 214-703-4001 | kensington@yahoo.com

### Example Two

**Jamie Kensington**

214.703.4001, kensington@yahoo.com  
1717 Drury Lane, Vale, Oregon 51711

### Example Three

**Jamie Kensington**

1717 Drury Lane • Vale, Oregon 51711  
kensington@yahoo.com • 214-703-4001

### Example Four

**Jamie Kensington**

214.703.4001  
kensington@yahoo.com

1717 Drury Lane  
Vale, Oregon 51711

# EDUCATION AND CERTIFICATIONS

If you have educational experience, including it on your resume is important. Showing employers that you are furthering your education or that you have already earned a degree or certification can help increase your employability. Once you have started college, you should no longer be listing out your high school experience.

When listing your education, there are items which need to be included, but there are also optional items:

## MUST HAVE

- Full name of the school (no acronyms)
- Full name of the degree (no acronyms!)
- City and state where the school is located
- Date of graduation or expected graduation
- If no degree, list high school diploma
- List professional certifications, seminars, workshops and/or associations

## OPTIONAL

- GPA if it's a 3.0/4.0 or higher
- Honors and awards
- Minor studies
- Organizational memberships
- Relevant coursework

### Example One (Education)

**Associate of Business in Marketing**, *Anticipated Graduation: December 2017*  
Grand Rapids Community College, Grand Rapids, MI

### Example Two (Education)

**Grand Rapids Community College** Grand Rapids, MI  
*Associate of Applied Arts and Science in Culinary Arts* *April 2015*

### Example Three (Education)

**Bachelor of Science in Exercise Science**, Grand Valley State University Allendale, MI  
Expected Graduation: May 2018

**Associate of Arts in Pre-Exercise Science**, Grand Rapids Community College Grand Rapids, MI  
Graduated: December 2015

### Example Four (Certification)

**First Aid – June 2015**, American Red Cross, Grand Rapids, MI

**Adult CPR – March 2015**, American Red Cross, Grand Rapids, MI

# Employment History (Work and Volunteer)

Describing your experiences is a great way to showcase the skills you've gained and the responsibilities that you've had at different positions.

- **Position/Name of the business/Range of dates/location (city & state)**
- **Use bulleted, action phrases rather than sentences (No "I's")**
- **Be specific (how many, how often, to what result)**
- **Use action verbs/keywords effectively**
- **Don't simply say what you did. While still sounding professional, use examples and details to describe how and why you did something.**
- **Each bullet should be one sentence in length.**
- **Each experience should have 3 – 5 bullets. Volunteering or on-campus experiences may just have 1 – 2.**

If you use these guidelines, you can take any weak bullet and turn it into a strong, detailed bullet. Here are a few examples:

**Weak bullet:** Filed incoming paperwork.

**Strong bullet:** Organized and filed over 150 new packets of paperwork per week in newly designed filing system.

## Example of an Experience

**SALES ASSOCIATE**, February 2013 – November 2014

*Pet Paradise, Vale, OR*

- Greeted all customers with a friendly demeanor and provided active listening to ascertain their needs.
- Maintained up-to-date knowledge of 350 store products in order to offer exceptional service to customers.
- Utilized cash-handling experience to assist customers at fast-paced point-of-sales systems.

**CASHIER**, August 2012-August 2013

*McDonalds, Grand Rapids, MI*

- Handled complicated food orders in a fast-paced environment while balancing a cash drawer with 100% accuracy

- Memorized all 75 menu items and their ingredients in order to be able to answer customer questions regarding each product
- Collaborated with coworkers to maintain a clean, stocked lobby for exceptional customer service

## **ACTION VERBS**

### **Creative Skills**

Abstracted  
 Conceptualized  
 Created  
 Demonstrated  
 Designed  
 Developed  
 Devised  
 Directed  
 Discovered  
 Displayed  
 Experimented  
 Illustrated  
 Innovated  
 Integrated  
 Intuited  
 Originated  
 Performed  
 Played  
 Predicted  
 Synthesized

### **Helping Skills**

Adjusted  
 Advised  
 Advocated  
 Appraised  
 Attended  
 Cared  
 Coached  
 Collaborated  
 Counseled  
 Directed  
 Encouraged  
 Enlightened  
 Facilitated  
 Guided  
 Intuited  
 Listened  
 Mentored  
 Modeled  
 Perceived  
 Referred  
 Rehabilitated

### **Research Skills**

Analyzed  
 Clarified  
 Conducted  
 Detected  
 Determined  
 Diagnosed  
 Evaluated  
 Examined  
 Extracted  
 Extrapolated  
 Gathered  
 Identified  
 Inspected  
 Interpreted  
 Interviewed  
 Investigated  
 Retrieved  
 Reviewed  
 Summarized  
 Surveyed  
 Tested

### **Teaching Skills**

Adapted  
 Advised  
 Clarified  
 Developed  
 Educated  
 Encouraged  
 Enlightened  
 Explained  
 Facilitated  
 Guided  
 Influenced  
 Taught  
 Tutored

## **ACTION VERBS (Cont.)**

<u><b>Management</b></u>		<u><b>Communication</b></u>		<u><b>Technical</b></u>
Administer	Incorporate	Address	Formulate	Adapt
Analyze	Increase	Advertise	Incorporate	Apply
Apply	Initiate	Arbitrate	Influence	Assemble
Appoint	Inspect	Arrange	Interact	Build
Approve	Institute	Articulate	Interview	Calculate
Assign	Lead	Author	Involve	Compute
Attain	Manage	Clarify	Join	Conserve
Authorize	Merge	Collaborate	Judge	Construct
Chair	Motivate	Communicate	Lecture	Convert
Consider	Organize	Compose	Listen	Design
Consolidate	Originate	Condense	Market	Determine
Contract	Oversee	Confer	Mediate	Develop
Control	Plan	Consult	Moderate	Engineer
Convert	Preside	Contact	Negotiate	Fabricate
Coordinate	Prioritize	Convey	Observe	Fortify
Decide	Produce	Convince	Outline	Install
Delegate	Recommend	Correspond	Participate	Maintain
Direct	Reorganize	Debate	Persuade	Operate
Eliminate	Replace	Define	Present	Overhaul
Emphasize	Restore	Develop	Promote	Program
Enforce	Review	Direct	Recruit	Repair
Enhance	Schedule	Discuss	Report	Replace
Establish	Secure	Draft	Respond	Restore
Execute	Select	Edit	Specify	Solve
Generate	Streamline	Enlist	Suggest	Specialize
Hire	Strengthen	Explain	Summarize	Standardize
Improve	Supervise	Express	Translate	Upgrade



## ACTION VERBS (Cont.)

### Financial/Data

Administer

Adjust

Allocate

Analyze

Appraise

Assess

Audit

Balance

Budget

Calculate

Compute

Correct

Conserve

Determine

Develop

Estimate

Forecast

Manage

Market

Measure

Plan

Prepare

Project

Reconcile

Reduce

Research

Retrieve

### Accomplishments

Achieve

Complete

Expand

Exceed

Improve

Pioneer

Reduce (losses)

Resolve

(issues)

Restore

Spearhead

Succeed

Surpass

Transform

Win

# RESUME SAMPLES

# WEAK RESUME SAMPLE

## Taylor Reynolds

1010 Sassafras Drive, Grand Rapids, MI 49504  
t\_money@gmail.com

### Education and Training

Union High School  
Grand Rapids, MI (2010-2014)

### Diploma in General Education

GRCC

### EMPLOYMENT HISTORY

CASHIER, Meijer  
Grand Rapids, Michigan

### Qualifications Summary

I am a cashier with experience in the customer service field requiring social skills, organization, ethics, and being able to work with a team. Goal oriented and a people person.

Competencies include:

Microsoft Word  
Computer Literate  
General Labor  
Operating telephones  
Working with others

### EXPERIENCE HIGHLIGHTS

Customer Service

Worked with customers to answer questions, find products in the store, complete transactions and ensure they got everything they needed out of their time shopping. I counted money and made sure everything the store made was accounted for including products.

Occasionally did data entry with store inventory

Kept my station tidy and I made sure the front area was clean before each night ended

# STRONG RESUME

## Carrie Sanders

8114 Roseland Drive, Walker, MI 49534  
csanders@msn.com, 892-446-1726

### EDUCATION

**Associate of Arts in Pre-Business**, Expected Graduation: May 2017  
Grand Rapids Community College, Grand Rapids, MI

### EMPLOYMENT HISTORY

**Cashier**, July 2013 to Present  
Meijer, Walker, MI

- Assist customers by locating products and answering any questions regarding the products.
- Create a team-like atmosphere by communicating with coworkers especially during peak store hours.
- Perform various transactions including customer purchases, returns, and exchanges.
- Maintain cleanliness and organization around the cash register and check-out aisle.

**Team Member**, October 2011 to January 2014  
Tim Hortons, Grand Rapids, MI

- Ensured customer satisfaction by being efficient when taking complicated food orders in a fast-paced environment.
- Answered customer questions concerning products by maintaining knowledge of all menu items and ingredients.
- Practiced self-motivation by finding additional tasks to complete during down-time such stocking and cleaning.

### SKILLS

Computer Literacy

- Experience using Microsoft Office, Blackboard, and Prezi.

Language

- Proficient in conversational and written Spanish.