



WRITING YOUR RESUME

Creating a great resume is your exciting first step to getting a job.

Think of it as an advertisement for yourself—a well-crafted summary of your education, experience and skills—designed to convince the reader to contact you for an interview.

The diagram below highlights some key parts of the resume that you might choose to include. Your resume will likely include a mix of the sections shown.

Education

The education section should include institution, major, GPA (if higher than 3.0) and date of completion. It can also include relevant coursework.

Experience

This section should include part-time jobs, internships, volunteer roles and other activities that provided you relevant professional experience. Be sure your job title clearly describes your role.

Course assignments and self-driven projects also can provide evidence of experience and skills. Include them in this section.

Including any research you've done provides the opportunity to demonstrate skills and experience collecting, analyzing, and managing data.

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EDUCATION BA, Philosophy | DePaul University 2020
 Minor in Economics | 3.75 G.P.A.
 Relevant Coursework: Digital Communications, Marketing, Writing for Social Change

EXPERIENCE Data and Design Intern | Dallas Herald News 2019
 • Collaborate with reporters, editors, and photographers to produce digital products on deadline to help explain and visualize breaking news and feature stories.
 • Conceptualize and build stand alone and complementary data visualizations, interactive graphics, and story presentations using HTML, CSS, and JavaScript/JQuery

Community Health in Pilsen | Active Citizens 2018
 • Designed a health awareness survey and collected 200 responses from the Pilsen community.
 • Surveyed data from the City of Chicago, collecting demographic and policy information
 • Created data visualization that illustrated the disparity between community health awareness and access to medical services

PROJECTS Press Release and Media Kit | Lola LPC. 2018
 • Wrote and edited a press release announcing a new infant apparel product line directed at millennial parents.
 • Produced media kit promoting launch event. Contents included product photos, bio of founders, and company profile.

TECHNOLOGY
 • Google Suite (Forms, Docs, Sheets, Slides)
 • Microsoft Office (Outlook, Excel, Word, PowerPoint)
 • Adobe Acrobat and Photoshop
 • SPSS

SKILLS
 • Writing/Editing • Photo Editing
 • Project Management • Presentation
 • Data Visualization • Transcription
 • Research • Web Design

Technology

Increasingly, jobs and internships require knowledge of specific tools or platforms.

Skills

This section should NOT include soft skills, such as people skills. It's better to think about what concrete tasks you can perform for an employer.

Tips for Standing Out

1

KNOW YOUR BRAND

Your brand is the sum total of what you have to offer an employer—a mix of experience, skills and personal interests/enthusiasm/passion. What makes you a great candidate? It's useful to write out a personal brand statement and let it guide how you write your resume.

Here is a sample:

"My academic background in digital marketing and public relations, my skills in writing for social media, and my passion for connecting with new and diverse audiences make me an excellent candidate for this opportunity."

2

PROVIDE EVIDENCE

The bullets below your job title are called accomplishment statements. They describe your achievements. Sometimes students struggle with elegant self-promotion, but there is a handy formula you can use to articulate your accomplishments:

ACTION + PROBLEM/PROJECT + RESULT

Here is a sample:

"Coordinated three fundraising events for local shelters [action/project], which raised more than \$8,000 (20% over goal) [result] and greatly improved community awareness [result]."

3

FORMAT FOR QUICK READERS

According to a study released by online job-matching service *TheLadders*, recruiters spend an average of six seconds reviewing an individual resume. This makes it critical to use an information architecture that provides an easy, efficient and productive reader experience.

Use white space and formatting techniques like bold, italics and underlines to create a visual logic—make it easy to zero in on specific information for busy readers.

4

MATCH YOUR RESUME TO THE ROLE

Every resume should match the role you are applying to. You might have three or more different resumes for the kinds of opportunities you are interested in. For example, if you're a communications major, you might have one resume focused on social media roles, one focused on events, and one focused on public relations. Integrate key words from the specific job description into your resume to help you stand out.

We've provided a how-to guide in a separate "Tailoring Your Resume and Cover Letter" handout.