

Everything you always wanted to know about...

The CAREER CENTER Resume

A publication of:



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*Providing career counseling and
resources to students and
registered CSU graduates.*

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INCLUDING:

- Steps to follow in creating yours
- Formats and styles of resumes
- Resume and cover letter samples
- Resume "checklist"
- New! Electronic "Scanning Resume"

10 STEPS TO CREATING A GOOD RESUME

1. Choose a target job (also called a "job objective").
2. Find out what is needed in the way of skills and knowledge to do that job.
3. Choose a resume format to use.
4. Make a chronological list of the primary jobs you have held.
5. Make a list of your training and education relevant to the job.
6. Choose the main skills you will need to demonstrate you can do the job well.
7. Identify the best of your past job duties and accomplishments that show you can do this job.
8. Describe those actions in simple, action-oriented statements.
9. Arrange the action statements in the format you choose.
10. Summarize the key points at the top of the resume.

c Yana Parker

EXAMPLES INSIDE

SCANNING RESUME

IMPORTANT: Use a Sans Serif typeface (Helvetica, Geneva, Futura, etc.) for scanability. No bolds, underlines or italics. Two pages can be better than one.

MARIA JUAREZ
51 Elm Street
San Francisco, CA 94110
(415) 351-1111

Objective	A position in sales or marketing
Keyword Summary	Trade shows. Marketing. Advertising Strategies. Sales. Auto Parts. Awards. Outstanding Performance. General Merchandise. Design. Education. Entertainment. Apple II. Macintosh. Lotus. Microsoft Word. Word Perfect. Excel. Peripheral. Work Flow. Windows. Displays. Supervision. Policy Manuals. Curricula. Training. Presentations. Inventory. Computer.
Experience	Performed market research on personal computer hardware and software at twenty-one microcomputer trade shows. Developed and implemented marketing and advertising strategies.
Organization/ Planning	Designed education and entertainment software for Apple II microcomputer systems Developed peripheral hardware for microcomputers Implemented parts department reorganization for enhanced work flow.
Communication Skills	Made presentations to supervisors and managers on peripheral skills hardware for inventory control. Worked effectively with customers on phones and in person. Revised policy manuals and developed curricula for training sessions.
Education	B. S., Business Administration, Information Systems, San Francisco State University, May, 1994
Membership	Member, Data Processing Management Association, Golden Gate Chapter Member, Hispanic Accounting and Business Association, SF
Employment	Marketing Intern - Progressive Microproducts, SF, CA, 1992 Management Trainee - Grand Auto, Oakland, CA, 1989-1992 Sales - Consumers Distributing Company, SF, CA, 1987-1989

More and more companies are using scanners to make the first cut of job applicants. The Scanning Resume is utilized when you know that the company you are applying for uses a resume scanning program. It includes a 'KEY WORDS' section to help the computer identify your skills, experience, and special knowledge. For scanning you need to use NOUNS to describe yourself!

SKILL-BASED RESUME

MARIA JUAREZ
51 Elm Street
San Francisco, CA 94110
(415) 351-1111

OBJECTIVE

A position in sales or marketing.

HIGHLIGHTS

- Over three years experience in marketing
- Developed microcomputer hardware and software
- Accomplished at developing new and creative ideas
- Attentive listener, and works well with others

SKILLS / EXPERIENCE

Marketing/Sales:

- Performed market research on computer hardware
- Sold at twenty-one microcomputer trade shows
- Developed and implemented advertising strategies

Organization/Planning:

- Designed education software for Apple II
- Developed peripheral hardware for microcomputers
- Implemented parts department reorganization

Communication:

- Made presentations to supervisors and managers
- Worked effectively with customers on phones and in person
- Revised policy manuals and developed curricula for training

EDUCATION

B.A., Business Administration, Information Systems
San Francisco State University, May 1994

PROJECTS

- Researched and presented paper on computer technology
- Designed and participated in a campus speech tournament

MEMBERSHIP

- Member, Hispanic Accounting and Business Association, SF

EMPLOYMENT

- Marketing/Sales Intern, Progressive Microproducts, SF, 1992
- Management Trainee, Grand Auto, Inc., Oakland, CA 1989-92

If you are in transition, or if your work experience is not directly related to your objective, you may want to use this format. Develop skill groups which are relevant to the work you want to do and group your accomplishments under these headings. Use action verbs to describe your skills and summarize your qualifications in a brief introductory section.

POSITION-BASED RESUME

MARIA JUAREZ
51 Elm Street
San Francisco, CA 94110
(415) 351-1111

OBJECTIVE:

A position in sales or marketing.

EXPERIENCE:

1992

Marketing/Sales Intern, Progressive Microproducts
San Francisco, California

Marketed personal computer hardware and software. Participated in numerous microcomputer trade shows. Developed and implemented marketing and advertising strategies. Designed and developed peripheral hardware for microcomputers.

1988-1992

Management Trainee/Salesperson, Grand Auto Inc
Oakland, California

Performed sales work for auto parts chain store with annual sales exceeding \$35 million. Position required use of interpersonal skills to work effectively with customers and employees. Duties included maintaining large store inventory utilizing a computerized inventory system; supervising and training of sales personnel. Compiled an impressive sales record and was recognized with numerous awards for outstanding performance.

1988-1992

Salesperson, Consumers Distributing Company
San Francisco, California

Performed sales of general merchandise for large catalog sales chain store. Handled cash; performed inventory control and clerical tasks.

EDUCATION:

B.S. Business Administration, Information Systems
San Francisco State University, May, 1994.

Memberships:

- Member, Data Processing Management Association, Golden Gate Chapter, San Francisco, California.
- Member, Hispanic Accounting and Business Association, San Francisco, California.

REFERENCES: Available upon request.

The chronological resume organizes your information in chronological order, with the most recent experience being listed first. This resume format is generally best for people who have been working in related employment toward a career goal. The resume shows commitment and focus on a specific career field.

COVER LETTERS

Address

Date

Mr. Jeremy Applegate
Marketing Director
Major Marketing Company, Inc.
901 Grand Avenue
San Francisco, CA 94111

Dear Mr. Applegate:

Last week I had the pleasure of talking with Ms. Judy Brompton, your Human Resource Manager, when she hosted the Wine and Cheese Reception at San Francisco State University. She suggested I write to you as a preliminary step toward applying for your company's position as Marketing Assistant with the International Division.

For the past two years, I have worked as an Intern and then part-time Marketing Assistant at the Minor Marketing Company in San Bruno. As you can see from the enclosed resume I conducted several successful marketing plans for the company. My last campaign resulted in a 4% increase in market share and a 10% rise in profits. This past year, I was jointly responsible for a \$1.5 million marketing budget and supervised two interns.

Since my degree was in International Business, I am particularly interested in your recent successful entrance into the Japanese market and would like to be a part of this exciting new challenge.

I will be in touch with your office next Tuesday to arrange a time to further discuss my qualifications with you.

Sincerely,
Francis A. Jung

A resume never travels alone; if you do not personally hand it to the employer, then it must be joined by a cover letter!

- Direct the letter to a specific individual by name.
- Explain why you are writing (referral, position listed, etc.)
- Refer to materials you are sending (resume, portfolio, etc.)
- Explain how your accomplishments meet requirements of job.
- Quantify your achievements to give them credibility.
- Specify why you want to work for this company.
- Ask for an interview; follow with a phone call to arrange it.
- **DON'T FORGET THANK YOU'S!**

Once you've finished the resume, take time to...

CHECK IT OUT!

- Upon first glance, will the employer want to read it? Is it neatly laid out, easy to read, and interesting?
- Does it show understanding of the position you're seeking, especially the needs of the employer?
- Have you included all of your relevant information and education (paid or not)?
- Does it highlight your skills, qualifications, and strengths? Does it use action verbs to do this?
- Is your most recent, important and relevant information listed first?
- Have you written different resumes for different career objectives?
- Was careful attention paid to details such as consistency, spelling, and grammar?
- Have you kept it concise (1 page, 2 at most)?
- Does it contain the jargon of the field?
- Have you avoided personal data that could invite bias?
- Did you write it yourself, to advertise your unique accomplishments and style?
- If you are not presenting it personally, is it accompanied by a cover letter?