



Resume Writing

Marketing yourself to a position

Odette School of Business

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**Odette School
of Business**
University of Windsor

ODETTE CAREER SERVICES OFFERS A VARIETY OF RESOURCES TO HELP YOU LAUNCH YOUR CAREER:
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INTRODUCTION

A good resume is intended to secure an interview, where you will have a chance to describe in person what you can contribute to an organization. The resume is often the item most critical in determining whether or not you will obtain an interview, because it is usually the first thing an employer will see about you. In effect, your resume introduces you to a potential employer.

The resume is not your biography! Instead, it is a brief summary of your skills, knowledge, accomplishments and relevant experience. It is crucial that you ensure that your resume's form, content and appearance represent you to your best advantage.

Your resume should:

- Have visual appeal (well organized and easy to read)
- Highlight strengths and accomplishments
- Be logically displayed for a 10- to 30-second review (concise)

With technology continuing to change the way employers search for candidates, you may require several versions of your resume—a text version for computers to read and scan in addition to a version formatted for people to read.

Regardless, your resume should specifically target each type of job/position/industry you are seeking. Resumes that are general or generic result in far fewer interviews.

STEP BY STEP GUIDE

Whether you are writing your resume for the first time or revising your resume, consider following this step by step guide:

STEP 1: INVENTORY YOUR SKILLS & EXPERIENCES

The first step in preparing your resume is to gather information about yourself. Since a resume is meant to showcase what you have to contribute, you will want to spend some time reflecting on your skills and experiences. Take some time to think about where you have been and where you would like to go. Be sure to think about the skills that you can transfer to and develop in a workplace. Consider the following:


- What educational opportunities and experiences have you had?
- What skills have you developed from your previous work/volunteer experiences, summer jobs, internships, academic/research projects, campus and extracurricular activities?
- What were your job responsibilities/duties?
- What was/were your major accomplishment(s)?
- Did you supervise or train others? If so, elaborate.
- What types of decisions did you make?
- Did you work as a part of a team or independently?
- Can the results of your work be measured?
- Did you produce any written documents or reports? If so, elaborate.
- Did you assume a leadership role?
- How did you make a difference in the position?

STEP 2: MATCHING YOUR EXPERIENCE & SKILLS WITH AN EMPLOYER

Once you have compiled your skills and experiences, you can tailor your resume to the industry of interest. Think of an employer's needs and link your skills to those needs. Consider the type of position you are seeking. Review job descriptions, job postings and employer websites.

Evaluate your skills and experiences to determine what details would best match your skills to an employer's requirements. You may vary your content according to different employers and positions.

In developing your resume, consider charting employer needs and qualifications on one side and your qualifications on the other side. See below for an example



Budget experience
Accounting coursework
Computer literacy
Community service

Treasurer, Accounting Club
Accounting major
Specific software, courses
Volunteer for Special Olympics

STEP 3: CHOOSE A FORMAT

There are three main resume formats, each emphasizing different strengths. The format you select for your resume should highlight not only your accomplishments and proven abilities, but also demonstrate your individuality and personal career objectives.

Chronological – Work history and experiences

In this type of resume, employment experiences are organized chronologically with the most recent information first. Job titles and organizations are emphasized and accomplishments and responsibilities are described in detail. It is best suited for those individuals whose career goals are clear and whose job objectives are aligned with their work history.

- Effective for those with internships and co-operative experiences
- Highlights past employers, positions held and impressive job titles
- Emphasizes promotions and increased responsibility

Functional – Skills developed

The functional resume highlights skills over work history, which makes it ideal for most people entering a new field. This format focuses more on skills and places less emphasis on prior employment experience or job progression. Skills and qualifications are clustered under sub-headings or skill sets such as Project Management, Supervision, Technical Skills, Team Leadership, Communication Skills, etc. Skills can be drawn from education, work experience, and other experiences and interests. The key to crafting a strong functional resume is to make sure the skill clusters you highlight are those sought by the employers in your intended field. They typically focus on three to four relevant skills sets, followed by a simple listing of work history.

The functional format is especially effective for individuals who are newly entering the job market or changing to a new career field and those with limited work experience.

- Emphasizes skills gained in non-paid experiences (volunteer, extracurricular)
- Able to draw on classroom experiences
- Effective if you are entering a field in which you have no directly related experience

Combination – Experience and skills

The combination resume combines the best elements of the chronological and functional formats. This approach stresses one's skills and accomplishments, yet briefly lists responsibilities and achievements from the chronological work history. Both the job changer and the career changer can use this format to present capabilities and transferable skills combined with work experience.

- Combines the functional and chronological formats to your advantage
- Prospective employers sees both history and related skills
- Emphasizes important, relevant or unique skills gained in paid or non-paid environments

Chronological Functional Combination

Pros

- Emphasizes experience, continuity and career growth
- Showcases strong employers and positions held
- Sets the stage for the next logical growth move in your career
- Good for showing skills not apparent in job descriptions
- Can emphasize areas of expertise not necessarily represented in your employment history
- Makes the best use of disjointed employment experiences; good for beginning or changing career directions
- Highlights relevant skills and accomplishments
- Makes a strong case for a specific type of job; may be customized with a different focus for each of several situations
- Most detailed and comprehensive format

Cons

- Exposes negatives such as gaps in employment, age, frequent job changes, under-employment, breaks in employment, lack of related experience, lack of career progression
- Highlights most recent employment rather than skills
- Highlights inconsistencies in levels and types of employment; reveals insignificant positions
- Unclear as to which skills relate to which jobs; fails to provide support, with specific sources, for the expertise presented
- Represents no clear career path if generic transferable skills sets are selected
- May lack the support of previous employment
- Can omit things that may have been valued by the reader. Can be confusing if not well written; you can misjudge what the emphasis should be
- More complex and difficult to prepare
- Could lose focus if overly lengthy

- Effective if your recent work is not directly related to the position being applied for

STEP 4: WHAT TO INCLUDE IN A RESUME

What you choose to include in your resume will paint a picture of you. Your resume will often lead interviewers' questions, so make sure that you can talk about, expand on and clearly articulate everything on your resume.

In general, there are a range of sections most resumes will address in one form or another, but the order and the format may change from one resume to the next. As your resume is a personal document and a snapshot of you, include only those categories that relate to your specific background and current job target. This will help to most effectively present your skills and abilities.

Contact Information

This section is located at the top of the resume and includes essential contact information: your name, present and/or permanent addresses, phone numbers and e-mail address. If you are currently in university, list both your address while at school (upper left) and permanent address (upper right) for the employer's convenience. This section may also include a fax number or a website address.

This section should include:

Your First and Last Name (use the name you wish to be called)

Address

City/Town, Province, Postal Code

(Area Code) Telephone Number

E-mail Address

A frustrating experience for employers is to find a candidate they wish to interview, only to find that his or her contact information is outdated! If you submit a resume, and your address, telephone number or e-mail subsequently changes, submit a new resume and request that the old one be removed to prevent confusion. Also, ensure that your e-mail address and answering machine message are professional – studmuffin@email.ca may not leave an employer with a great impression. Be sure to professionalize your message on your answering machine during active job searches.

Objective

The objective statement is optional. One option is to omit this section from your resume and relay this information through the cover letter. If you are targeting your resume to a specific position or type of employment, you may choose to include a well-defined objective statement.

The objective should be brief and specific to the job title or area of employment. However, if the statement is too specific, it could eliminate you from consideration for other jobs in which you have an interest. In general, your objective should be broad enough to cover any suitable employment, yet be specific enough to give an element of sound career direction to your resume.

Statements concerning your objectives should be continually reinforced and supported through the other parts or elements of your resume. The objective should avoid terms such as: "challenging position," "opportunities for advancement," and "a chance to..." These statements are vague and focus on your needs rather than the employer's needs. Avoid self-centered objectives and personal pronouns (I, my). Your objective should focus on what you have to offer the employer and not what

Possible Resume Headings

- Career Objective
- Goals
- Professional Objective
- Professional Experience
- Education
- Education & Training
- Professional Training
- Professional Education
- Employment History
- Work Experience
- Experience
- Professional Background
- Relevant Experience
- Additional Experience
- Volunteer Experiences
- Professional Qualifications
- Qualifications
- Summary of Qualifications
- Key Competencies
- Profile
- Personal Profile
- Skills
- Additional Skills
- Computer Skills
- Computer Related Skills
- Language Skills
- Professional Skills
- Relevant Skills
- Special Skills
- Career-Related Skills
- Computer Applications
- Community Involvement
- Community Service
- Professional Activities
- Extracurricular Activities
- Volunteer Activities
- Activities
- Related Activities
- University/Campus Activities
- Activities & Interests
- Interests
- Special Interest
- Conferences Attended
- Conferences/Conventions
- Memberships
- Club Memberships
- Associations
- Affiliations
- Professional Development
- Additional Training
- Academic Training
- Workshops/Seminars
- Achievements
- Personal Achievements
- Certifications
- Scholarships & Awards
- Honours & Awards
- Languages
- Leadership
- Research
- Publications/Papers Presented
- Presentations
- References



you want the employer to offer you. The objective should not be more than two lines in length.

Sample Career Objectives

An administrative position in a community-based organization that would benefit from skills in fundraising, public relations, and management

Marketing research position in consumer products with major emphasis in the areas of market surveys or trend analysis

Seeking an entry-level position in the field of human resource management

To obtain a position in the management of computer information systems; specific areas of interest include data structures analysis and system design

Employment as a writer or editorial assistant with a newspaper, magazine, or public relations firm

To gain a summer position as a camp leader or playground supervisor

Seeking an internship opportunity with a community-based agency with specific interests in community outreach and event management

Profile of Skills

This section is optional and reflects your general transferable skills that you can take with you to any position or the specific position for which you are applying. It provides a concise overview of your qualifications as they relate to your job objective or career goals. Here is where you want the employer to recognize and become interested in the competitive advantage you bring to the position. Therefore, state the value you are offering. Draw upon your work experience, volunteer and/or extracurricular activities in terms of duration, scope, accomplishments, etc. If you lack relevant experience, emphasize those skills you have developed in terms of interpersonal, organization, supervisory, etc. Here are some examples:

Example:

Profile of Skills

- Possess over two years experience organizing fundraising events
- Marketed programs through public service announcements, advertisements and educational newsletters
- Knowledge in program evaluation and providing recommendations for improvement
- Obtained extensive training in marketing and promotions
- Enthusiastic and highly motivated individual with the ability to work in a team environment

1st Statement: Summarizes the experience you have related to your job objective. (e.g. One year experience in graphic design)

2nd Statement: Describes your working knowledge of the various components or aspects of the position. (e.g. budgeting, report writing, program planning, etc.)

3rd Statement: Outlines the various skills you possess to do the work effectively. (e.g. problem-solving, communication, time-management, etc.)


4th Statement: May refer to any academic background you have that complements your practical experience. (e.g. machine design, resource assessment, marketing, etc.)

5th Statement: Lists your personal characteristics and attitudes as required on the job. (e.g. reliable, able to work under pressure, creative, etc.)

Education

Education is the next logical section of your resume, especially if it is more relevant than your experiential background. The education section is of particular importance to students with limited work experience or to those relying on their degrees to make a career change. Present your education in reverse chronological order, beginning with your most recent entry and ending with the most dated. Include the name of the institution, location (city, province), area of concentration (major, minor) and thesis or dissertation title (if applicable) and years attended.

Consider removing your high school background from your resume by the beginning of your third year of post-secondary education. At some point, you have to concentrate on selling your postsecondary education and the activities you have experienced during that time, as this is where an employer will focus. However, if you are from the community to which you are applying it may be advantageous to list your high school education.





You may also choose to add relevant coursework under the education section if it is highly specific/technical in nature or if it better reflects preparation for the job. Many employers prefer that you do not list courses unless they are directly related to the work you will be doing.

After you have listed your schooling in reverse chronological order, you may also want to consider listing other educational training including certification, workshops taken, special training, licensure, independent course work, study abroad experiences, etc. under the subheading “Certification/Training.”

Once you have completed your degree or diploma, include it in this section. Always provide the graduation or anticipated graduation date. It is not recommended to list the title of the degree until it is obtained.

If you wish to highlight scholastic achievement including awards, scholarships, dean’s list, grade point average, etc. consider:

- If you have fewer than three awards include them in this section.
- It is not recommended to include an average lower than 70%. Even though a mark in the 60s may be an accomplishment, it is wise to consider that many readers may interpret marks in the 60s negatively. Present your academic achievements in the most positive light that you can.

Example:
EDUCATION

Odette School of Business, University of Windsor, Windsor, ON 20XX – Present

- Specialization: Accounting
- Expected date of completion: April, 20XX

Bachelor of Commerce (Honours), Odette School of Business, University of Windsor, Windsor, ON 20XX

- Specialization: Finance
- GPA: 76%

Skills (Functional & Combination Resumes)

This section may go by many names— Qualifications, Summary of Skills, etc. This is the one section of your resume that immediately draws attention and makes it stand out from the crowd. It is developed using the information you gathered during Steps 1 and 2, and indicates the relevant skills you can offer the employer. This section can be very helpful in summarizing the skills found throughout your resume that prospective employers will look for in an applicant.

In this section, highlight skills you have acquired and how well you do things. Choose only those capabilities important to the job for which you are applying, but make sure you can back up these personal statements with facts, figures or specific instances in which you have demonstrated the skill. Remember to include transferable skills that you have obtained through work/volunteer experiences, summer jobs, internships, academic/research projects, campus and/or extracurricular activities.

Create skill headings that describe your experience and present your background effectively.

Ideally, you should have three to five bulleted points. Start each bulleted point with an action verb/word (see Action Word Chart at back of guide). Regroup if longer than seven points or create another sub-heading. Skills are clustered under sub-headings or skill sets, for example:

Examples of Skill Sets/ Sub Headings
<ul style="list-style-type: none">• Administrative Skills• Business• Casework Skills• Clerical Skills• Communication Skills• Computer Skills• Critical Thinking• Design and Planning Skills• Helping Skills• Information Management• Instruction• Interpersonal Skills• Management• Marketing• Program Planning• Project Management• Organization• Research and Investigation• Supervision• Teaching Skills• Technical Skills• Team Leadership• Writing

SUMMARY OF SKILLS

Communication/Interpersonal

- Facilitated weekly presentations for up to 40 students on campus
- Enhanced teamwork skills through numerous academic projects
- Prepared written case studies utilizing graphics, charts and statistics ranging from 5 to 40 pages in length
- Ensured customer satisfaction over a four-year period, providing courteous and timely service

Experience

Depending upon the format you choose for your resume, the content of this section will vary. If you choose a chronological resume format, there are five points that need to be listed: position title, name of employer, location of company (city and province), dates of employment, and a brief description of responsibilities, accomplishments and qualifications. If you choose a functional resume format, exclude the responsibilities and accomplishments, for example:

EXPERIENCE (functional format)

Peer Counsellor

20XX

Assumption College High School, Windsor, ON

Present your responsibilities, accomplishments and qualifications in a bulleted list under each experience. Begin each bullet with action verbs (see Action Word Chart located at back of guide)—usually in past tense, although some people prefer present tense to describe currently held positions. Concentrate on accomplishments, strengths and related skills. Do not only think about what you have done, but what skills you have acquired. One of the biggest mistakes people make when writing this section is that they merely write a list of job descriptions or duties for each position, whether or not these duties are related to the work to which they are applying.

If your experience has not been relevant to the field of your desired employment, emphasize those duties or responsibilities that demonstrate the following: leadership, initiative, teamwork, adherence to deadlines, creativity, special knowledge or specific skills (e.g. budget management, public relations, technical, computer, writing/research and problem-solving). Facts and figures are always more convincing than vague descriptions and/or apparently meaningless words of self-praise.

Instead of merely saying that you are creative, list some of the new ideas you came up with and tell what impact they had.

How you organize the five components of the experience section can vary. If, for example, you feel your job title has more impact on the reader than the employer's name, you may want to list it first so it has a greater effect. On the other hand, if your title is not very appealing, but the employer's name has relevance, then list it first. Both will work, but whatever you do, be consistent. Do not alternate between these formats on one resume. Remember to target your reader.

Combine entries where appropriate. If, for example, you have worked for the same company for the past two summers, you can bring them together as one entry. This will save some space and emphasize growth within the positions you have held.

EXPERIENCE (combination or chronological format)

Title impacts more...

Marketing Intern


July 20XX – Present

Communications Department, Royal Bank of Canada, Toronto, ON

- Designed and lead highly successful client brainstorming groups
- Assessed and reported on client satisfaction and evaluated available services
- Participating in the Evaluation Committee of Community Service Council

TIPS

- You can draw from a variety of areas: permanent, part-time, summer, contract, internships or volunteer placements, military experiences and academic research projects where you have demonstrated relevant skills
- Stress activities that demonstrate the knowledge useful in your chosen field
- To highlight your most relevant jobs, you may divide experience into two categories: "Related Experience" and "Additional Experience"
- "Work Experience" or "Employment" headings imply paid experience and the heading "Relevant Experience" implies both paid and unpaid positions
- Both paid and unpaid experiences should be described and formatted in the same way
- Not all experience is relevant for each position; target your resume to the employer's needs
- Avoid gaps in experience
- If the company name has more impact for the reader than the position title, list the company name first
- Go back in your employment history no more than five years (with the exception of post-graduates, alumni and experienced individuals); anything further loses its relevance
- Avoid the personal pronouns "I," "my" or "we" and use bulleted phrases rather than sentences, beginning each accomplishment with an action verb (see Action Word Chart)



Company name impacts more...

Department of Social Services, Windsor, ON

July 20XX – Present

Summer Student

- Assisted in program review and evaluation of programs focusing education
- Implemented intervention projects in cooperation with family and mental health counselling
- Prepared and analyzed statistical reports looking for patterns and trends of education needs
- Presented charts and graphs to reflect appropriate statistics as part of a monthly narrative report.

Worked for same company, holding different positions...

Department of Highways and Transportation, Windsor, ON

Sept. 20XX – Sept. 20XX

Human Resources Intern

- Assisted with the development and implementation of performance measures and primary initiatives
- Undertook three projects related to transportation investment ventures
- Established a quality control program and operating procedures to ensure consistency and adherence to government highway standards

Extracurricular Activities Section

This section allows you to demonstrate to the employer your commitment and involvement outside of academic course work and/or formal employment. Sometimes the most valuable experience that an individual might offer have been gained from extracurricular activities. Use your extracurricular activities to emphasize skills you have acquired, such as project management, team leadership and program administration. Extracurricular activities demonstrate that you are a participating member of your community—it is important not to exclude this section, nor to underestimate its contribution to the overall look and presentation of your resume.

This section can take on several forms. One option is to use this section as a theme heading—allowing you to group ideas or common topics under one main heading. A second option is to target topics individually. By grouping ideas under one heading or theme, you provide the reader the opportunity to focus on the area they are looking for rather than on multiple separate headings that may present a choppy or busy look to your resume.

This section may be titled in a variety of ways. If you plan to group the topics, suggested headings include:

“Extracurricular Activities” or “Activities & Interests.” Subsequent sub-headings could include: “Interests,” “Activities,” “Academic Involvement,” “Volunteer Experience,” and “Community Involvement,” to name a few.

Activities: Activities on your resume will show the employer what it is you choose to spend your time on outside the classroom. Quick points about describing your activities:


- Use titles or names of positions where it is appropriate.
- Explain the nature of the organization where it is not apparent (remember that the reader may not necessarily be familiar with the organization).
- List positions that you have held in clubs and professional associations unless they are already listed in another section.
- Avoid referring to religious, political or ethnic groups by name, so as to avoid any hidden biases of an employer. If considered relevant, refer to these experiences as church/religious groups or political organizations.

Example:

ACTIVITIES & INTERESTS

- | | |
|--|----------------|
| • Member of University Alumni Association | 20XX – Present |
| • Volunteer for Habitat for Humanity | 20XX – Present |
| • Travelled extensively throughout Europe and Australia | 20XX |
| • Participate in recreational hockey, water polo, and ultimate frisbee | |
| • Enjoy playing golf | |

Community/Campus Involvement: Many business students are involved in activities or organizations that focus on helping the community surrounding and within the University campus. While you may include these activities in your “Activities” section, you may also choose to have a section specific to those experiences.



Volunteer: You may want to include volunteer experiences under its own section, depending on your level of involvement. Be sure to list your volunteer job title, organization name, city, province and dates. If these experiences demonstrate skills related to your career goals, you could include them in your Experience section or incorporate into a sub-set within your skills section.

Possible Additional Sections

These sections may stand alone or can be incorporated into other sections as sub-sections.

Honours/Awards: A resume is not a place to be overly modest. If you have been recognized for excellence or an important contribution, let an employer know; it helps distinguish you from others. Be sure the award or honour is significant and be selective in what you list. This includes anything you think is relevant and noteworthy, such as the Dean's List, President's Roll, scholarships, academic achievements, awards and leadership. This section can stand alone, or be included as a sub-section within "Education." If you have a limited number of entries to include within this area, you may wish to include the individual awards underneath the Education entry to which they are relevant.

Example:

HONOURS & AWARDS

- President's List 20XX
- Dean's List 20XX
- Chamber of Commerce Citizenship Award 20XX – 20XX

Professional Development: You may have upgraded your skills or knowledge beyond your core education in areas related to your fields of interest. This information can be presented in reverse chronological order in a section called "Professional Development." Include name of program, institution, city and province, and date completed, in addition to any details or information you want to highlight. If you wish to include additional information, such as topics covered or number of course hours, this information can be included in bulleted form under the program listing.

Professional Certifications: These have significance to the reader and are related to your intended field, you may choose to include them under their own section.

Publications: List articles or books you have written and had published. Include the name of the publisher, co-author(s) (if applicable), title, journal, date and pages of the publication, using the format appropriate to your field. Individuals who have published their theses or dissertations should include the title of their research.

Examples:

PUBLICATIONS

- Career, A. (2007). Correlations of Classroom Behaviour and Childhood Asthma, *Discipline*, Volume 3, pp. 25 – 30.
- Career, A. (2006). Effects of School Plus Programming on High School Students, *Journal of the CSA*, Volume 12, Issue 6, pp. 11 – 23.
- Dissertation: *An Evaluation of School Plus Programming by Ontario Public and Catholic School Students Who Participated in the Summer Life Skills Clinic*, 2008.

Professional Affiliations: Your participation in a professional association highlights your interest in and commitment to your field. Include any memberships or associations with which you are affiliated. If these experiences demonstrate job skills related to your career goals, you could include them in your Experience section.

Example:

PROFESSIONAL AFFILIATIONS

- Student Member of CPA Ontario 20XX – Present
- Member of Human Resource Professionals Association of Ontario 20XX – Present

References

Having a list of references who can attest to your work style, academic profile, and/or personal qualifications is important. Employers interested in hiring you will check your references. Choose your references carefully. Although the ideal reference is an employer reference, you need to decide which individual is best able to attest to your skills. Therefore, when listing your references be sure to list these individuals first. A character reference may be used if all other possibilities are not available. Do not use relatives or any person whose position could potentially cause religious or political discrimination. A minimum of three references is recommended. References should be updated regularly and tailored to the position for which you are applying.

It is important that your references know who you are as an individual and what you are capable of accomplishing. Be sure to ask your references for permission before you distribute their names and contact information during your job search. Be aware of putting references' names and contact information on the Internet, which may solicit unwanted contacts. Other questions to consider asking are: "Are you willing to be a reference?"; "What type of reference are you willing to provide?"; "This is what the job entails ... are you comfortable talking about these skills in relation to me?" If they are in agreement, make sure you have all their contact information.

Another possibility is to request a letter of recommendation or reference to be used as a tool to assist in the job search process. You can help your references by providing them with a copy of your resume, summary of the types of positions you are targeting, and ideas about specific skill sets or experiences they might discuss to best promote you as a job candidate.

A heading titled "References" must be on your resume. Two options under this heading are both acceptable: either supply names of references or indicate on your resume that they will be supplied upon request ("References Available Upon Request"; "References Upon Request"; "References and Transcripts Furnished Upon Request"; "References Furnished Upon Request").

If the position/job announcement requests references, include them with the resume. When references are not requested at the time of your initial application, employers may want them later in the hiring process once they are considering you as a candidate for the position. Typically, references will not be contacted until you are a finalist for the job. However, by submitting your references you are providing permission for the employer to contact your references. There is potential for employers to contact your references prior to arranging an Interview.

You could choose to include your references in your resume or supply them on a sheet of paper (using the same format as your resume). The reference list should include the following: full name of reference, title or position held, name of company/business, address of business, telephone number including area code and e-mail address. Be sure to identify the telephone number where the employer will be calling: business, home, cellular, etc.

Example: REFERENCES

Dr. John Doe

Professor of Finance
Odette School of Business, University of Windsor
401 Sunset Ave.
Windsor, ON N7N 3L3
(519) 253-3000 (b)
john.doe@uwindsor.ca

Mr. Sam Johnson

Executive Director
Youth Council
PO Box 222
Windsor, ON N7N 2P8
(519) 555-4567 (c)
sjohnson@email.ca

Who is a Potential Reference?

- Former employers
- Supervisors
- Professors
- Clergy
- Teachers
- Neighbours
- Coaches
- University staff members



STEP 5: FINAL PRODUCTION OF YOUR RESUME

An employer may spend only 15-20 seconds scanning your resume. Therefore, your resume should be designed for readability. Although you may have a very strong background, if your resume is not appealing, you may not be offered an interview.

The following suggestions will help you to develop a well-organized, visually attractive resume.

Content

- Target all of your professional education, skills and experiences toward a specific employment objective or career goal.
- Review your resume critically. Proofread and make sure it is error free!
- Do not rely on spell check! A word may be spelled correctly, but it may not be the word you want to use.
- Use capitalized action verbs (see Action Word Chart) to begin bulleted statements that describe skills, accomplishment and responsibilities.
- Do not use lengthy sentences and descriptions.
- Be concise with your wording. Eliminate non-essential phrases such as “responsibilities include...”.
- Do not include any negative information that may raise “red flags” for the reader.
- Consider your resume as an evolving document that needs to be updated regularly as you develop new skills and experiences.

Organization/Layout

- The first page of your resume has priority. Present the most important points first and list items specific to the position for which you are applying.
- Organize your information in an order that best supports your employment objective; relevant information that is most important should be toward the top of your resume.
- Place your name and page number in the top corner of each subsequent page.
- In Canada, the average length of a resume is two pages. However, your most compelling information needs to be on the first page as this should convince the employer to keep reading.

Format/Design


- Because we read left to right, present the more targeted reader information on the left side first (ie. job title on the left, date on the right).
- Pay attention to detail, making sure you have been consistent with format and verb tense.
- Use bullets to start off your statements.
- Use a common type font style (Arial, Times New Roman) throughout your resume; changing fonts decreases readability and clutters the text. Use a legible font size (preferably 11-point and no smaller than 10-point).
- Headings should stand out from the rest of the content. Suggestions include using all CAPITAL LETTERS, **bold**, underlined or *italics* to emphasize section headings.
- The minimum margin is ¾ inch or 1 inch all around. Overall, you want everything to be balanced on the page.
- If you are having difficulty trying to reduce the overall length of your resume, consider adjusting margins (no less than 1 inch around) or decreasing font size or white space between sections.


Presentation

- **Paper and Printing** – resume and support correspondence should always be laser printed on quality, 8 ½ x 11 paper; avoid using patterned paper, which may detract from the content or readability.
- **Avoid** “book-style” formats (does not have an immediate impact since you have to open it first) or double sided paper (both are difficult to photocopy)
- **Staple** versus paperclip to avoid losing pages
- Mail or drop off your resume lying flat in a large envelope rather than folded

Preparing Your Resume for the Electronic World

Preparing your resume to be emailed, scanned or posted on an applicant tracking system will maximize your job search opportunities, but there are significant differences to the resume that is mailed or printed off in comparison to the resume





you may be uploading or sending via the email. Each method has distinctly different formats to consider. Resumes need to be simplistic in design to ensure that they are received in the same format that they are transmitted.

Sending your Resume by Email

When putting your resume together ask yourself, “How is this resume going to be received and by whom?”. Is it an electronic copy that the employer will view from their computer, print and consider in paper copy; or, once received, will it be scanned or entered into a database to be considered electronically? If you are not sure, it is important to find out. The rules are not the same for both. Strong visual presentation and ease of reading are vital when looking at an applicant's resume.

When e-mailing your application, make the process as simple as possible. Ensure that you follow the instructions provided on the job posting. If there is no specific process listed aside from the option to email your application, heed the following steps to ensure that the reader receives the email application in the same format that you sent.

Clearly indicate in the subject heading the purpose of your email (e.g. RE: Customer Service Application, Competition # 34567).

In the body text of the e-mail, either provide a short explanation of what your email is about or copy your cover letter information into this area.

Use one of the two most common file types to save and attach your application—either a Microsoft Word or PDF file. If you have created separate MS Word or PDF documents for your cover letter and your resume, combine them to make one attachment. It can be frustrating to open separate windows to view and print both documents. When combining the cover letter and resume into one document, the first page to appear will be the cover letter followed by the resume pages.

Save your attachment as your first and last name. (e.g. John Smith Application.doc). When using MS Word, use common fonts listed previously in this document. Insert page breaks at the end of each page to resolve overlap due to hidden returns in your document. If you do not, what you created and printed off may look very different to what is opened and printed from the reader's computer. Your two-page document may end up being three or four pages with extensive spacing between your pages or section headings, depending on how the reader's own computer software reads your file.

Uploading Your Resume on the Internet

Remember all the work you did to make your resume visually presentable? Disregard this information when you are uploading your resume to an online application or if your resume is to be scanned or uploaded once received! The vast majority of online applications will convert your pasted resume into a plain text format. When emailing or mailing an application to an organization that will scan your resume into a database, send it as a plain text file. Similarly, when cutting and pasting your resume into an online application form, you should be pasting in plain text format. If you do not convert to plain text format, your resume will not maintain its original format.

Formatting (plain text resume)


This standard, common text language allows different word processing applications to read and display the same text information. The common text language is known as ASCII text (American Standard Code for Information Interchange). The benefit of ASCII plain-text documents is that the resume can be read by PC, Macintosh, UNIX Workstations or mainframe terminals. This format is commonly referred to as “plain text.”

- Use common or popular word processing applications (Microsoft Word, WordPerfect or Notepad)

Before You Post, Think...

Some online job posting services offer a service that enables job seekers to post their resumes online for employers to view. Control and confidentiality might be a concern for you, so here are some points to consider.

1. Do you want your resume to be public? Once you have posted your resume, consider it a public document and out of your control.
2. Check the confidentiality of the database or service where you are placing your resume. If you feel the least bit uncomfortable, consider another service or not posting.
3. Once your resume is listed, can it be updated at no cost?
4. Will your resume be deleted from the databank if you do not update it?
5. Think about why you are posting your resume. If you think posting it might make it easier for you to apply for jobs found online, then go ahead and do it. However, if you are thinking employers will come with job offers, you may be disappointed.

- 
- Remove all formatting (bold, italics, lines, bullets, tabs)
 - Add characters to highlight skills (Suitable ASCII characters would be dashes [–], asterisks [*] and arrows [>]) or use the following as substitutes:
 - Bullets – use asterisks [*] or plus signs [+] at the beginning of lines
 - Lines – use a series of dashes to separate sections
 - Bold text – consider capital letters or use asterisks to surround the text
 - Do not underline text
 - Text should be left justified
 - Use standard fonts and avoid decorative graphics
 - Convert the text to 10-point Courier or other fixed-width font
 - Set the page width to 4-3/4"
 - Limit line lengths to 80 characters or less
 - Save the document as a text file (.txt)

Tailoring (Using key words)

Once received, employers will conduct queries based on the requirements for which they are looking. Therefore, it is important to understand what the employer is requesting and to tailor your application to these requirements. This will increase your opportunity of being matched to the employer's selected criteria.

Employers conduct searches using specific keywords desired in an applicant. The computer identifies potential candidates based on the presence of these specific keywords. Keywords must therefore be designed to maximize "hits" and increase the chance that your resume is selected. A keyword is a specific term that can describe a desired skill, attribute or quality.

Research the industry and job you are interested in and include applicable criteria. Develop your list of keywords from the job description, company literature, trade magazines, newspapers, materials found in the career library, names of computer programs you know how to use, employer websites and online listings.

Make sure the phrases you use match the specific job responsibilities that were listed in the employment posting.

- Be specific: List software and computer skills such as MS Word, Adobe Photoshop, HTML,
- Internet, etc., rather than general statements such as "computer literate"
- Use the standard address format below your name
- Use enough keywords to define skills, experience, education, professional affiliations, etc.
- Use nouns in your keyword section and action verbs to describe your work experience
- Spell out acronyms
- Do not worry about length—use more than one page if necessary

FINALLY

Your resume is an important marketing tool that advertises the experience, education, skills and accomplishments you offer to potential employers. Keep in mind that resumes are designed to demonstrate to potential employers that an applicant would be a valuable member of their organization. Your resume should present information in a manner and sequence that best connects your background with the requirements of the position for which you are applying.

Remember, a strong, tailored resume will help to secure you an interview.

SAMPLE RESUMES – FUNCTIONAL RESUME

Anita Career

abc123@uwindsor.ca
(519) 555-0989 (c)

Temporary Address (until April 2012)

201 - 110 Penniless Road
Windsor, ON N7N 2C4
(519) 555-8879

Permanent Address

345 Career Street
Career Plan, ON M7K 0C7
(905) 555-4573

EDUCATION

Bachelor of Commerce (Honours) - Specialization in Human Resources

20XX - Present

Odette School of Business, University of Windsor, Windsor, ON University of Windsor, Windsor, ON

- GPA: 81%
- Expected date of completion: April 20XX

SUMMARY OF SKILLS

Human Resource Administration

- Assisted manager with job postings, hiring procedures, initial screening of candidates and coordinating interviews
- Coordinated twelve orientation session for part-time employees
- Completed a training program on Hiring Procedures, Union Regulations, and Labour Laws
- Designed a Human Resource project to improve employee performance standards and morale
- Performed an in-depth needs assessment project with company employees to assess current challenges within three departments

Marketing

- Maintained and developed a computerized prospective employee database
- Planned and carried out promotional activities, through establishing budgets, improving recruitment materials, and scheduling initiatives
- Implemented ideas and created proposals for organizational growth and development
- Developed and coordinated promotional content distributions (print, public service announcements, and website)

Information Management

- Ensured the appropriate use of all relevant and confidential employee information
- Collected and maintained statistics for planning and report purposes
- Functioned in a Microsoft Office environment utilizing Word, Excel, PowerPoint and Access
- Organized and administered the daily operations of the Human Resources Department providing administrative support, including front desk service, filing and report writing

EXPERIENCE

Human Resources Assistant

May 20XX – Present

Motivus Human Resources Association, Windsor, ON

Marketing Consultant (Part Time)

September 20XX – March 20XX

Market Strategies, Toronto, ON

Research Assistant

May – August 20XX

Odette School of Business, University of Windsor, Windsor, ON

Summer Student

June – August 20XX

Direct Marketing, Toronto, ON



COMMUNITY INVOLVEMENT

Volunteer Experience Public Relations Officer - Commerce Society University of Windsor, Windsor, ON	May 20XX – Present
Youth Programmer - Volunteer United Way Canada, Toronto, ON	October 20XX – Present

- Activities & Interests**
- Avid gardener, incorporating landscape design and planning
 - Active member of the Commerce Society
 - Travelling throughout North America and Europe

REFERENCES AVAILABLE UPON REQUEST



SAMPLE RESUMES – CHRONOLOGICAL RESUME

DAVID JONES

10 Stanley Street
Windsor, ON N9A 9Y9
519-999-9999 or djonez@uwindsor.ca

RELATED SKILLS

- Demonstrated academic knowledge of cost accounting, investment and management sciences
- MS Word, Excel, PowerPoint, Outlook, Teams, and internet research tools
- Fluent in French and English (both written and conversational)
- Completed training in WHMIS, CPR (recertification April 2006), and Defensive Drivers Training

EDUCATION

Bachelor of Commerce (Honours) – Business Administration

20XX – Present

University of Windsor, Windsor, ON

- Specialization: Human Resources
- Working to completed academic requirements for the CHRP designation

EMPLOYMENT EXPERIENCE

Customer Service Representative

20XX– Present

Dollarama, Windsor, ON

- Provide courteous and prompt customer service in a retail environment
- Design displays and organize store merchandise to promote sales
- Responsible for cash balancing as well as bank deposits

Finance Assistant (Co-op Placement)

May – September 20XX

Summer Municipal Office, Brantford, ON

- Administered payroll and pension plan for 45 employees
- Assisted with water and hydro billing, bank receipt reconciliation
- Developed a new filing system to better improve office efficiency

Food Preparation Technician

20XX

Taco Bell Ltd., Windsor, ON

- Ensured quality of product in a hectic work environment
- Instructed new staff in the area of Health & Safety

COMMUNITY/CAMPUS INVOLVEMENT

First Year Representative – Operations

20XX – Present

Odette Marketing Association, University of Windsor, Windsor, ON

- Develop and distribute promotional material for on-campus groups

Volunteer Coach

20XX – 20XX

Brantford Minor Hockey Association, Brantford, ON

- Coached minor hockey players in the essentials of the game

REFERENCES & TRANSCRIPT AVAILABLE UPON REQUEST

SAMPLE RESUMES –COMBINED RESUME

ANITA CAREER

abc123@uwindsor.ca
345 Career Street
Windsor, ON N7K 0C7
(519) 555-4573
(519) 555-0989 (cell)

EDUCATION

Bachelor of Commerce (Honours) – Specialization in Marketing

20XX – Present

University of Windsor, Windsor, ON

- GPA: 92%
- Expected date of completion: April 20XX

SUMMARY OF SKILLS

Interpersonal/Communication

- Collaborated with four group members and successfully completed a research project that incorporated a strong objective and ethics application
- Initiated, promoted and maintained positive rapport with clients
- Refined active listening skills through experience working with youth in a counseling environment

Research

- Established method and design, gathered and synthesized data and evaluated outcomes
- Applied knowledge of research procedures during classroom and employment experiences
- Prepared and presented research findings at *Business School Symposium 2008*
- Compiled information, wrote reports, analyzed data and created presentations using MS Office (Word, Excel, and PowerPoint)

Leadership

- Counselling and motivated first year business students to facilitate adjustment to change workshop
- Empowered participants to determine their own goals and implement behavioural objectives
- Encouraged team building, through group moderation and supportive facilitation techniques

Project Management

- Modified and delivered programs and services that responded to participant needs
- Facilitated a project, from its inception to completion, by delegating and organizing tasks, making timely decisions, and communicating to stakeholders through both verbal and written communication tools

WORK EXPERIENCE

Research Assistant - Prof. Johnson

June 20XX – Present

Odette School of Business, University of Windsor, Windsor, ON

- Undertake initial needs assessments and consultations with youth and related agencies
- Compile research findings on teenage pregnancy and assist in the preparation of an article published on the Daily News

Group Leader

September 20XX – May 20XX

Youth in Crisis, Toronto, ON

- Participated in a weekend intensive group leader training seminar
- Organized and facilitated group activities and lessons on issues including drugs, alcohol, peer pressure and self esteem
- Exercised behavioural management strategies to successfully maintain group order
- Ensured the safety and well-being of fifteen group members



ACADEMIC AWARDS

Rotary Award	20XX
<ul style="list-style-type: none">• Community involvement and academic achievement	

University of Windsor Entrance Scholarship	20XX
<ul style="list-style-type: none">• Academic achievement	

ACTIVITIES AND INTERESTS

- Participated in the University of Windsor Mentorship Program
- Captained of a Senior Women’s Volleyball League
- Enjoyed playing recreational softball and hockey

REFERENCES AND TRANSCRIPT AVAILABLE UPON REQUEST



SAMPLE RESUMES - COMBINED RESUME (GRADUATION)

George Smith

1234 Some Avenue ■ Windsor, ON ■ N0I 3B5
Phone: (519) 555 – 1234 ■ E-mail: gsmith@yahoo.ca

PROFILE

- Effective professional with proven automotive business experience
- Demonstrated results in the management of high-dollar projects in multi-faceted environments
- Proven supervision, training, development and presentation skills
- Highly motivated and energetic team player with a positive attitude

EDUCATION

ODETTE SCHOOL OF BUSINESS, UNIVERSITY OF WINDSOR, Windsor, ON

Bachelor of Commerce (Honours), Business Administration Co-op,

20XX – Present

- Specialization: Finance

PROFESSIONAL EXPERIENCE

GENERAL MOTORS

Commodity Buyer, Exterior Purchasing, Warren, MI,

20XX – Present

- Coordinate the commodity management of \$500M in external supplier turnover
- Co-lead for cross-functional commodity team responsible to create and execute commodity strategy
- Maintain full service supply base capable of meeting cost, quality and technology expectations
- Develop and implement commodity cost model used to price new business and design changes

FORD MOTOR COMPANY

Commodity Intern, Body & Exterior Purchasing, Dearborn, MI,

20XX – 20XX

- Assisted management team responsible for \$400M in external supplier turnover
- Directed and led Purchasing commodity team to ensure world class cost competitiveness and supply
- Co-developed and executed commodity strategies to ensure optimal sourcing decisions

Purchasing Strategist Intern, Ford of Canada Purchasing, Windsor, ON,

20XX – 20XX

- Developed commodity growth strategies to realize sourcing localization opportunities
- Performed supply base assessments of more than 35 manufacturing locations
- Utilized lean manufacturing techniques to implement supplier improvement actions
- Created a fiscal assessment model for evaluating relative supplier financial health

Production Control Summer Coop, Essex Aluminum Plant, Windsor, ON,

20XX

- Generated and managed master production and inventory schedules for production line
- Assisted in the supervision of dock and stores personnel to ensure timely delivery and receipt of materials
- Planned, recruited, interviewed, and trained new Intern

COMMUNITY INVOLVEMENT

Instructor

Windsor Multicultural Counsel, Windsor, ON,

20XX – Present

- Develop curriculum and deliver training to foreign trained workers on Six Sigma
- Perform evaluation and assessment of more than 35 foreign trained works
- Coach and guide participants in the job search process within Windsor-Essex County
- Plan and organize a networking event for participants and regional employers

Students Orientating Students

University of Windsor, Windsor, ON

20XX

- Planned, recruited, interviewed, and trained new volunteers to participate in the Head Start Program
- Liaised with parents, high school students and community members to promote the University of Windsor
- Developed promotional budget to ensure cost efficiency of marketing materials

Odette Commerce Society – First Year Students Representative

Odette School of Business, University of Windsor, Windsor, ON

20XX

- Recruited students to participate in student government activities
- Participated in social networking activities which enhanced fundraising initiatives

SKILLS

COMPUTER

- MS Office - Excel, Word, PowerPoint, Access, Outlook, Teams, Minitab, Peoplesoft
- GM Corporate Systems – GPS, E-Squared, MARS, MMDB, BTAB
- Ford Corporate Systems – CCAPS, CMMS, CPARS, MEARS, PCPAS, POLR, TWOS, WERS, WIPS

TRAINING

- Six Sigma - Green Belt Certified
- Ford Production System / Lean Manufacturing
- Strategic Purchasing
- Certified Recruiter

ADDITIONAL

- Project Management
- Financial Risk Assessment
- Strategic Planning
- Business Policy Development
- Conflict Resolution
- Supervisory Experience
- Performance Evaluations
- Professional Presentations

REFERENCES

AVAILABLE UPON REQUEST