Resume Guide

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A resume is

- A personalized *marketing* tool to showcase your *skills* and *experiences* and share your *brand*
- A presentation of your accomplishments to document your strengths to an employer
- A way to encourage employers and recruiters to invite you for an interview
- A document customized to your skills, experiences, and to each job application and industry
- Diverse in layout options; there are many correct ways to construct a resume
- Typically read in 30 seconds or less; resumes are focused, career-related, and use keywords
- Organized, consistent in formatting, grammatically correct, and error-free

How you begin

- Choose a style for your resume. See Career Services for examples.
- Open a blank document in Word or Google Docs; **we do not recommend using templates.**
- Create a heading. Include your name, phone number, and email address. You may also include a link to your professional portfolio or LinkedIn profile.
- Make a list of all your experiences (e.g. education, work, volunteer, internships, campus involvement etc.)
- Organize most important first, keep it focused and career-related.

Keep your momentum

- For each experience include the following information:
    - Job title (e.g. server, sales intern, volunteer)
    - Name of the organization or school
    - The location of the organization (City, State)
    - The dates of the experience (Month, Year)

Finish strong

- Turn each experience into a statement! Each experience will have 2-4 bullet point action statements.

Four components of effective action statements

- Start with an action verb (see action verbs on page 2)
- Avoid using first person pronouns like "I" or "me" since it is already implied
- In each statement, answer at least two of the following three questions:
    a. What did you do?
    b. How did you do it?
    c. What results did you get?
- Each statement should be a maximum of two lines long

Build your content

Typical resume components include a heading and sections for your education, relevant experience (paid and unpaid), other work experience, activities and involvement. Organize your categories in order of importance for the position you are seeking. For each experience on your list, turn your job duties into "action statements" that start with a verb. Your content is what sets you apart from other candidates. It is your chance to articulate your skills and accomplishments during each experience. Provide evidence of your transferable skills, such as communication, leadership, technology skills, and more. See reverse for *"Creating Action Statements."*

SUNY Cortland
Career Services

What's next?

Have professionals review your resume! Most resumes require _three to four drafts_ before they are polished and ready to deliver to employers. Career Services offers resume reviews for our students and alumni.

Visit Career Services during Resume Drop-in Hours, Mondays through Thursdays from 1 to 3 p.m. (fall and spring semesters), or call 607-753-4715 to make an appointment with a career coach if you cannot make these hours. Document reviews are conducted in person or via Webex (linked at cortland.edu/career).

Creating Action Statements

4 Components of Effective Action Statements
- Start with an action verb (see action verbs below)
- Avoid using first person pronouns like "I" or "me" since it is already implied
- In each statement, answer at least two of the following three questions:
    - What did you do?   How did you do it?   What results did you get?
- Each statement should be a maximum of two lines long

Examples
- Designed and built Baja SAE car with a 5-member team that placed 1st in the 2012 Endurance Race
- Organized and managed a registration day breakfast event for 300 residents including food purchasing, preparation and meal service, receiving outstanding event evaluations
- Led activities for 25 middle school children at a week-long family camp program ensuring children were socially, creatively, and physically engaged
- Directed 25 events per year, including pot-lucks and educational workshops with more than 700 attendees
- Cultivated excellent long-term relationships with 13 clients, maintaining ongoing communication and facilitating solutions to address software and hardware concerns

Action Verbs

Category	Action Verbs
Problem Solving	Adapted, Designed, Deliberated, Initiated, Resolved, Altered, Determined, Demonstrated, Investigated, Revitalized, Corrected, Decided, Drafted, Reinforced, Satisfied, Crafted, Deciphered, Enhanced, Represented, Suggested
Helping/Teaching/Communication	Addressed, Coached, Debated, Instructed, Resolved, Advertised, Collaborated, Drafted, Liaised, Taught, Advised, Communicated, Edited, Participated, Tested, Advocated, Cultivated, Encouraged, Rehabilitated, Volunteered
Leadership	Authorized, Delegated, Executed, Led, Oversaw, Chaired, Directed, Facilitated, Mentored, Spearheaded, Coached, Encouraged, Guided, Operated, Supervised, Cultivated, Engaged, Hosted, Orchestrated, Trained
Organization	Arranged, Classified, Designed, Organized, Scheduled, Assembled, Collected, Dispatched, Planned, Secured, Cataloged, Consolidated, Housed, Programmed, Simplified, Charted, Coordinated, Logged, Retrieved, Sought
Technical/Data/Financial	Allocated, Balanced, Distributed, Formatted, Programmed, Analyzed, Budgeted, Dispatched, Interpreted, Rolled Out, Applied, Calculated, Engineered, Merged, Simulated, Assessed, Devised, Enhanced, Processed, Verified