

You typically have one page to impress prospective employers with what you have learned and accomplished while at UNC. An effective resume should do two things: describe where you've been, and foretell where you're going. Rather than an exhaustive list of every job you've ever held or award you've ever won, your resume should be a carefully crafted document that helps employers clearly see the value you will bring to their organization. While it is impossible to sum up all of your talents and abilities on a one page document, it should clearly illuminate the specific, tangible, and transferable skills and attributes that you have to offer.

## **5 Keys to Creating a Targeted Resume**

### **1. Analyze the job description**

Review job descriptions for the skills, abilities, and qualifications employers are looking for. It is recommended that you have a specific job in mind when creating a targeted resume.

### **2. Organize your thoughts**

Make a list of the categories you wish to include on your resume. This list can include education/training, volunteer opportunities, jobs, academic research, travel, and extracurricular activities. If possible, quantify results and use commonly understood terms. Learn and use terminology on your resume that is common to the field you are pursuing. List strengths and skills used to achieve your accomplishments. Always write out or explain technical terms and abbreviations on your resume.

### **3. Create descriptive phrases**

Create short phrases to describe your job duties. Avoid using diluted phrases such as "responsible for" or "in charge of." Arrange the descriptive phrases in order of importance to the position.

### **4. Ensure resume is letter perfect**

Misspelled words, grammatical, or punctuation errors will generally disqualify you from any position for which you apply.

### **5. Have your resume critiqued by a University Career Services counselor**

You may have a UCS counselor critique your resume during Walk-In hours: Monday-Friday 1:00 pm-4:00 pm or you may schedule an appointment with the counselor for your area of study.

## Resume Content

SECTION	BASICS	SUGGESTIONS
<b>CONTACT INFORMATION</b>	<ul style="list-style-type: none"> <li>Name, address, phone number, and email address should be at the top of the page.</li> <li>Always include area and zip codes.</li> <li>For current students, list both a college and home address and phone numbers.</li> </ul>	<ul style="list-style-type: none"> <li>Be sure your answering machine message and email address are business-appropriate.</li> <li>If you have roommates or if someone else could be answering your calls, make sure they use proper etiquette and relay the message to you.</li> </ul>
<b>JOB OBJECTIVE</b>	<ul style="list-style-type: none"> <li>Include an objective to demonstrate to an employer that you are directed in your internship/job search. An objective that is too general will almost certainly not help you and could in fact work against you.</li> </ul>	<ul style="list-style-type: none"> <li>The job objective category should follow your name, address, and telephone number at the top of your resume for your primary resume on file with UCS.</li> </ul>
<b>EDUCATION</b>	<ul style="list-style-type: none"> <li>Begin with your most recent educational experience. Include the degree you expect to earn or have earned, your major/minor, university, expected date of graduation, and GPA.</li> <li>Add course highlights as an option.</li> <li>List any study abroad or other colleges attended for a significant period of time.</li> </ul>	<ul style="list-style-type: none"> <li>The emphasis on your GPA will vary by employer. If your GPA is a 3.0 or higher, we recommend that you include it on your resume. If your GPA is lower than a 3.0, then you may want to consider omitting it from the resume. Some students will list only their major GPA if it's higher, rather than their overall. Contact a UCS counselor if you have specific questions about your GPA.</li> </ul>
<b>HONORS</b>	<ul style="list-style-type: none"> <li>Include academic honors such as the Dean's List, scholarships, and honor societies.</li> </ul>	<ul style="list-style-type: none"> <li>Honors may be listed under a separate heading or as a subsection under Education.</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>Include any employment, internships, significant campus leadership offices, volunteer work, and relevant class/research projects.</li> <li>Include title, name of organization, location, and dates for each position.</li> <li>Emphasize duties, responsibilities, skills, abilities, and accomplishments appropriate to the position for which you are applying.</li> </ul>	<ul style="list-style-type: none"> <li>Use phrases beginning with action verbs rather than sentences.</li> <li>Do not use pronouns in your job descriptions.</li> <li>You do not need to restrict this category to paid experience.</li> <li>You may wish to separate this section into "Related Experience" and "Other Experience."</li> </ul>
<b>SKILLS</b>	<ul style="list-style-type: none"> <li>Foreign languages, computer skills, and other relevant skills should be included.</li> </ul>	<ul style="list-style-type: none"> <li>List level of fluency/proficiency with languages/computer skills.</li> </ul>
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>List college-related activities including student government, fraternities / sororities, student clubs, sports activities, etc. not mentioned elsewhere.</li> </ul>	<ul style="list-style-type: none"> <li>Be sure to note offices held and committee involvement.</li> </ul>
<b>COMMUNITY SERVICE/ VOLUNTEER ACTIVITIES</b>	<ul style="list-style-type: none"> <li>List organizations and the skills and abilities utilized.</li> </ul>	<ul style="list-style-type: none"> <li>If the setting is religious or political, you may want to use generic descriptions. (For example, Member of Campus Political Organization.)</li> </ul>
<b>REFERENCES</b>	<ul style="list-style-type: none"> <li>This is an optional section. This should be the last entry on your resume. You may state references "Available upon request."</li> </ul>	<ul style="list-style-type: none"> <li>Create a separate page with the word "References for Your Name" at the top.</li> <li>List names, titles, names of employers, addresses, and telephone numbers. Always ask permission before using anyone's name as a reference.</li> <li>Former employers, internship or volunteer supervisors, and faculty members are good choices.</li> </ul>

## **Submitting a Resume**

With e-mail being one of the most common methods of contact, many organizations request that resumes be sent as attachments. UCS recommends that students title the resume file with something that makes sense to the organization and you (i.e. Jane-Doe-resume). The body of your email can serve as your cover letter.

If submitting a hard copy of your resume to an employer, print it out on resume quality paper. This is a heavier quality bond paper that can be purchased at any office supply store. Use a conservative, professional color, such as off-white or crème.

## **Resume Do's & Don'ts**

### **Do:**

- Use good quality paper (at least 20 lb. bond) in white or off-white
- Use a readable font and print on a laser printer
- Be specific in your objective, if possible
- Quantify duties when possible
- Use short phrases that convey a positive, concise description of your accomplishments
- Limit your resume to one page if you have limited work experience
- Check the spelling of every word; make sure grammar and punctuation are correct
- Have your resume proofread by a UCS counselor before sending it to potential employers

### **Don't:**

- Include personal information such as weight, height, marital status, social security number, age, race, religion, or political affiliation
- Use graphics (unless you are applying for a graphic arts/design position)
- List detailed descriptions of unrelated job duties
- Use words such as I, me, or my on your resume
- Exaggerate your experience
- Start phrases in experience section with "Responsible for"
- State salary
- Use abbreviations without spelling out what they stand for

## **Resume Checklist**

- ✓ Is your resume easy to read?
- ✓ Did you use bullets and **bold** to highlight key strengths?
- ✓ Is information listed in order of importance to the position you are applying for?
- ✓ Is your name, address, city, state, zip code, telephone number, and email address at the top of the resume?
- ✓ Does your objective show that you have career direction?
- ✓ Did you check the spelling of every word?