

Dickinson College

Alumni Career Services

2014

**Alumni Resume and
Reference Guide**

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Alumni Resume and Reference Guide

Table of Contents

Purpose of a Resume	3
Components of a Resume	3
Sample Resume Layout	4
Contact Information Section	5
Summary Statement Section	5
Objective	6
Professional Experience Section	7
Education Section	9
Additional Training, Certification, Licenses, Professional Associations .	9
Resume Samples	10
Resume Design	10
Descriptive Verb List	11
References	13
Sample Reference Sheet	14

To have your resume reviewed or to speak with a counselor as you are developing your resume, contact the Career Center to schedule a phone appointment by emailing career@dickinson.edu or calling 717-245-1740.

PURPOSE OF A RESUME

The purpose of a resume is to create a positive image, which may lead to an interview, and ultimately, a job. A resume is a marketing document, an introduction; it is not a life history. A resume relates facts about your present and past career history but should be a future-oriented document. The skills and abilities you want to use in the future should be highlighted, while things you are great at, but do not want to do in the future, should not. Resumes should accurately represent your abilities and should be targeted to the position you are interested in. Before you write your resume, do some research to learn the language as well as the desired skills and abilities of the target position. A resume demonstrates communication skills, something all employers want in an employee. Take the time to do it well.

Resumes for federal government positions typically require much more information and should be developed differently. Consult the usajobs.gov website for more information.

COMPONENTS OF A RESUME

A resume should include contact information, a summary statement, professional experience/work history, formal education, additional training, licenses, certifications, and professional affiliations. Other relevant information such as language skills can also be included. Extensive publications, patents or speaking engagements can be included as an addendum. A resume should not include information on your health, marital status, family, ethnicity, or salary history or requirements. And, in general, information about your politics, religion, outside activities and hobbies should be excluded. One exception is if you are applying for a political or religious job or your hobby relates directly to the position. For example, an accountant who prepares financial statements for a scouting organization or a bicyclist applying to a sporting goods company could include this information. Similarly, you may include volunteer activities when applying to organizations that, because of their mission, would value the outside activity, such as non-profits. Or, if you are in a field like marketing that values outside activities because of the creativity they enhance, you should include them on your resume.

SAMPLE RESUME LAYOUT

Mary C. Jones	
14 Evergreen St. Anytown, KY 89365	784-229-0018 mcjones@qpq.org
Summary	
This section is 2 – 5 sentence fragments that may also include bullet points. It highlights skills, knowledge and experience. It is “you in a nutshell,” and should include job-relevant keywords. The statement should answer the employer’s question: Why are you the best person to hire?	
Professional Experience	
Place of employment , City, State Position title Responsibility Statement	Dates of employment
• Accomplishment statement or job detail • Accomplishment statement or job detail • Accomplishment statement or job detail	
Previous place of employment , City, State Position title Responsibility Statement	Dates of employment
• Accomplishment statement or job detail • Accomplishment statement or job detail • Accomplishment statement or job detail	
Education	
Degree , major Institution, City, State	Graduation year optional
Certifications	
Certification name Granting organization, if appropriate	Date optional
Other skills	
Fluent in (language)	

CONTACT INFORMATION SECTION

Contact information should include your name, mailing address, phone number and email address. The phone number can be a cell phone if it is being use for the job search. Use only one phone number. The email address should include your name so that others will recognize it as a person and not spam. Thus, jrsmith@xpq.org and not lovesbaseball@xpq.org.

SUMMARY STATEMENT SECTION

A summary statement is just that, a summary of your skills, knowledge and experience. The summary, sometimes called a profile, is most easily written after the rest of the resume has been constructed, because it should truly be a summary. This section serves as a marketing statement designed to highlight why a company should hire YOU. It is you in a nutshell and may be the only section the employer reads before putting the resume in either the reject or keep-for-further-consideration pile. A summary statement should include your position or job title, areas of expertise, skills, and other professional qualifications. It is presented as 2 – 5 phrases and may include bullet points.

Before writing the summary, do some research and learn what people hiring for the targeted position are looking for. It is important to identify these specific skills or keywords that describe the position you are interested in, and if you have them, use them in the summary as well as the entire resume. Research this by looking at job postings or thinking about how you would define the job if you were hiring for it. Remember that this is a future-oriented document. So, highlight the skills that you want to use in the future rather than the things that you are good at but do not wish to do in your next job.

Recognize that resumes received online are scanned and stored electronically, and it is common for resumes to be screened electronically as well. One expert maintains that over 80% of resumes are searched for keywords. It works like this. A list of keywords that define the job is selected. These can be job titles like sales manager; descriptive phrases like project management; general business terms like general ledger; soft skills terms like decision making; names of well-known companies or institutions; names of universities or certifications. Automated systems select the resumes that match the most, or the most important keywords, for further screening. A fantastic candidate with a resume that doesn't include the appropriate keywords may not advance in the online selection process. Thus it is important to research and include applicable keywords in a resume.

For more information on keywords in resumes, go to http://www.quintcareers.com/resume_keywords.html and read the article by Katharine Hansen entitled “Tapping the Power of Keywords to Enhance Your Resume’s Effectiveness”.

SAMPLE SUMMARY STATEMENTS

The keywords are bolded.

Clinical research associate with extensive knowledge of **clinical trial operations** and **web-based data collection systems**. Sound familiarity with **medical terminology, FDA, ICH and GCP regulations**. Strong ability to work and communicate with medical professionals. Extremely ambitious, with **excellent interpersonal and communications skills**. **Organized and detail-oriented**.

Senior manager with strong background in **supply chain, customer service, and marketing operations**. Experience in a variety of industries including **power, finance and insurance**. Strong **analytical, organizational and operational skills**, with proven success in:

- **Setting and accomplishing goals** in a rapidly changing environment
 - **Improving operating efficiencies, quality and costs**
 - **Developing effective organizations** with employees of widely disparate skills and capabilities.
-

Business management career highlighted by consistent and measurable achievements in

- | | |
|--|--|
| • Revenue and profit growth | • Operating cost reduction |
| • Market and customer expansion | • Productivity and efficiency improvement |
| • Business continuity | • Risk management and preparation |
-

Successful in demanding positions requiring **technological, financial, analytical and operational skills** combined with **leadership, strategic direction, team building, integrity, and commitment**.

OBJECTIVE

In almost all cases, a resume should contain a summary statement rather than an objective. Summary statements focus on what you bring to the job while objectives focus on what you want from the job. Employers want to know what you can do for them, not what they can do for you. There are some circumstances where an objective can be included in place of or in addition to a summary statement. An objective might be used by

- someone with little work experience who has general skills that could be used in a variety of jobs. Objective: to obtain an entry-level business analyst position utilizing

my education in international business and management. Or, objective: to obtain a position in the non-profit sector in fund-raising, advocacy or education.

- someone who is targeting a narrow field. Objective: to obtain a C++ programming job in a pharmaceutical company.
- someone whose career goal is not obvious because the recent work experience doesn't point at the desired job.

When used, an objective should be specific. A general statement such as "Objective: To use my skills in a progressive company where I can contribute to the bottom line" adds no value to a resume.

PROFESSIONAL EXPERIENCE SECTION

Professional Experience, or Work Experience, is typically listed in reverse chronological order. For each job the company name, location and dates of employment are listed. Each entry is followed by the position title and one to two sentences explaining responsibility. Use the past tense if you are no longer at that job. For example

Work Experience

XYZ Services, Inc., Riverside, NJ **2008 - present**
Clinical Research Associate I
Manage and execute the day-to-day activities of drug and disease registries and observational studies.

Professional Experience

Commemorative Coin Inc., Smalltown, PA **2006 – 2009**
Consumer Group Customer Service Manager
Managed customer services, including budgeting, supporting \$750 million annual sales. Staff of twenty-three performed database maintenance, pricing administration, order entry, vendor management and EDI expansion.

Professional Experience

Superior Foods, Inc., Norwalk, CT **2005 - 2010**
Group Director, Corporate Communications
Managed global external communications including investor relations, media relations, international public affairs, crisis communications and divisional web site.

The detail of the work history is listed after responsibility. This can include additional information about what you did. For example,

- reviewed and revised contracts and informed consent documents to meet FDA and

ICH regulations

- developed automated sales tools and databases that propelled the sales force through its three-fold expansion
- designed and wrote benchmark workbooks, request for proposals (RFPs) and evaluation models

Whenever possible the points made should be in the form of accomplishment statements, which include results. Accomplishment statements demonstrate the value you will bring to a new employer. By providing specific examples of problems you solved and challenges you faced you will set yourself apart from other job seekers. The statements consist of an action and a result, quantified whenever possible. Here are some examples.

- Negotiated pricing that saved \$500K annually.
- Instituted same-day pricing quotations that improved order approval time by 36%.
- Implemented laboratory information exchanges for over 60 locations resulting in improved quality consistency on a global basis.
- Developed merchandising strategy resulting in better shelf and floor positions.
- Established product marketing programs that increased revenues by 50% in one year.

These accomplishment statements can be used in an interview as well as on a resume. You develop accomplishment statements by using the PAR (also called CAR or SAR) format. P stands for performance objective or problem, (or challenge or situation), A is for action, or what you did, and R is for Result. Think back over your career, look at performance reviews, project plans or awards. Talk with people you worked with. Develop a master list of as many examples as possible. Select the most relevant to include on your resume. Ask yourself, did I

- increase sales or customer satisfaction
- reduce costs or waste, or make a process more efficient
- invent something
- solve a problem
- increase personal or team productivity
- improve morale

Present these statements on a resume in bullet-point format beginning with a strong verb describing what you did. A list of descriptive verbs is included at the end of the Guide. Then, for each statement telling how you accomplished the goal, include a result that tells how well you did it. This can be presented quantitatively, as in dollars, staffing figures or orders for product. Or it can be presented qualitatively; for example you might note that a product or process to which you contributed was the first of its kind or that it was adopted by the entire corporation.

Include accomplishment statements and detail for each job, with more points on the most recent job. However, if the most recent job does not reflect your future goal, minimize the accomplishments and detail here and include more for other positions. As a general rule,

include detail only for the last 10 – 12 years, and summarize or list only job title and company before that time. However, if you have older experience that is relevant in your present job search, that can be included. For a comprehensive article on accomplishment statements, go to William S. Frank’s article entitled “Showcase Your ‘Homerun’ Accomplishments” at www.careerlab.com/art_homeruns.htm.

EDUCATION SECTION

The next section is Education, with the most recent formal education listed first. Include the degree, major, institution, city and state. The graduation date is optional and whether to include it is an individual decision. Recent graduates should include the date. More experienced people may or may not include the date. While it is illegal, there may be age discrimination if the employer assumes that an older candidate will be too expensive (compensation), behind in technology, or unwilling or unable to adapt to a new position. However, anyone targeting a senior position should include the graduation date, as the career length will be a positive factor.

Mentioning GPA and academic honors is typically done only by recent graduates and for those in higher education or health care. People targeting positions in higher education or health care should list academic credentials directly after the contact information. Recent graduates with little work experience can also list academic credentials directly after the contact information. Here is the format.

Bachelor of Arts, English, Dickinson College, Carlisle, Pennsylvania

ADDITIONAL TRAINING, CERTIFICATIONS OR LICENSES, AND PROFESSIONAL AFFILIATIONS

These are listed last. Here are some examples of additional training courses.

- American Management Association - Planning, Organization and Control; Penn State University - Leading Teams Program; Professional Selling Skills.

Here are some examples of certifications and licenses.

- Certified Safety Professional; Licensed Social Worker - Commonwealth of Pennsylvania; Six Sigma Green Belt Certified.

Here are some examples of professional associations.

- American Society of Safety Engineers, Society for Human Resource Management, Pennsylvania Restaurant Association.

When you have finished writing your resume, check that the generalizations in your summary can be supported by specific examples in your accomplishment statements.

RESUME SAMPLES

Libraries and bookstores have numerous books with samples of resumes, often by field. A good quick resume guide with examples is *Same Day Resume* by Louise M. Kursmark. Resume samples are also available on the internet. Research general or specific examples by using a good search engine such as Google or Yahoo! Search. The Susan Ireland Resumes web site offers over 50 good samples at <http://susanireland.com/resumeindex.htm>. When reviewing these samples, keep in mind that an objective is best used only in specific instances (see previous discussion).

RESUME DESIGN

Tips to make your resume easier to read or scan.

- If sending a hard copy, use white or off-white, good-quality paper.
- Margins on all sides should be .7" or more. Resist the urge to crowd the margins to include more information.
- Use one font throughout, Courier or Times New Roman, in 11 or 12-point font. Your name should be one font size larger.
- You may wish to use some formatting features to make the resume easier to read, for example you might
 - Bold your name and the section headers, company names, position titles, overall dates worked, academic degrees, licenses, certifications, and course names of additional training completed.
 - Center and capitalize, as well as bold, the section headers.
- Restrict the resume to one to two pages. Put your name and page two at the top of the second page. A third, addendum, page can be added for things such as numerous patents, publications or speaking engagements.
- List dates of employment as whole years, unless it makes more sense to use months and years. Do not leave large unexplained gaps in employment.
- Use the present tense for the summary and current position, past tense for past jobs.
- Do not use personal pronouns.
- Use sentence fragments, rather than complete sentences. This is the accepted style.
- Make a plain-text (.txt) version of your document to use on the Internet. On this version everything should be left justified and only upper and lower case text should be used – no bullets, bold, italics or underlining. When sending your resume to people directly, use the visually interesting Word or pdf version. If in doubt, send the plain-text version.
- Proofread your document. Check the spelling and grammar. Have someone else check it for things you may have missed as well as for content and flow.

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DESCRIPTIVE VERBS

Abstracted Accomplished Accounted for Achieved Acted Acquired
Adapted Addressed Administered Advanced Advertised Advised
Advocated Affected Aided Allocated Analyzed Answered Anticipated
Applied Appointed Appraised Approached Approved Arranged
Ascertained Assembled Assessed Assigned Assisted Assured Attained
Audited Augmented Authorized Automated Awarded

Balanced Bolstered Briefed Brought Budgeted Built

Calculated Cared Catalogued Chaired Charged Checked Clarified
Classified Closed Coached Collaborated Collected Comforted
Communicated Compared Compiled Completed Composed Computed
Conceived Conceptualized Conciliated Condensed Conducted Conferred
Constructed Consulted Contracted Contributed Controlled Converted
Convinced Cooperated Coordinated Corrected Correlated Corresponded
Counseled Created Critiqued Cultivated

Debated Decided Decreased Defined Delegated Demonstrated Designed
Detailed Detected Determined Developed Devised Diagnosed
Differentiated Directed Discovered Dispatched Dispensed Displayed
Dissected Disseminated Distributed Diverted Documented Drafted

Earned Edited Educated Eliminated Empathized Employed Enabled
Enacted Enforced Enhanced Enlarged Enlightened Enlisted Ensured
Established Evaluated Equated Examined Exceeded Excelled Exchanged
Executed Expanded Expedited Experimented Explained Explored
Expressed Extracted

Facilitated Familiarized Filed Financed Formed Formulated Fostered
Founded

Gained Gathered Generated Governed Grouped Guided

Handled Headed Helped Hired

Identified Illustrated Imagined Implemented Improved Improvised
Inaugurated Incorporated Increased Indexed Indicated Influenced Informed
Initiated Innovated Inspected Installed Instituted Instructed Integrated
Interpreted Interviewed Introduced Invented Investigated

Judged

Launched Learned Lectured Led Leveraged Listened Located

Logged

Maintained Managed Manipulated Marketed Mastered Maximized
Mediated Mentored Merchandised Minimized Moderated Modified
Monitored Motivated

Narrated Negotiated Notified

Observed Obtained Offered Opened Operated Ordered Organized
Originated Overcame Oversaw

Packaged Packed Participated Perceived Perfected Performed Persuaded
Pinpointed Pioneered Planned Practiced Predicted Prepared Presented
Presided Prioritized Problem-solved Processed Produced Programmed

Projected Promoted Proposed Protected Proved Provided Publicized
Purchased

Queried Questioned

Rationalized Reasoned Received Recommended Reconciled Recorded
Recruited Rectified Re-designed Reduced Referred Refined Regulated
Reinforced Related Renewed Reorganized Repaired Reported
Repositioned Represented Researched Reshaped Responded Restructured
Resolved Retained Revamped Reviewed Revised Revitalized Revived

Scanned Scheduled Searched Secured Selected Served Set Shaped
Simulated Sold Solicited Solved Sorted Specialized Sponsored
Standardized Stimulated Strengthened Stressed Structured Studied
Substantiated Summarized Supervised Supported Surpassed Surveyed
Synthesized Systematized

Tabulated Taught Theorized Tested Trained Transformed Transcribed
Transferred Translated Treated Trimmed Tutored

Unified United Upgraded Used Utilized

Validated Verified Visualized

Won Worked Wrote

REFERENCES

Whom should I use as a reference?

- Select three to five people you trust to give you a positive, glowing reference. These should be work-related professional references rather than personal references. Consider how well the individual speaks as well as what he or she will say about you.
- Select a variety of people who have worked closely with you: managers or supervisors, peers, direct reports, former co-workers, vendors or suppliers.

What will they be asked?

- They will be asked to discuss your professional qualifications and work ethic.

How to manage your references.

- Make sure to ask if they are willing to serve as a reference. Have a conversation that assures you that your reference will say positive things about you. Most people who are asked will say yes, even if they are hesitant. If someone cites company policy as a reason to say no, they do NOT want to be a reference.

How to coach your references.

- Provide your references with your resume. If you are pursuing a specific opportunity and feel they may be called, let them know, and give them information about the job. Talk to them about what qualifications to focus on if they are called so they can do their best job for you. Ask that they give you feedback if called.

When to supply potential employers with your reference sheet.

- Provide your references only when you are asked for them, usually during the interview.

How to format the reference sheet.

- The heading should match your resume heading and the word References should be centered.
- For the hard copy, use the same paper for your resume, cover letter and reference sheet.
- In addition to the contact information, include a relationship for each reference. For example, former manager, or vendor.
- If possible, add a brief statement further explaining your working relationship with the reference. (See sample reference sheet.)

How to follow up.

- Be sure to inform and thank your references when you land your job. It is polite and a good business practice. Your references are part of your professional network.

Sample Reference Sheet

Jane L. Smith

27 Strawbridge Ave.
Department City, PA 17449

215-555-1212
SmithJL@internet.com

References

Mary K. Brown
Senior Vice President and Human Resources
Manager
Steelton Bank
42 Commerce Street
Union City, PA 17034
(717) 243-7928
Brown@commbank.com
Relationship: former manager

Mary was my direct manager from 2003 – 2005. She is very familiar with my project management skills, ability to work as a remote team member, and my communication, organizational and relationship building skills.

Jean R. Jones
Vice President, Cash Management Sales
Steelton Bank
42 Commerce Street
Union City, PA 17934
(717) 243-2784
jones@commbank.com
Team member, Treasury Consulting Sales

Jean was manager of the Treasury Consulting group during the time when I had a variety of roles, including the marketing, sales, production and delivery of treasury studies.

James L. Smith
Director, Cash Management
Delaware Vending Company
110 S. River Road
Burlington, NJ 02867
(609) 238-4829
smith@delvend.com
Former Vice President at Steelton Bank

Jim was my training liaison in the corporate “university.” We worked closely in assessing needs, designing and delivering training for the Cash Management Division.