

## Effective Resume Writing

Your resume is an essential part of your job search; it is your first opportunity to make a good impression. The information on your resume should be pertinent, concise, easy to read, and attractively laid out.

### Content

Your resume needs to provide the reader with a general review of your background. Some critical areas to include are:

#### Identifying Data

- Name, address, phone number and e-mail address are mandatory.
- Do not include personal information such as height, weight or race.

#### Objective (optional)

An objective enables the reader to quickly learn about the position you are seeking.

- Objective guidelines: no more than two lines.
- Too specific may be limiting; too broad is meaningless.
- If you include an objective, think about writing 2–3 versions of your resume, each with a different objective. You may choose to include the objective in a cover letter instead of your resume.

#### Sample Objectives:

- *“Seeking a market research internship with a consumer goods company.”*
- *“To obtain a position as a financial and investment analyst with a major investment bank or large corporation.”*
- *“A position in human resource management emphasizing recruitment and employment.”*

#### Education

- This information should appear in reverse chronological order (present to past) with your most recent education first. Include institution, title and date of expected or completed degree, major(s) and any honors awarded.
- It is helpful for employers to see your GPA, since not having any indicator of your academic performance leads to assumptions that your performance has been poor. It is recommended that you include your cumulative GPA. If you feel this is not a good indicator of your potential, think of additional ways to present your GPA, such as your GPA in your major courses or your GPA in your business courses. If you include a GPA other than your cumulative, be sure to title the GPA accordingly, e.g. Major GPA.
- Publications, professional licenses or special training may appear in this section as well as how much you financed your own education (e.g., “Self-financed 80% of educational expenses.”).
- Information about high school should **not** be included.

#### Work Experience

List your experience in reverse chronological order.

The information should include the organization’s name, location, position held, dates of employment and a description of your accomplishments. Focus on areas that relate to the position you are seeking and provide evidence of your ability to assume responsibility, follow through, and achieve positive outcomes.

If you have had numerous part-time jobs, highlight the most relevant experiences. Military experience may be included in this section or in its own category. You can have more than one work experience area using different headers, i.e. “Related Work Experience,” “Internships,” or “Professional Work Experience.”

#### Activities, Interests, and Leadership

Here is your opportunity to show your commitment to your major field and to leadership positions outside of the classroom. This may include organizations such as fraternities or sororities, student

clubs, and volunteer work. Be sure to emphasize leadership roles. If these activities include leadership positions, list them like a job and include bullets with responsibilities.

### Honors

In this section, you can feature awards, scholarships, achievements and academic distinctions. Honors can be a category of its own or included as part of the activities or education sections.

### References

Do not list references on your resume. Rather, state on your resume that your references are "Available upon request." However, if you are in the need of space, this is optional. Prepare a separate list of three professional references, including name, title, e-mail and business phone number of each person who agreed to be a reference for you. Remember to include your name at the top of the page or include your identifying data from your resume. Take your reference list with you when interviewing. Make sure that you receive permission from those individuals you are using as references.

### Design

The appearance of your resume is critical.

- **Margins:** Keep margins even, using appropriate balance of white space to printed word.
- **Style:** Sentences need not be complete. Do not write in first person, singular case (e.g. Do not use "I," "My," or "Me"). Use 8.5" X 11" bond resume paper of a conservative shade. Periods are not necessary.
- **Length:** Try not to exceed one page, unless you have significant and relevant experience. If you do, the second page must be filled; make sure to include your name in a header.

### Format

There are two commonly used formats:

**Chronological Format** Presents education, experience, extracurricular activities, skills and achievements

in reverse chronological order under each category. Advantages of this style:

- Employers are comfortable with this style because it is the most commonly used.
- It is the easiest to write.
- Achievements can be displayed as a direct result of work experiences.

**Functional Format** Organizes skills and accomplishments into functional groupings that support your job objective, which should be stated.

Advantages:

- Draws attention to your accomplishments.
- Allows for the writer to emphasize skills and de-emphasize job titles.
- Useful when you have a brief or scattered employment record or when changing career fields.
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### Choosing a Format

If skills and accomplishments coincide with your most significant work experiences, go with the **chronological format**. If you must pull together certain skills and achievements from a variety of experiences to display your strengths, the **functional format** may work best for you. No two resumes will look alike; format choice is a personal one. There are two basic questions to answer:

1. Am I communicating the skills I have attained in a way which will fulfill the needs of the employer?
2. Is the format I have chosen the best way for those skills to be presented?

### Language

Use language which is as persuasive and descriptive as possible. The use of active verbs (see list on this page) in your experience section will assist in the development of a concise and businesslike resume.

## ACTIVE VERBS

activate demonstrate launch prove  
adapt effect lead/led provide  
administer eliminate lecture recommend  
analyze establish maintain reduce  
approve evaluate manage reinforce  
coordinate expand motivate reorganize  
conceive expedite organize revise  
conduct found originate schedule  
complete generate participate solve  
control increase perform strategy  
create influence plan streamline  
delegate implement pinpoint supervise  
develop interpret present support  
direct improve propose teach

## Targeted Resumes

“Targeting” your resume means you are customizing your resume for a particular position, company, or career field. For example, you may be interested in both financial banking and accounting but don’t want to use the same resume for both areas of business. This is when targeting your resume is useful. You can tailor your resume to each industry, narrowing the focus to be most effective. A targeted resume begins with a targeted objective and will usually emphasize educational experiences, jobs, and/or skills in the targeted field or industry.

## The Electronic Resume

An “electronic resume” can mean several things but generally refers to a resume that is sent to an employer electronically—via either the Internet or e-mail. Some companies’ web sites include a form that you can complete and submit online, which is a type of electronic resume. Some web sites geared toward job search assistance also include these types of resume services or will ask you to download your own word-processed resume. Further, many students are putting together personal homepages, which include a link to their resume. You will also see an increasing number of job postings that direct you to e-mail your resume—simply send an e-mail with your resume as an attachment. When reviewing electronic resumes, employers may do common keyword searches (e.g. search for “Internship”), so it is important to think about the types of skills and experiences employers will likely be looking for and be sure to highlight your experiences accordingly.

## Organize Resume Writing

- **Step 1** Write a rough draft and set it aside for a day or two.
- **Step 2** Edit the rough draft and run it through a spell check. Seek out advice from a career coach during walk-in hours in Career Services.
- **Step 3** Make changes to the final draft.
- **Step 4** Have two people proofread the draft for spelling and typographical errors. Call Career Services (614) 292-6024 for an appointment.
- **Step 5** Take a laser printed copy to a printer to have copies made or print at home on a high quality printer. Obtain extra paper and matching envelopes for cover letters.

▪ **This is a sample résumé** ▪

## **SRIRAM RATHAKRISHNAN**

rathakrishnan.555@osu.edu

### **Permanent Address:**

201 E. Shoreline Drive  
Cleveland, OH 44144  
(216) 555-1234

### **Local Address:**

657 North Starr #D  
Columbus, OH 43201  
(614) 555-9876

- OBJECTIVE** Seeking an internship in Logistics Management for Summer 2009
- EDUCATION** **THE OHIO STATE UNIVERSITY**, Columbus, OH  
Bachelor of Science in Business Administration, June 2010  
Specialization: Logistics Management  
GPA: 3.5
- EXPERIENCE** **Merck & Co, Inc.**, West Point, PA  
*Materials Management Intern, June – September 2008*
- Planned daily Teamster road work operations for the West Point Plant Site Logistics Department
  - Prepared and maintained the required records for inspection of Teamster operations
  - Performed a cost analysis of the Merck fleet operations
  - Rectified department warehouse inventory discrepancies by conducting cycle counts
  - Served as co-chair of the 2008 Fall Merck Internship Community Service Committee
- Two Men and a Truck**, Columbus, Ohio  
*Driver, Loader, Office Assistant, January -- June 2008*
- Explained policies, procedures, and timelines to potential customers
  - Assisted customers by scheduling appointments
  - Packed and moved clients with no claims for damaged items
- Ram's Lawn and Garden Care**, Minerva Park, Ohio  
*Owner and Operator, April 2004 – August 2007*
- Maintained lawns and gardens for over 50 residents
  - Created and distributed fliers to promote services increasing number of clients by 25% each year; supervised one worker during last three months
  - Assisted with laying paver patios and sidewalks
  - Saved enough money to pay for first two years of college
- COMPUTER SKILLS** Windows XP  
Microsoft Office XP: Word, Excel, Access, PowerPoint, Publisher
- ACTIVITIES** Transportation and Logistics Association, Member, September 2007-Present  
Habitat for Humanity, OSU, September 2006-Present
- INTERESTS** Marathon running, golf, cooking, camping, international travel

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# Henry Kim

## Current Address:

678 East 9th Ave., Apt. D  
Columbus, OH 43201  
(614) 678-9123

kim.123@osu.edu

## Permanent Address:

3087 Cambridge Drive  
Stow, OH 44224  
(330) 678-1827

## EDUCATION: THE OHIO STATE UNIVERSITY, Columbus, OH

*B.S. in Business Administration in Accounting and Marketing--June 2009*

- GPA: 3.71/4.00
- Honors Accounting Program
- 2008 OSU Homecoming Court
- OSU Presidential Leadership Citation Award (1 of 50 selected)
- Pace Setters Award (Top 2% of Fisher College of Business selected)
- Max Fisher College of Business Scholarship

## LEADERSHIP EXPERIENCE:

### ASIAN BUSINESS STUDENT ASSOCIATION Columbus, OH

*President (September 2008-Present)*

- Collaborate with other business and ethnic student organizations to bring greater awareness to programs
- Create programs and events that will expand and enhance students' knowledge of business in Asia
- Establish strong relationships with various faculty within the Fisher College of Business
- Encourage leadership team and members to initiate self and group development

### LEADERSHAPE TRAINING INSTITUTE Columbus, OH

*Co-Coordinator-The Ohio State University (January-September 2008)*

- Oversaw all aspects and logistics of the event including selection of participants
- Coordinated and conducted orientation meetings and reunion events to re-emphasize visions
- Enhanced vision and stretched goals through communication with Steering Committee
- Collaborated and promoted Institute to over 60 organizations via network of personal advertising

## Leadership Training/Activities:

Procter & Gamble Leadership Advantage Camp (1 of 25 selected), Beta Alpha Psi Accounting Honorary Special Events Chair, Bucket & Dipper Junior Class Honorary, National Residence Hall Honorary, Drackett Community Council President and Vice- President

## WORK EXPERIENCE:

### PROCTER & GAMBLE, Cincinnati, OH

*Personal Health Care New Business Development Finance Intern (June-September 2008)*

- Facilitated and led competitive response session
- Developed competitive assessment and industry analysis for competitive assessment
- Created and assessed a competitive analysis to determine feasibility of product launch in global regions
- Collaborated with various functions to generate project information and analysis
- Initiated and organized intern events within Personal Health Care

### JO-ANN STORES, INC. Hudson, OH

*Merchandising Intern (June-September, 2006, 2007)*

- Designed and prepared fashion presentations for quarterly sales meeting
- Consulted with vendors on product samples and presentation boards
- Assisted with selection of advertising campaign
- Analyzed weekly and monthly buy plans and sales forecast spreadsheets

## SKILLS:

**Languages:** Mandarin Chinese (Fluent) and French (Basic)

**Computer:** QuarkExpress, Turbo Pascal, Windows, Microsoft Office, Lotus, Netscape

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## MELISSA KRAJEWSKI

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900 East Maynard Ave. ▪ Columbus, OH 43202 ▪ (614) 123-4567 ▪ krajewski.l@osu.edu

### EDUCATION

#### **The Ohio State University, Columbus, OH**

Bachelor of Science in Business Administration, June 2009

Specializations: Finance and Operations Management

- Honors program; GPA: 3.43
- Dean's List (5 times)
- Communication course work
- GE Academic Awards Program Scholarship (1 out of 70 awarded nationally)
- University Scholarship

### EXPERIENCE

#### **Procter & Gamble, Cincinnati, OH**

Finance Intern, June – August 2008

- Evaluated the success of 124 product initiatives launched during fiscal year 2007
- Developed a replicable process for Finance Managers to evaluate company product initiatives on a regular basis
- Led the change to a more efficient manner of maintaining information on product initiatives, making research time up to 20% shorter

#### **Columbus Investment Advisory, Inc., Columbus, OH**

Research Analyst, January – May 2008

- Analyzed client investment and property holdings
- Made recommendations to senior management concerning portfolio decisions
- Prepared income statements and projected future cash flows

#### **Rockwell Automation, International, Twinsburg, OH**

Purchasing Coordinator/Intern, June – September 2007

- Supported purchasing managers in the constant effort to meet production requirements
- Managed daily reports for critical part shortages and past due orders
- Maintained frequent contact with material suppliers nationwide
- Initiated one-on-one meetings with the Senior Vice President, Vice President, and Materials Director

#### **The Ohio State University, Columbus, OH**

Summer Orientation Leader, June – August 2006

- Conducted presentations and information sessions for hundreds of orientation guests
- Generated excitement within new students and parents by selling the image/attributes of the university
- Served as a role model for incoming Ohio State students

### ACTIVITIES

- Undergraduate Finance Association, President 2008-09; Member 2006-Present
- YWCA School Age Child Care Program, September 2007-Present
- Career Coach in the College of Business Office of Career Services, 2007-2008
- Procter & Gamble Leadership Advantage Camp, January 2006

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## **John M. Taylor**

Taylor.11@osu.edu

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### **Permanent Address:**

235 North 13<sup>th</sup> Street  
Cambridge, Ohio 45822

### **Local Address:**

79 West Petterton, Apt 4  
Columbus, Ohio 43202

### **OBJECTIVE:**

Seeking a full-time position in the field of human resources

### **EDUCATION:**

**The Ohio State University**, Fisher College of Business, Columbus, Ohio  
*Bachelor of Science in Business Administration, June 2009*  
*Specialization: Human Resources*  
*GPA: 3.45*

**El Colegio de Postgraduados en Ciencias Agrarias**, Texcoco, Mexico  
*Agricultural Trade and Rural Development Study Abroad, June-August 2007*

- Completed 20 hours intensive coursework in Spanish.
- Traveled extensively to rural areas in Mexico and into Central America.

### **EXPERIENCE:**

**Northwestern Mutual Financial Network**, Columbus, Ohio  
*Recruiting Coordinator, November 2007 – Present*

- Recruit potential hires using the internet, career fairs, and job boards.
- Assist in training new employees and interns.
- Interview possible new hires.
- Represent Northwestern Mutual Financial Network at multiple career and job fairs.

**College of Dentistry**, The Ohio State University, Columbus, Ohio  
*Office Assistant, February 2006 – Present*

- Develop data spreadsheets using Microsoft Excel and PowerPoint presentations for various faculty and staff members.
- Gain strong interpersonal communication skills in dealing with students, faculty, staff, and department heads.
- Assist with special events and projects: New Student Orientation and Student Directory.
- Aid the Human Resource Director by assisting in a variety of tasks, including payroll and new employee processing.

**Ohio Union**, The Ohio State University, Columbus, Ohio  
*Student Assistant, September 2005 - June 2006*

- Assisted with special events and projects: BuckeyeThon and Late Nights.
- Welcomed visitors at the information desk.
- Aided students and staff regarding various pieces of information.
- Created flyers displaying the many different events in the Ohio Union.

### **SKILLS:**

- Computer: Microsoft Windows, Microsoft Access, Excel, PowerPoint, Word, Siebel
- Language: Spanish (Intermediate)

### **ACTIVITIES:**

- Member of the Human Resources Association, September 2006-Present



▪ This is a sample résumé ▪

## ELIZABETH WILSON

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657 Dreamweaver Blvd. #D  
Columbus, Ohio 43201  
(614) 555-9876  
wilson.657@osu.edu

- OBJECTIVE** Seeking a full-time marketing position
- EDUCATION** **THE OHIO STATE UNIVERSITY**, Columbus, OH  
Bachelor of Science in Business Administration, June 2009  
Major: Marketing Major GPA: 3.1  
*Self-financed 75% of all educational and living expenses*
- COMPUTER SKILLS** Windows 2000, XP  
Microsoft Office XP including Word, Excel, Access, PowerPoint, Publisher  
Web editing including: HTML, Dreamweaver, GoLive  
Adobe PageMaker, PhotoShop
- RELATED EXPERIENCE** **Alpha Kappa Psi**, The Ohio State University  
*Publicity Chair, Career Day Job Fair, September – November 2008*
- Worked with team members to organize publicity campaign
  - Created fliers, overheads, and newspaper ad to promote event
  - Spoke in targeted classes encouraging students to attend
  - Over 1400 students attended the 2008 Career Day Job Fair
- Curry Marketing Group**, Columbus, Ohio  
*Marketing Intern, June – September 2008*
- Reviewed restaurant product lines and brainstormed public relation activities
  - Analyzed demographics, created target list, and reviewed mechanics of consumer directed marketing program
  - Organized trade fair mailing list and handled registrations
  - Solicited feedback from trade fair participants and submitted recommendations for improvements to 2009 event
- OTHER EXPERIENCE** **Ohio State University Faculty Club**, Columbus, Ohio  
*Dining Room and Banquet Server, September 2007 – June 2008*
- Explained menu and assisted guests in making dining decisions
  - Served meals and responded to guest requests quickly and efficiently
  - Assisted at large banquets and special university events
- ACTIVITIES** Alpha Kappa Psi Business Fraternity  
Kappa Delta, Social Chair 2006 Pledge Class  
Soccer enthusiast, Assistant Coach for Summer Soccer Camp, Girls 10-12
- REFERENCES** Available Upon Request