

Resumés

Career Readiness & Professional Development

920-565-1043 ■ career@lakeland.edu



Did you know employers receive hundreds of resumés for every job available and generally glance at a resumé for only 5 to 15 seconds? Did you know that for each open position available there are, on average, 100 applications? Of those applicants, only 5 – 10% will even get an interview! In the Career Readiness & Professional Development Office at Lakeland University, the staff can assist you in perfecting your resumé so that you don't get passed by. Utilize this guide while creating your document and then schedule an appointment to have it reviewed!

PURPOSE

The main purpose of a resumé is to get an interview! It alerts employers that you are seeking employment and it briefly describes your education background, professional experience and skills. It is your main marketing tool for yourself, so appearance counts. You should expect to write more than one draft and have it reviewed by several people before submitting it to potential employers.

TYPES OF Resumés

- **Chronological** Organizes your employment history beginning with your most recent position. This is the most common type and easiest to create. Employers will be most familiar with this format.
- **Functional** Organizes experience based upon your skills and accomplishments; it doesn't use dates and can be perceived as risky with employers.
- **Combination** Utilizes pieces of both the chronological and functional format. The skills and experience are listed in themes and it also follows in reverse chronological order.

PLANNING

- Create your own document/resumé...do not use a template. Employers are familiar with them and it may convey that you did not spend much time seriously thinking about your application.
- Design your resumé so that it can effectively represent you. There are all different types of styles and formats that can be used in creating your resumé.
- Include relevant information, such as your work history, campus involvement, volunteer activities, awards/honors, etc. All of this is important in marketing yourself!
- Avoid using jargon or terms an employer will not be familiar with.
- Avoid the use of "I" "me", and "my" – it is understood that it is your document since your name is at the top.
- Have several people proofread and critique the document, including employers and instructors.
- Use a standard print style – fancy ones may make it more difficult for an employer to read.
- Special effects or graphics should only be used in moderation for positions in public relations, advertising, marketing and the media.
- Margins should be no less than ½ inch all the way around the document. The white/empty space enhances the overall appearance and visual appeal of the document.

TIPS

- Limit resumé to one page for recent graduates without much work history. Two pages are acceptable for more extensive work history. If two pages are necessary, identify the second page with your name (in upper left corner) and the page number (in upper right corner).
- Use the job posting to your advantage – use keywords from the description within your resumé, as it will catch the employers attention more quickly.
- Some words are critical to employers that you may consider including in your document, such as leadership skills, written and verbal communication skills, team work skills, problem solving abilities; etc.
- Don't go overboard! Avoid littering your resumé with too many "buzz words" and catchy phrases that can distract the employer and may not accurately represent your skills and experiences.

CONTENT ORGANIZATION

- **Header/Contact Information** Your name should "pop" off the page and be eye-catching. It includes your address (permanent and temporary if in transit), city/state, zip and just one telephone number and e-mail address. If you are in transition between places, especially as a student with a different summer address, be sure to include both of them. It should also include the URL to your LinkedIn profile (visit www.linkedin.com for more information).
- **Summary of Qualifications** Describe your transferable skills, significant duties and accomplishments by creating a variety of phrases to highlight your experiences. Each phrase should begin with a past-tense verb and provide enough detail to create a visual picture of your responsibilities. Include numbers, adjectives, examples, or other descriptions to do so. Limit the number of phrases to three to four per position – depending upon the significance of the experience and the relevance to the position you are applying for. If you have positions that are unrelated, focus on the skills that are most transferable to a new position.
- **Education** A high school diploma is no longer relevant and should not be included. If you are a recent or soon to be graduate, list your education first. Dates of graduation are included for only five years, otherwise it is not necessary. You must include the specific degree you are working towards/earned, major/minor/emphasis areas and the school/location you attended. You may include GPA, if a 3.0 or better. You may also list places where you transferred from, study abroad experiences, scholarships, academic honors, certifications, continuing

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education workshops, and licenses.

- **Experience** May be listed in the chronological or functional format. May include internships, practicum and full/part-time experiences. Employment should be listed in reverse chronological order. It must include the title of your position, the employer, the city/state and the dates (month/year) in which you worked.
- **Activities** Employers like to see skills beyond the classroom and it demonstrates your areas of interest and that you are well-rounded; so include community and campus involvement.
- **Additional Possibilities** Other categories you may consider include leadership activities; honors/awards; language skills; computer skills; community service/volunteer activities; professional affiliations/memberships; presentations/publications; military experience; travel experience; etc.
- **References** These do not belong on your resumé; it should be included on a separate page with the matching heading with name, address, etc. The document should include three to four references, as employers will not take time to contact more.
- **Other** Do not include height, weight, gender, religion, marital status, health, children or personal photos (unless you are in modeling or on-air media). Avoid anything that may be considered controversial. Do not include hobbies or special interests, unless they have a direct relationship with the job.

PRINTING & DISTRIBUTION

- Check, double check and re-check your resumé for errors – spelling, punctuation, etc. Do not rely completely on spell-check. If you fail to review your resumé, it could automatically eliminate you as a candidate.
- Use 8 ½ x 11, good quality and lightly colored stationery (off-white, ivory, gray, stone, etc.). Do not use general copy/computer paper or flashy colors.
- Most employers prefer to accept applications electronically, but you may want to follow up with a printed copy in the mail. When submitting via e-mail, you should send it as a PDF to ensure format will stay intact.

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Example #1 of
Chronological Resumé

Musko Muskie

1234 North Street ■ Sheboygan, WI 66045 ■ (920) 565-1234
muskie@lakeland.edu ■ www.linkedin.com/in/muskomuskie

This section highlights
overall skills related to
the job posting.

SUMMARY OF QUALIFICATIONS

- Strong communication skills; fluent in English, Spanish, and French
- Exceptional ability to relate to people from various cultures and establish relationships
- Independent international travel in Mexico, Costa Rica, and France
- Various office skills: Microsoft Word, Excel, Dream Weaver and ability to type 50 wpm
- Dedication and commitment to expanding opportunities for students to experience other cultures

EDUCATION

Bachelor of Arts – Lakeland University

May 2012

Sheboygan, WI

- Major: Spanish
- GPA: 3.85

Study Abroad – Lakeland University

Summer 2011

Paris, France

RELATED EXPERIENCE

Assistant/Conversational Leader – Tutoring Center

Sept. 2011 - May

2012

Lakeland University; Sheboygan, WI

- Facilitated small group discussions with students from diverse backgrounds
- Assisted with identifying appropriate topics and encouraged increased difficulty to expand skills
- Gained knowledge of English as a Second Language curriculum and resources for students
- Increased personal knowledge of the various struggles international students face when introduced to American culture

International Student Tutor

Sept. 2010 - May 2011

Center for Community Outreach; Sheboygan, WI

- Engaged in conversations with international students from France, Mexico, and Japan
- Assisted in student's daily assignments to ensure their full understanding of the material

ACTIVITIES

Social Chair, International Students Association

Sept. 2010 - May 2012

Lakeland University

- Planned gatherings and cultural events for 50 guests, as well as large events for over 650 people
- Facilitated co-sponsorship of ISA events with many different International groups, which resulted in greater visibility and effectiveness of ISA activities

Activity Co-Chair, French Club

Sept. 2009 - May 2011

Lakeland University

- Organized cultural events to foster understanding between French and American students

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Example #2 of
Chronological Resumé

Musko Muskie

Includes both addresses
where you can be reached
at, one phone number,
one e-mail address,
and a LinkedIn URL

Current Address

P.O. Box 359
Sheboygan, WI 53082
(920)565-1388
www.linkedin.com/in/musko

Permanent Address

123 Opportunity Ave.
Paradise, WI 54321
musko@lakeland.edu

EDUCATION

Lakeland University, Sheboygan, WI
Bachelor of Arts
Major: Marketing; Minor: Business Administration
GPA: 3.9

Expected Graduation
May 2014

Each position includes a
position title, employer,
dates worked, and location
of company.

WORK EXPERIENCE

Account Executive Intern
Publix Supermarkets

May 2013 – June 2013
Manitowoc, WI

- Worked directly with account executives attending team and client meetings and providing support with ongoing projects.
- Compiled competitive files and analyzed position in the market.
- Developed market profiles and performed account research with the aid of specific trade magazines.

Operator
Cox Lumber

May 2012 – May 2013
Sheboygan, WI

- Inspected product for defects and implement quality programs.
- Assessed specific product defects and performed necessary data entry operations.
- Interacted with department managers and assisted with solving operational defects.

Home Coordinator
Crossroads Group Home

July 2011 – May 2012
Milwaukee, WI

- Coordinated, managed and supervised staff activities.
- Organized meetings that developed and monitored goals for clients.
- Assisted clients with meals, medication, hygiene, and individual skill programs.

HONORS

Lakeland University Presidential Scholarship
Awarded "Most Valuable Intern" - Publix Supermarkets, 2013

LEADERSHIP ACTIVITIES

Member, Habitat for Humanity
President, Lakeland University Activities Board
Team Captain, Lakeland University Soccer Team

Sept. 2009 – Present
Sept. 2012 – May 2013
Sept. 2010 – May 2011

Resumés

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Example #3 of
Chronological Resumé

Example of how to bring
more applicable information
towards the top of the page.

Musko Muskie

232 Job Avenue
Sheboygan Falls, WI 53085
(920)469-1234

EDUCATION:

Bachelor of Arts in Psychology
Lakeland University, Sheboygan, WI
Expected Graduation Date: Dec. 2014
G.P.A. 3.5

University of Wisconsin-Sheboygan 9/11 - 9/13

RELEVANT EXPERIENCE:

Child Care Provider, 09/12 - Present

Children's Care Center, Howards Grove, WI

- Provided care and created a safe environment for children under stress
- Trained in aspects pertaining to development, abuse, and behavioral areas

Group Leader, 09/12 -04/13

Parental Stress Family Nurturing, Sheboygan, WI

- Facilitated discussion with a group of 6 - 8 year-old youths
- Explored issues pertaining to familial stress
- Assisted youth in skills such as self-esteem, communication, and aggression

Research Assistant, 09/11 – 09/12

University of Wisconsin-Sheboygan County

- Examined issues pertaining to stereotypes in a Social Psychology Laboratory
- Participated in data collection, entry, and analysis

WORK EXPERIENCE:

Hostess, O'Neill's Restaurant and Pub, 5/11 - 9/12 – Sheboygan, WI

- Managed dining area and directed staff during parties
- Trained new employees on an individual basis in hosting and serving

General Merchandiser, Wal-Mart, 5/11 - 8/13 – Sheboygan, WI

- Maintained and promoted general merchandise on a weekly basis
- Prepared weekly payroll for 150 employees, distributed paychecks, and managed accounts.

ACHIEVEMENTS:

Recipient of Alumni Scholarship;
Membership in Phi Theta Kappa Honor Society

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Example of a
Functional Resumé

Musko Muskie

123 Fish Street
Watertown, WI 12345
(831) 459-1234
musko@lakeland.edu

EDUCATION

Bachelor of Arts in English, June 2013
Lakeland University – Sheboygan, WI

WRITING

Wrote four full page essays on controversial and political issues for college newspaper
Reviewed over 30 entertainment events for weekly Bay Area newspaper
Reported on local political meetings for weekly newspaper
Composed correspondence in Spanish as well as English
Created documents on both Mac and PC word processing software

Each statement begins
with a past-tense verb.

EDITING

Edited over a dozen newspaper articles on local events
Assisted in making all editorial decisions for college newspaper
Selected and edited copy for college newsletter
Insured accuracy of all information for college freshman general information guide

INTERPERSONAL COMMUNICATION

Conducted conflict resolution training sessions for Resident Assistants
Motivated dorm residents to organize and produce a highly successful Women's Health Fair
Provided excellent customer service as cashier in a busy, high volume book store
Maintained positive learning environment for preschool children by teaching and modeling effective communication techniques

COMPUTER SKILLS

Word, Excel, PageMaker, PhotoShop

WORK HISTORY

Assistant Editor, Mirror, Lakeland University, Sheboygan, WI, September 2012- June 2013
Resident Assistant, Brotz Hall - Lakeland University, Sheboygan, WI September 2011 - June 2012
Intern, Green Bay Press Gazette, Green Bay, WI, Summer 2010
Cashier, Muskie Mart, Lakeland University, Sheboygan, WI, December 2009 - June 2010

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Use a variety of different verbs to describe responsibilities for each of the positions you have held.

ANALYZED

Abstracted
Anticipated
Assessed
Ascertained
Audited
Briefed
Calculated
Clarified
Compared
Computed
Concluded

Conceptualized
Correlated
Critiqued
Debated
Defined
Detected
Estimated
Evaluated
Examined
Figured
Graded
Identified

Indexed
Enlisted
Inspected
Integrated
Interpreted
Interviewed
Inventoried
Investigated
Judged
Maintained
Mapped
Monitored

Observed
Perceived
Predicted
Projected
Qualified
Ranked
Read
Reasoned
Related
Researched
Reviewed
Screened

Scanned
Solved
Studied
Summarized
Surveyed
Symbolized
Tabulated
Verified
Visualized

ASSISTED

Advised
Bolstered
Brought
Charted
Collaborated

Contributed
Consolidated
Consulted
Cooperated
Dealt
Ensured

Facilitated
Fostered
Handled
Helped
Located
Participated

Preserved
Protected
Referred
Represented
Served
Strengthened

Supported
Sustained

COMMUNICATED

Addressed
Advertised
Answered
Briefed
Corresponded

Debated
Explained
Expressed
Facilitated
Interpreted
Interviewed

Lectured
Listened
Marketed
Prepared
Presented
Programmed

Publicized
Quoted
Recorded
Reported
Responded
Rewrote

Spoke
Talked
Wrote

CREATED/ DEVELOPED

Acted
Activated
Adapted
Authored
Bolstered
Built
Charged
Clarified
Composed
Conceived
Constructed

Corrected
Designed
Devised
Discovered
Drafted
Eliminated
Established
Expanded
Expedited
Experimented
Facilitated
Fashioned
Financed

Fixed
Formulated
Founded
Generated
Improved
Increased
Influenced
Initiated
Innovated
Instituted
Integrated
Introduced
Invented

Launched
Marketed
Modeled
Modified
Navigated
Originated
Perceived
Performed
Pioneered
Perfected
Prioritized
Produced
Promoted

Proposed
Recommended
Reduced
Restored
Refined
Revamped
Set
Shaped
Simplified
Solved
Styled
Streamlined
Visualized

IMPROVED/ INCREASED

Achieved
Accomplished
Acquired
Advanced
Allowed
Assured

Attained
Bolstered
Completed
Conserved
Continued
Eliminated
Encouraged
Enlarged

Expanded
Facilitated
Fostered
Guaranteed
Inspired
Mastered
Maximized
Minimized

Motivated
Obtained
Overcame
Influenced
Promoted
Provided
Reduced
Restored

Stimulated
Strengthened
Upgraded

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COUNSELED/ INSTRUCTED/ LEARNED

Adapted
Advised
Advocated
Aided
Applied
Assessed
Assisted
Bolstered
Briefed
Cared
Chaired
Charged
Charted

Clarified
Coached
Comforted
Communicated
Conducted
Consulted
Coordinated
Demonstrated
Educated
Empathized
Enabled
Encouraged
Enlightened
Established
Exercised
Explained

Facilitated
Familiarized
Fostered
Guided
Helped
Implemented
Improved
Influenced
Informed
Inspired
Interpreted
Investigated
Lectured
Led
Listened
Maintained

Manipulated
Mentored
Modified
Motivated
Observed
Perceived
Persuaded
Prescribed
Programmed
Promoted
Reduced
Reflected
Reinforced
Related
Restored
Saved

Shared
Solved
Stimulated
Strengthened
Substituted
Supported
Sustained
Taught
Trained
Tutored
Validated

OPERATED/ REPAIRED/ MAINTAINED

Adjusted
Adapted
Bolstered
Changed
Clarified
Corrected

Continued
Edited
Eliminated
Executed
Expedited
Facilitated
Fixed
Implemented
Installed

Modified
Navigated
Ordered
Performed
Prepared
Piloted
Preserved
Prioritized
Produced

Programmed
Promoted
Protected
Ran
Reduced
Replaced
Serviced
Set
Sustained

Transported
Upheld
Utilized

NEGOTIATED

Advised
Advocated
Arbitrated
Bargained

Closed
Concluded
Consolidated
Dealt
Expedited

Facilitated
Handled
Lobbied
Mediated
Merged

Motivated
Persuaded
Promoted
Reconciled
Resolved

Solved

ORGANIZED

Accumulated
Arranged
Assembled
Balanced
Budgeted
Built
Cataloged
Clarified
Classified
Collated
Collected

Completed
Compiled
Composed
Coordinated
Copied
Correlated
Detailed
Developed
Displayed
Edited
Facilitated
Filed

Gathered
Graphed
Identified
Indexed
Inspected
Inventoried
Kept
Located
Maintained
Mapped
Met
Methodized

Obtained
Planned
Prepared
Prioritized
Processed
Programmed
Ranked
Recorded
Reorganized
Reproduced
Retrieved
Revamped

Reviewed
Revised
Scheduled
Set
Simplified
Solved
Streamlined
Structured
Synthesized
Tabulated
Updated

SERVED

Assisted
Attended
Cared

Catered
Delivered
Dispensed
Entertained

Facilitated
Furnished
Listened
Maintained

Performed
Prepared
Procured
Provided

Represented
Satisfied
Supplied

SERVED

Assisted
Attended
Cared

Catered
Delivered
Dispensed
Entertained

Facilitated
Furnished
Listened
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Performed
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SERVED

Assisted
Attended
Cared

Catered
Delivered
Dispensed
Entertained

Facilitated
Furnished
Listened
Maintained

Performed
Prepared
Procured
Provided

Represented
Satisfied
Supplied

SOLD

Aided
Advertised
Auctioned
Bartered

Bolstered
Brought
Enlisted
Facilitated
Generated

Helped
Improved
Fostered
Maintained
Marketed

Motivated
Negotiated
Persuaded
Promoted
Purchased

Raised
Recommended
Recruited
Stimulated

SUPERVISED/ MANAGED

Administered
Allocated
Approved
Arranged
Assigned
Authorized
Bolstered
Chaired
Coached
Conducted
Confronted
Consulted

Contracted
Controlled
Coordinated
Decided
Delegated
Directed
Dispatched
Distributed
Educated
Encouraged
Enforced
Evaluated
Executed
Exercised

Expedited
Facilitated
Fired
Following
Governed
Handled
Headed
Hired
Implemented
Instructed
Led
Maintained
Met
Mentored

Motivated
Navigated
Ordered
Organized
Oversaw
Planned
Prepared
Presided
Prioritized
Promoted
Purchased
Regulated
Reinforced
Responded

Retained
Reviewed
Scheduled
Selected
Set
Solved
Strengthened
Taught
Trained