

# CAREER DEVELOPMENT CENTER TOOLKIT

## GUIDE TO RESUME WRITING

# GUIDE TO RÉSUMÉ WRITING

Your résumé is a critical marketing tool that is tailored and will speak on your behalf until you are called for an interview. Your résumé should stand out and assure prospective employers that you are a candidate they would like to get to know better through an interview, and perhaps to hire. An effective résumé will NOT get you a position; rather, an effective résumé will help get you an interview.

## WHAT IS AN EFFECTIVE RÉSUMÉ?

It is a marketing tool tailored to directly relate your strengths, accomplishments, and skills to the position and company for which you are applying. A new résumé should be created for each position and company. It is not a formality in the hiring process. Your résumé is critical and should not be taken lightly.

## WHAT SHOULD YOU KNOW BEFORE WRITING A RÉSUMÉ?

Employers will spend less than 30 seconds scanning your résumé. By then, an employer will know if you are worth further consideration. Your résumé is not meant to tell your life story. Instead, it should be able to quickly tell the employer:

- Who you are
- What you know
- What you have accomplished
- What you can offer

## RÉSUMÉ DESIGN

Your résumé should emphasize: the skills needed for the position and your personal strengths that benefit the employer. Decide on a résumé format that will effectively showcase your strengths, accomplishments, and skills.

*\*See insert for a sample of each résumé design*

## RÉSUMÉ DETAILS

Once you have selected a résumé format, you can work on the details.

### 1) Contact information

**Name**—Your **name** should stand out (larger font, bold). Conduct an internet search on yourself to ensure that you are not portrayed negatively online.

**Addresses**—use a current address; no P.O. boxes!

**Phone number**—must be current. Set with the default ring back tone and a professional voice mail greeting.

**E-mail address**—must be professional. Think *Jenn.Smith@gmail.com* rather than *foxy-mama@gmail.com*.

#### What it should look like:

Jenn Smith  
1122 Hire Me Avenue, Apt. 500  
Honolulu, HI 96818  
(808) 333-8888  
Jenn.Smith@gmail.com

### 2) Objective

#### BE SPECIFIC!

- Career Fair example: “Seeking a challenging full-time position in marketing.”
- In response to a posting: “To obtain XYZ position with ABC Company.”
- Everything listed beneath your objective should be listed in order of importance.

- When NOT to use an objective? Posting your résumé online.
- Instead of your Objective, create a “Summary of Qualifications” section listing keywords that showcase your skills.

### 3) Education

- Listed in reverse chronological order.
- If you are an upperclassman or graduate student, list only post-secondary institutions.
- If you are an underclassman, listing your high school may be helpful.
- GPA may be listed if it is above a 3.0. You may also list both your Cumulative GPA and your Major GPA.
- List activities or awards here if you do not have an “Activities” or “Awards” section.

#### What it should look like:

EDUCATION  
Bachelor of Science in Business Administration  
Major in Marketing,  
May 2016  
Hawai'i Pacific University,  
Honolulu, HI

- Cumulative G.P.A.: 3.60;  
Major G.P.A.: 4.0
- Presidential Scholarship Recipient, 2012-2016

### 4) Experience

- Understand that Work, Internship and Volunteer Experience are all different experiences.

- Create a “Career-Related Experience” section to highlight the related experience that you have. Showcase these experiences BEFORE other jobs that may not relate to the position or organization for which you are applying.
- Non-paid and volunteer experiences should NOT be listed under “Work Experience.”
- Bullet points should be tailored to the position or organization. Use the **PARK Method** (see right section) to help you to tailor your bullet points.
- Some example bullet points:

#### Customer Service/Sales:

- Increased sales up to \_\_\_% through add-on sales.
- Greeted \_\_\_ customers and promoted \_\_\_ product lines.
- Provided sales support to \_\_\_ departments.
- Stocked and managed inventory for \_\_\_-square foot store/department.
- Opened and closed facility with sales in excess of \$\_\_\_.

#### General Office/Administrative:

- Produced \_\_\_ documents for use by \_\_\_ staff.
- Stocked and inventoried office equipment and supplies valued at \$\_\_\_.
- Compiled and updated database for over \_\_\_ customers and accounts.
- Provided clerical support for staff of up to \_\_\_.
- Worked with \_\_\_ customers daily, in person and by phone.

#### Restaurant/Food Service:

- Prepared orders for \_\_\_ customers on a monthly basis.
- Served up to \_\_\_ customers daily, with sales in excess of \$\_\_\_ monthly.
- Managed multiline phones, reservations, and seating for \_\_\_ customers.
- Handled \$\_\_\_ monthly, balancing till to the penny.
- For more information and example bullet points, refer to *Proven Resumes* by Regina Pontow.

#### What it should look like:

CAREER-RELATED EXPERIENCE  
Marketing Intern, January – May 2016  
Starwood Hotels & Resorts,  
Honolulu, HI

- Served as the Marketing assistant to the corporate sales team, including market penetration analysis, client identification, and introductory phone calls to potential clients.
- Tracked and reported all marketing efforts using Siebel CRM software.

#### WORK EXPERIENCE

Salesperson, May 2007 – Present

Radio Shack, Honolulu, HI

- Assisted approximately 200 customers on a weekly basis.
- Awarded Salesperson of the month 5 times.
- Handled anywhere from \$500-\$3,500 in sales per day.

### 5) Skills

- List skills that pertain to your objective.
- Describe your proficiency with programs or software.
- Languages you know. Include fluency (i.e.: conversational, intermediate, advanced, fluent).
- Transferrable skills that are not necessarily tied to a specific position.

#### What it should look like:

#### SKILLS

- Proficient in Microsoft Outlook, Word, PowerPoint, and Excel
- Fluent in Japanese
- Excellent interpersonal, verbal and written skills
- Strong problem-solver who is resourceful and able to work independently

### 6) Other Information

- Certifications: If certification is required for the position, list it! (i.e.: Hawai'i RN License, American Red Cross CPR/AED Certified, etc.)
- Honors and Awards
- Professional Memberships or Clubs

### 7) Proofread!

Your résumé should be free of typos and grammatical errors. Your résumé is a sample of the work you will produce for a company if you are hired.

## RÉSUMÉ FORMATS

### Chronological Résumé

Work experiences and educational accomplishments are presented in reverse chronological order, with the most recent events listed first under each heading.

Ideal for those who are:

- entering the job market with some related experience.
- changing jobs within the same career field.

### Functional Résumé

Focuses on specific skills and abilities.

Useful for those who:

- want to work in fields not related to their academic background.
- have general education, and are looking for a way to bridge the gap between their education and job requirement.
- have considerable amount of work experience.
- lack directly-related job experience.

### Combination Résumé

Merges elements of the chronological and functional approaches. The combination résumé will present capabilities and transferable skills combined with work experiences.

Combination résumés are helpful for:

- the job changer
- the career changer

### ■ PARK Method

- P** – POSITION/PURPOSE  
Name of your position, what you were hired to do
- A** – ACTION  
What you did that relates to your objective
- R** – RESULTS  
Add in numbers!
- K** – KNOWLEDGE  
What can you offer?

# CAREER DEVELOPMENT CENTER

## GUIDE TO RÉSUMÉ WRITING INSERT

### ■ Chronological Résumé

**Kevin S. Yamashiro**  
555 Punchbowl Street  
Honolulu, Hawaii 96813  
(808) 555-8290  
kyamashi@campus.hpu.edu

**OBJECTIVE** To obtain a challenging position in the credit department with a major bank.

#### EDUCATION

*Hawai'i Pacific University* Honolulu, Hawaii  
**Bachelor of Science in Business Administration** Expected May 2017  
Major: **Finance**  
GPA: Major 4.0/4.0 Overall 3.9/4.0

#### Related coursework:

Money and Banking	Financing in Money and Capital Markets
Investments	Personal Finance

#### EXPERIENCE

*Territorial Savings Bank* Honolulu, Hawaii  
**Clerk, Electronic Bank Service** 01/14 – Present

- Audit telephone and internet transactions
- Order automated teller machine (atm) and debit cards
- Scan and index important documents
- Receive and direct phone calls

*Tiki's Grill & Bar* Honolulu, Hawaii  
**Lead Host/Merchandise** 05/12 – 09/13

- Demonstrated excellent leadership skills in obtaining the lead host position
- Maintained an organized system and a positive attitude in a fast-paced work environment
- Multi-tasked by leading co-workers, answering phones, and greeting guests

*Fisher Hawaii* (office supply store) Honolulu, Hawaii  
**Stock Clerk** 11/10 – 04/11

- Provided outstanding customer service
- Employee of the Month for February, 2008

#### SKILLS

- Fluent in Japanese; native English
- Hands-on computer experience with MS Word for Windows, LOTUS, dBase IV, and various graphics programs

#### HONORS AND AWARDS

- *President's Host* (nominated by faculty from a student body of 9,000 to represent HPU at professional and social events), 2014
- Member, *Delta Mu Delta Honor Society* (Business Administration), 2004 – present
- *Dean's List* for four consecutive semesters, 2014 – 2016

#### REFERENCES AVAILABLE UPON REQUEST

### ■ Functional Résumé

**ANNA KANEAKUA**

2250 Kalakaua Ave Phone: (808) 922-1411  
Honolulu, Hawaii 96915 Pager: (808) 598-3476

**OBJECTIVE** To obtain a position as a research assistant or grassroots fund-raiser with an advocacy group concerned with environmental impact issues like Environmental Watch.

#### CAPABILITIES

- **Fundraising**
  - Organized and managed a fundraising campaign for the ECO Club, resulting in profits of over \$5,000 (the largest amount ever raised by the organization), 2015
  - Solicited printed materials and \$4,000 in donations from corporate sponsors of Intercultural Day, 2015
  - Participated in two telethons sponsored by university alumni office, personally raised \$10,000 in pledges, 2013-2015
- **Management**
  - Coordinated two campus-wide Beach Clean-up Days, including staffing, publicity, and administration, 2015-2016
  - Recruited and mobilized 35 volunteers for Beach Clean-Up Days, 2015-2016
  - Devised system for collection, organization, and dissemination of information to student body of 8,000, 2013
- **Communication / Marketing**
  - Developed and distributed a survey to 50 restaurants to determine daily water consumption by patrons, 2014
  - Possess excellent sales and customer skills and problem solving abilities

#### EXPERIENCE

*Publicity Chairperson*, International Student Organization, Hawai'i Pacific University, 2015-present  
*Activities Committee Co-chair*, ECO Club, Hawai'i Pacific University, 2014-2016  
*Member*, Toastmasters, Hawai'i Pacific University, 2015-2017  
*Sales Representative*, Casual Corner, Honolulu, Hawaii, January 2010 - March 2012

#### EDUCATION

**Hawai'i Pacific University**, Honolulu, Hawaii  
B.A. in Communication  
Anticipated completion date: December 2017

**Chamber of Commerce**, Honolulu, Hawaii  
Entrepreneur Training Program, Summer 2015

- Courses in management, marketing, fiscal management, and business-operating procedures

#### REFERENCES AVAILABLE UPON REQUEST

# CAREER DEVELOPMENT CENTER

## GUIDE TO RÉSUMÉ WRITING INSERT

### ■ Combination Résumé

#### Kevin S. Smith

555 Punchbowl Street  
Honolulu, Hawaii 96813  
(808) 555-8290  
ksmith2@campus.hpu.edu

**OBJECTIVE** To obtain a marketing position in the software department at ABC Company.

#### SUMMARY

- More than two years of experience in sales and marketing of computer and electronics products.
- Marketing internship with Motorola.
- Magna Cum Laude graduate with BSBA in Marketing.
- Proficient in MS Office, Lotus Notes, Windows XP and the Internet.

#### EDUCATION

##### **Bachelor of Science in Business Administration; Major in Marketing, May 2016**

Hawai'i Pacific University, Honolulu, Hawaii

- Graduated Magna Cum Laude with a GPA of 3.6 on a 4.0 scale

##### Career-related courses taken:

Sales Management	Marketing Simulation Practicum
Professional Selling	Marketing Channel Management
International Marketing	Promotion Management
Logistics Management	Marketing and Consumer Issues

##### Career-related project completed:

Part of a project team that created a marketing plan for Target Corporation's planned expansion in Hawaii. Presented marketing plan to the company's VP of Marketing.

#### INTERNSHIP EXPERIENCE

##### **Marketing Internship, Motorola, Chicago, Illinois**

May 2016 to August 2016

- Served as Marketing Assistant to Corporate Sales team, including market penetration analysis, account identification, and introductory phone calls to potential decision-makers to establish account presence.
- Assisted in the development of several new major corporate accounts, including Kraft Foods, Baxter Healthcare and Allstate Insurance.
- Tracked and reported all marketing efforts using Siebel CRM software.

#### WORK EXPERIENCE

##### **Salesperson, Radio Shack, Honolulu, Hawaii**

August 2016 to Present

- Responsible for floor sales and customer satisfaction.
- Completed self-study "Selling Skills" course.
- Awarded Salesperson of the Month five times.

#### ACTIVITIES

- Vice President, Beta Gamma Sigma honors society, 2014-2016
- Member, American Marketing Association Club, 2014-2016

### ■ Action Words

#### Communication

- Arranged
- Authored
- Collaborated
- Communicated
- Consulted
- Contacted
- Corresponded
- Debated
- Defined
- Discussed
- Drafted
- Edited
- Explained
- Interacted
- Interpreted
- Marketed
- Moderated
- Negotiated
- Observed
- Participated
- Persuaded
- Presented
- Publicized
- Reported
- Wrote

#### Management

- Administered
- Analyzed
- Appointed
- Approved
- Assigned
- Attained
- Chaired
- Coordinated
- Decided
- Delegated
- Directed
- Established
- Executed
- Led
- Managed
- Motivated
- Organized
- Oversaw
- Planned
- Prioritized
- Reviewed
- Supervised

#### Teaching/Helping

- Advised
- Aided
- Answered
- Assisted
- Clarified
- Coached
- Contributed
- Demonstrated
- Educated
- Encouraged
- Evaluated
- Facilitated
- Guided
- Helped
- Individualized
- Informed
- Instilled
- Instructed
- Motivated
- Resolved
- Simplified
- Taught
- Tutored
- Volunteered

#### Financial

- Administered
- Adjusted
- Allocated
- Analyzed
- Audited
- Balanced
- Budgeted
- Calculated
- Estimated
- Forecasted
- Projected
- Reconciled
- Reduced

#### Clerical

- Arranged
- Collected
- Complied
- Filed
- Organized
- Prepared
- Processed
- Recorded
- Scheduled

#### Technical

- Adapted
- Applied
- Assembled
- Built
- Computed
- Debugged
- Designed
- Developed
- Engineered
- Installed
- Maintained
- Operated
- Programmed
- Remodeled
- Solved
- Upgraded

#### Research

- Analyzed
- Collected
- Compared
- Conducted
- Detected
- Determined
- Diagnosed
- Evaluated
- Examined
- Experimented
- Formulated
- Gathered
- Inspected
- Invented
- Measured
- Searched
- Tested

#### Creative

- Acted
- Composed
- Created
- Customized
- Designed
- Developed
- Directed
- Established
- Founded
- Illustrated
- Invented
- Originated
- Performed

## OTHER TOOLKITS AVAILABLE AT THE CAREER DEVELOPMENTS CENTER:

- **Guide to Cover Letter Writing**
- **The Job Interview**
- **The Job Search**
- **Networking**



### CAREER DEVELOPMENT CENTER

500 Ala Moana Blvd, Suite 6-440-I, Honolulu, HI 96813

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Facebook: [HPU-Career Development Center](https://www.facebook.com/HPU-Career-Development-Center) | [twitter.com/hpucdc](https://twitter.com/hpucdc)