



# Resume Building

# What is a Resume?

- ◆ A document to present a person's skills, experience, and accomplishments
- ◆ Includes concise and bulleted information
- ◆ Resume meant to show relevant experience to the position

# What to Include

- ◆ Contact Information\*
- ◆ Education\*
- ◆ Experience\*
- ◆ Extra Curricular Activities
- ◆ Volunteer Work
- ◆ Skills
- ◆ References
- ◆ Certifications and Licenses
- ◆ Awards and Honors
- ◆ Languages

# How to Write a Resume

# 1. List all Skills and Experiences

- ◇ Paid positions
- ◇ Unpaid positions
- ◇ Awards and honors received
- ◇ Sports, clubs, organizations you are part of
- ◇ Skills you have

## 2. Categorize List

- ◇ What sections work best for you?
- ◇ What section headers describe your experiences the best
  - ◇ Contact Information\*
  - ◇ Education\*
  - ◇ Experience\*
  - ◇ Extra Curricular Activities
  - ◇ Volunteer Work
  - ◇ Skills
  - ◇ References
  - ◇ Certifications and Licenses
  - ◇ Awards and Honors
  - ◇ Languages

### 3. Plug information into a Resume Template

- ◇ Microsoft Word Templates
- ◇ Google Documents Templates
- ◇ Canva.com Templates
- ◇ Resume building websites usually costs money
- ◇ Pick one that stands out

# 4. Describe Experiences

- ◆ Include 3-5 bullet points for each experience
- ◆ Use the same tense for each verb (either past or present)
- ◆ Choose strong and different verbs when you can
  - ◆ Ex: “Worked in a team...” > “Collaborated with...”
- ◆ Use **language from job ad to match your resume**
  - ◆ Good for big companies that use databases to narrow down hundreds of resumes
- ◆ Use numbers where appropriate
  - ◆ Ex: “Organized over 20 volunteers for annual clean up event”

# 5. Format Appropriately

- ◇ 9-11 font sizes
- ◇ Consistent format
- ◇ ONE PAGE!
- ◇ Appropriate fonts
  - ◇ No *Curlyz*, Scripts, *Comic Sans*

# 6. Proofread, Proofread, Proofread!

- ◇ Spell and grammar check is not always reliable
- ◇ Ask a friend, parent, or teacher to look over it before
  - ◇ Or Sarah and Diana!
- ◇ Make sure information corresponds to job description

# Jane W. Fastweb

## Summary

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Motivated honor roll high school student, with proven leadership skills and a history of philanthropic involvement, seeking work experience and professional development opportunities.

## Education

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<b>Fastweb High School</b>	<b>Fastweb City, FW</b>
<ul style="list-style-type: none"><li>▪ 3.8 GPA</li><li>▪ Anticipated diploma May 20XX</li><li>▪ National Merit Scholar</li><li>▪ Honor Roll, Fall 2016 – Current</li><li>▪ AP &amp; IB Coursework</li></ul>	

## Extracurricular and Volunteer Activity

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<b>Fastweb High School Tennis Team</b>	<b>Fall 2016 – Current</b>
<ul style="list-style-type: none"><li>▪ Team Captain, Fall 2017 – Current</li><li>▪ Regional Champions, Spring 2018</li></ul>	
<b>Student Council</b>	<b>Fall 2016 – Current</b>
<ul style="list-style-type: none"><li>▪ Secretary – record and compile all council meeting notes and disperse to student council members and administrators</li><li>▪ Assist and facilitate multiple school and community events, such as baked good drives, school dances and council as well as school-wide volunteer opportunities.</li></ul>	
<b>Fastweb City Food Bank</b>	<b>Fall 2017 – Current</b>
<ul style="list-style-type: none"><li>▪ Assist with preparing, serving and cleaning up two evenings each month as well as special events, like Thanksgiving and Christmas Eve.</li></ul>	

## Skills

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- Proven leadership and organizational skills both inside and out of the classroom within a variety of teams and groups.
- CPR and Safe Sitter Certified, Spring 2018
- Four years Spanish language learning, intermediate level
- Experience with Microsoft Suite and macOS.

# Diana Maher

## Contact Info

### Address

2166 Henley Cmn.  
Southampton, PA 18966

### Phone

267-229-6552

### Email

dmaher988@gmail.com

### LinkedIn

linkedin.com/in/diana-maher19

## Education

### Boston University

May 2019

- **B.A. in Environmental Analysis and Policy**
- 3.46 GPA
- 4x Dean's List

## Skills & Certification

- Project Wet Certified (2019)
- CPR & First Aid Certified (2019)
- Microsoft Office
- Experience in Adobe Cloud
- Trained in ArcGIS
- Trained in Green Infrastructure

## Directed Study

Performed independent research to investigate per- and polyfluoroalkyl substances (PFAS) and wrote a 10-page research project, along with a 2-page fact sheet. Utilized my academic resources, advice and connections from professors, and the knowledge and resources from the Toxics Action Center in conjunction with my own research.

## Related Experience

### Education Coordinator

September 2020—Present

Schuylkill River Greenways National Heritage Area, Pottstown, PA

- Transformed existing educational program into a virtual alternative for students
- Created additional educational material for students and visitors in the area
- Lead a virtual afterschool program to engage young students

### AmeriCorps Watershed Ambassador

September 2019 – July 2020

Musconetcong Watershed Association, Asbury, NJ

- Educated the public about watersheds and water quality with over 80 presentations
- Collaborated with local organizations to plan watershed restoration projects
- Conducted visual and biological stream assessments under the EPA rapid assessment protocol
- Continued to serve through the pandemic emergency, creating educational materials and volunteering for NJ Volunteers Active in Disaster (NJVOAD)

### Lead Educator

May 2017 – August 2019

Riverbend Environmental Education Center, Gladwyne PA

- Interpreted complex natural systems through creative lessons to engage children
- Designed and implemented weekly schedule and activities for camp groups
- Collaborated in a team with other counselors to support each other's endeavors
- Adapted to changing conditions during the day to create a smooth experience

### Organizational Intern

January 2019 - May 2019

Toxics Action Center, Boston MA

- Supported staff and organized databases of donors and other administrative tasks
- Exceeded fundraising goal of 5,000 dollars for annual Local Environmental Action Conference by 15 percent
- Recruited and organized over 40 student volunteers for the conference
- Updated social media weekly to promote our advocacy events

## Additional Activities

### President

August 2018 - May 2019

Harriet E. Richards Cooperative House, Boston MA (a cooperative living system on campus for lower-income women at B.U.)

Held elections, lead meetings for 23 residents, oversaw a 21,000 dollar budget, and advised five other e-board members as an elected student leader among my peers.

### Environmental Conservation Volunteer

January 2019

INLEXCA, Costa Rica

Cleared hiking trails for visitors, managed an organic garden to support the butterfly populations, and sorted recyclables in the recycling center on a nature preserve called Madre Verde in Palmares, Alajuela in Costa Rica for two weeks.

# Example from Indeed: Customer Service and Sales Manager

◆ Job description: The customer service and sales manager is responsible for creating a welcoming atmosphere for all customers. They will provide excellent customer service and assist customers with any inquiries they may have. Additionally, the customer service and sales manager will keep the storefront clean and orderly in order to maximize foot traffic and sales. Leading a team of sales associates will also be a large part of the customer service and sales manager's job.

## ◆ Job responsibilities:

- ◆ Lead a team of sales associates
- ◆ Provide quality customer service
- ◆ Create and coordinate sales associates' schedules
- ◆ Facilitate tasks for the sales associates
- ◆ Keep the store looking clean and organized
- ◆ Handle cash and card transactions
- ◆ Do customer returns and exchanges following the company's return policy

## ◆ Requirements:

- ◆ High school diploma or GED
- ◆ Bachelor's in management or equivalent area of study (highly desired, but not required)
- ◆ 2-3 years of experience in a retail setting
- ◆ Friendly and upbeat personality
- ◆ Ability to work under pressure
- ◆ Problem-solving skills
- ◆ Conflict-resolution skills

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# Writing Example

- ◆ Wells Fargo Center – Guest Services
- ◆ January 2017 – January 2020
  - ◆ Created a welcoming atmosphere for all guests
  - ◆ Assisted guests with any inquiries or needs
  - ◆ Managed the employee schedule for each event
  - ◆ Lead a team of employees to ensure each guest had a satisfactory experience at each event

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# Find a place to mention experiences!

- ◆ Education

- ◆ AP Environmental Science, Marine Biology, Environmental Science, Biology courses
- ◆ Degree, majors, minor, other specific training (GIS training)

- ◆ Certifications

- ◆ Red Cross First Aid and CPR certified

- ◆ Extra Curriculars

- ◆ Environmental Science Club, Marine Biology Club
- ◆ Envirothon
- ◆ Snorkeling, Boating, Fishing

# How to phrase this Program on your Resume

- ◇ What section?
  - ◇ Certifications
  - ◇ Extra Curriculars
- ◇ Schuylkill Environmental Career Online Training – January 2020
  - ◇ Participated in a 6-week online training program to learn about the environmental career field, environmental issues, and how to enter any career field
  - ◇ Networked with other students and young professionals interested in the environmental career field
  - ◇ Engaged in virtual discussions and activities about environmental...

# Skills Important to Environmental Field

- ◊ Writing
- ◊ Written and Oral Communication/Teamwork
- ◊ Analytical/Critical thinking
- ◊ Hard Skills
  - ◊ GIS, Field Work/Assessments, etc...

# Tips to Make a Resume Stronger

- ◇ Match verbs with those on job description
  - ◇ Better chances with automated selection
- ◇ Make it stand out
- ◇ Use numbers

Questions?

# Cover Letters

# What is a Cover Letter?

- ◆ A one-page document that is part of most applications
- ◆ 250 - 400 words
- ◆ Used to summarize your personal professional experience

# Before Writing a Cover Letter

- ◆ Research the company
  - ◆ You should always do this no matter what
  - ◆ Understand the goals and culture of organization

# Structure of a Cover Letter

1. Your information and date
2. Hiring Manager's information
3. Introduction/personal statement
4. Describe experience and achievements
5. "Goodbye" and next steps
6. Sign

## 1. Contact Details

## 2. The Hiring Manager / Department Information

## 3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

## 4. The Body

Describe what are your major achievements and how will you help them solve their current challenges. Mention why you are the right person for the job

## 5. Closing Paragraph

## 6. Formal Salutation

**John Doe**  
Digital Marketer

john.doe@gmail.com  
202-555-0166  
New York, USA  
john-blog.com  
linkedin.com/in/john.doe  
@john.doe

To:  
Elba Solutions Aps  
Erling Kare, CMO  
Frederiksberg, Denmark  
erling@elbasolutions.dk  
21 August, 2019

Dear Mr. Erling Kare,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Marketer. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3,8% in the last year.
- Created over 5 new social media campaigns which increased the engagement (shares and comments) of our users with over 700%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year targets in the first 10 months.

In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target markets, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow up on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,  
John Doe

# Start Strong

- ◆ “I saw this open position and would like to apply” – NO!
- ◆ Example: “My name is \_\_\_ and I am pleased to be applying for \_\_ position at \_\_. As a recent graduate at \_\_\_ with experience in \_\_\_, I believe I am a strong candidate for this position.
- ◆ *Why* do you want this job?
- ◆ What skills can you bring to the table?

# Include 1-2 Body Paragraphs

- ◆ Discuss skills, experiences, and accomplishments you have that relate to the responsibilities of the position
  - ◆ Include specific details
    - ◆ “I have recruited and organized over 40 volunteers for our outreach event...”
    - ◆ “I was able to raise over \$2,000 of donations for our project by...”
- ◆ When writing...
  - ◆ Keep it short
  - ◆ Keep it clear
  - ◆ Share accomplishments
  - ◆ Make it relate to responsibilities of open position

# Conclude

- ◆ Briefly state why you are awesome
- ◆ Write that you look forward to the next steps and where they can reach you
- ◆ “Sincerely, \_\_\_\_”

# When applying

- ◆ Title documents with your last name, position title you are applying for, and what the document is
  - ◆ Example: Maher\_EducationCoordinator\_Resume.pdf
- ◆ If it does not say attach a cover letter, ATTACH ONE ANYWAY
- ◆ Follow up with a polite email if you have not heard back within a week
- ◆ Format Cover letter and Resume similarly

Questions?

# Wrap up

- ◆ Turn in each assignment to get certificate of participation
- ◆ Email all assignments to me and upload observations to iNaturalist group
- ◆ Fill out Post-survey