

THE RESUME

What is a Resume?

The resume is a short document that is an effective means of organizing and presenting yourself to an employer in written form. A resume is a well-structured, easy-to-read presentation of your capabilities and accomplishments, designed to convince a potential employer to invite you for an interview. Translated from French, resume means a "summing up."

Why a Resume?

The resume is a written communication that clearly demonstrates your ability to produce results in an area of concern to potential employers, in a way that motivates them to meet you. The resume does more than describe. By the way it is put together, the resume actually shows the reader how you do things. At one level, the resume demonstrates how well you have mastered written communication -- a key part of almost every valuable job these days.

At another level, the resume is a personal presentation of how well you think of yourself. It is almost an axiom in career counseling that what an employer thinks of you ends up being very close to what you think of you. The resume demonstrates your self-appraisal.

At a final level, the resume, like your job campaign itself, demonstrates how you will get the job done. Your resume can be seen as a work project that you take on with yourself as the employer. How well you got the job done is available for all to see.

The resume is not the whole story. It is a directed communication to a particular audience: employers whom you have selected as meeting your qualifications. The resume is designed to communicate specifically to that audience and to no other. If you have three job targets, you will have three different resumes.

The resume is not designed to get you the position. Sorry, but that's a fact of job life. The best that your resume will do for you is to get you interviews and add some points on the scale for the consideration. Employers do not hire on the basis of a resume alone.

At the bottom line, results are all that employers want. Not reasons, not explanations, not hopes, and not excuses. Not even, for that matter, experience or education, although employers use these as predictors. RESULTS. What happened when you arrived? What was produced or what could we produce with you on our team? In a fast-moving, technologically oriented work world, yesterday's education and job may be irrelevant to the new problems that need to be faced. The resume is not your biography. It is a prospectus for the future.

RESUME FORMATS

There are really only five basic resume formats. For best results, you should start with a form or format that reflects the particular demands or requirements of your job targets and work history.

Functional

Work experience and abilities catalogued by major areas of involvement -- sometimes with dates, sometimes without. This format highlights major areas of accomplishment and strength and allows you to organize them in an order that most supports your work objectives and job targets. Basically, the functional format is chosen to highlight your basic area of ability and potential rather than your work history. In doing this, you will be able to organize and highlight information in a particular career target direction and play down possible gaps or inconsistencies in past work. If you are changing careers, entering, or re-entering the job market, this format will also allow you to easily talk about non-paying work experience and school or community activities.

RULES for the functional resume:

1. Use four or five separate paragraphs, each one headlining a particular area of expertise or involvement.
2. List the functional paragraphs in order of importance with the area most related to your present job target at the top and containing slightly more information.
3. Within each functional area, stress the most directly related accomplishments or results you have produced or the most powerful abilities.
4. Know that you can include any relevant accomplishment without necessarily identifying which employer or non-employment situation it was connected to.
5. Include education toward the bottom, unless it was within the past three years. If it was in an unrelated field, include it at the end regardless of how recent.
6. List a brief synopsis of your actual work experience at the bottom, giving dates, employer, and title. If you have had no work experience or a very spotty record, leave out the employment synopsis entirely (but be prepared to talk about the subject at the interview).
7. Keep the length to one page.

IS advantageous (1) when you want to emphasize capabilities not used in recent work experience, (2) when changing careers, (3) when entering job market for first time, (4) when re-entering job market after an absence, (5) if career growth in past has not been good, (6) when you have had a variety of different, relatively unconnected work experiences, and (7) where much of your work has been free-lance, consulting, or temporary.

IS NOT advantageous (1) when you want to emphasize a management growth pattern, (2) for highly traditional fields such as teaching, ministerial, political, where the specific employers are of paramount interest, (3) where you have performed a limited number of functions in your work, and (4) when your most recent employers have been highly prestigious.

Chronological

Work experience and personal history arranged in reverse time sequence. In this format, the job history is spelled out from the most recent job backward -- with the most recent job having the most space. Titles and organizations are emphasized and duties and accomplishments within those titles described. Basically, the chronological resume is chosen to highlight a good work history related directly to your next job target, without major gaps or numerous job changes.

RULES for the chronological resume:

1. Start with present or most recent position and work backward, with most space devoted to recent employment.
2. Detail only the last four or five positions or employment covering the last ten or so years. Summarize early positions unless exceptionally relevant to the present.
3. Use year designations, not month and day. Greater detail can be given in the interview or application.
4. You do not need to show every major position change with a given employer. List the most recent or present and two or three others at the most.
5. Do not repeat details that are common to several positions.
6. Within each position listed, stress the major accomplishments and responsibilities that demonstrate your full competency to do the job. Once the most significant aspects of your work are clear, it is generally not necessary to include lesser achievements, as they will be assumed by employers.
7. Keep your next job target in mind and as you describe prior positions and accomplishments, emphasize those which are most related to your next move up.
8. Education is not included in the chronological order. If it is within the past five years, it should go at the top of the resume. If earlier than that, at the bottom. (This is not a hard and fast rule, however, and you can follow your own instincts whether to emphasize work or education.)
9. And, of course, keep it to one page.

IS advantageous (1) when name of last employer is an important consideration, (2) when staying in same field as prior jobs, (3) when job history shows real growth and development, (4) when prior titles are impressive, and (5) in highly traditional fields.

IS NOT advantageous (1) when work history is spotty, (2) when changing career goals, (3) when you have changed employers too frequently, (4) when you wish to de-emphasize age, (5) when you have been doing the same thing too long, (6) when you have been absent from the job market for a while, and (7) when you are looking for your first job.

Targeted

This format combines the features of the chronological and the functional. While it is oriented by function, it includes employer name, job title, and dates as well. It is longer and harder to compose than its alternatives, but it presents a fuller picture. This format includes most of the

advantages and disadvantages of the functional resume. Basically, this format is designed to focus your capabilities and accomplishments sharply toward a well-developed job target. Unlike the chronological and functional resumes, which are geared toward an affirmative picture of past history, the targeted resume features a series of statements concerning what you can do--your capabilities, whether or not you have actually had directly relevant experience. You are using the targeted resume because you are clear about a particular job target or targets (use a different resume for each) and your willingness to focus on these alone. The resume is actually quite simple to prepare, so it would not be difficult to put together two or three different ones.

RULES for the targeted resume:

1. You must be clear about a specific job target (or targets if you plan several versions). A job target is a clear description of a particular title or occupational field that you want to pursue.
2. The statements of capability and accomplishment must all be directly related to the job target. This may require some reading or research in the field.
3. Both capabilities and accomplishments will be short statements of one or two lines, generally written in an active style.
4. Listed capabilities will answer the underlying question "What can you do?" Listed accomplishments will answer the underlying questions "What have you done?"
5. Experience and education are listed but not openly stressed--they support rather than control.
6. The resume should easily fit on one page with plenty of "white space."

IS advantageous (1) when you are very clear about your job target, (2) when you have several directions to go and want a different resume for each, and (3) when you want to emphasize capabilities you possess, but in which you may not have paid experience.

IS NOT advantageous (1) when you want to use one resume for several applications, (2) when you are not clear about your capabilities and accomplishments, and (3) when you are just starting your career and have little experience.

Resume Alternative Letter

A special purpose communication for people for whom a resume is not appropriate due to lack of experience. This is a detailed letter to a particular employer, addressing areas where you can be of value to that employer. It provides enough factual information to avoid the need for a resume. Basically, use this format if you are in a situation where it is really not appropriate to use one of the more traditional resumes. For example, if you have been out of the labor force for a number of years, as a housewife with very few outside activities, or perhaps in a job that is so far removed from your new job target that a resume would appear to disqualify you. The resume alternative letter is a personalized communication to an individual potential employer, and reflects a clear communication of what you can do for him/her or the firm in very specific terms. It looks forward, rather than backward, and very clearly and specifically answers the question "Why should I hire you?" It takes research--lots of it--to help your zero in on the particular activities of an employer that you can contribute to. It also takes thorough introspection and self-analysis to be clear about what you can offer. The idea is to present enough about yourself and your ability to make a contribution to an employer, in unstructured form, so that there is no need for a resume.

RULES for the resume alternative letter:

1. Be very specific in choosing your job targets.
2. Identify several specific employers, doing enough research so that you know exactly what organizations you would like to get interviews with, and the name of the person you need to meet with (not necessarily in human resources) to get an offer of employment.
3. Find out as much as you can about the firms you have targeted so that you can identify areas where you could make a real contribution to an ongoing activity.
4. In your letter, communicate enough basic factual information about yourself so that a full resume is not really needed. Keep to one page.
5. Construct the letter so that a "meeting" with the employer is the next natural step. Suggest a time and place to get together.
6. Make each letter as professional appearing as possible--typed on your own preprinted letterhead stationery and proofread thoroughly.

IS advantageous when (1) you have had little or no work experience, (2) you have been out of the job market for a long time, (3) you are willing to do solid research on a

particular employer of interest, and (4) you know or can find out the name of the person who will make the hiring decision.

IS NOT advantageous (1) when you have had enough experience to warrant a functional or chronological resume, (2) if you have not decided what you want to do, and (3) if you are not clear about the contribution you can make to an organization.

Creative Alternative

A free form approach for artsy-craftsy folk. The creative resume tosses customary forms to the winds and demonstrates a highly polished individual approach. It should be used only in areas where this type of creativity is related to the job target. Unless extremely well done, this approach can flop miserably. When done with great skill, it works very well. Basically, the first rule about the creative alternative is not to take this approach unless you are **truly** able to put together a level of communication that works creatively in the eyes of others--and would be so interpreted by the person to whom it is directed. Resume readers are a jaded lot, and the line between creativity and gimmickry can be very thin to them. The creative alternative is more of a demonstration than a description of what you can do. Some of the occasions it is used effectively are for and advertising copywriter, a greeting card illustrator, a magazine illustrator, a new product manager, models, actors, and fund raisers.

IS advantageous (1) in fields in which written or visual creativity are prime requisites of the job and (2) the medium or your work is appropriate to a printed form.

IS NOT advantageous (1) if you are planning to go through human resources, (2) if you are not very sure of your creative ability, and (3) if you are looking for a management position.

HOW TO PREPARE A RESUME

Before your resume is seriously read by anyone in the employment cycle, it has to pass the flash test -- that first 3-to-4 second look in which the reader decides whether or not it is worth reading any further.

The One-Page Rule

One page -- even though you have had six jobs and have three degrees -- most often emphasizes the important information.

Methods for Condensing and Strengthening the One-Page Presentation

1. **Shorten sentences** -- Eliminate long windups and connections. For example, the sentence "I was the person chosen to coordinate the college fund-raising team for the homecoming week" can be restated as "coordinated college fund-raising team."
2. **Eliminate repetitions** -- If you did similar tasks in two or three different jobs, explain in detail only in the most recent position.
3. **Do not spell out information that is already implied or included** -- If you are a college graduate, there is little reason to describe your high school education.
4. **Leave off company addresses, names, or references** -- You can provide these at the interview if requested. You do not even have to state "references provided on request." This is assumed.
5. **List only most recent positions** -- If you have a large number of jobs, summarize the earliest with a statement like "1960-70, a variety of drafting positions."
6. **Eliminate extraneous information** -- Employers do not need to know your weight, height, gender, marital status, health, children's names, or church affiliations. If and when they need that information (that which is legal), they will get it in the interview or application, or later.
7. **Condense** -- Do not give three examples when one will suffice.

Action and Accomplishments

Most resumes make dull reading. The problem: a limp narrative style that focuses on routine duties and responsibilities and ends up sounding like descriptions from a civil service job announcement. What keeps employers awake are words and phrases that create pictures they can see in their mind's eye. Word pictures. To create vivid word pictures that will keep potential employers awake, start sentences with action verbs to stimulate the reader to learn more about you and the results you have produced in the work you have done.

Action Verbs

Below is a sample list of action verbs. Go down the list and check those you feel could be used in sentences or paragraphs to describe your accomplishments.

- | | | |
|---------------------------------------|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> administered | <input type="checkbox"/> advised | <input type="checkbox"/> analyzed |
| <input type="checkbox"/> arbitrated | <input type="checkbox"/> arranged | <input type="checkbox"/> assembled |
| <input type="checkbox"/> assisted | <input type="checkbox"/> audited | <input type="checkbox"/> built |
| <input type="checkbox"/> calculated | <input type="checkbox"/> charted | <input type="checkbox"/> collected |
| <input type="checkbox"/> completed | <input type="checkbox"/> compounded | <input type="checkbox"/> conducted |
| <input type="checkbox"/> conserved | <input type="checkbox"/> consolidated | <input type="checkbox"/> constructed |
| <input type="checkbox"/> controlled | <input type="checkbox"/> consulted | <input type="checkbox"/> coordinated |
| <input type="checkbox"/> corresponded | <input type="checkbox"/> counseled | <input type="checkbox"/> created |
| <input type="checkbox"/> criticized | <input type="checkbox"/> delivered | <input type="checkbox"/> designed |
| <input type="checkbox"/> detected | <input type="checkbox"/> determined | <input type="checkbox"/> developed |
| <input type="checkbox"/> devised | <input type="checkbox"/> diagnosed | <input type="checkbox"/> directed |
| <input type="checkbox"/> discovered | <input type="checkbox"/> dispensed | <input type="checkbox"/> disproved |
| <input type="checkbox"/> distributed | <input type="checkbox"/> drew up | <input type="checkbox"/> edited |
| <input type="checkbox"/> eliminated | <input type="checkbox"/> established | <input type="checkbox"/> evaluated |
| <input type="checkbox"/> examined | <input type="checkbox"/> executed | <input type="checkbox"/> expanded |
| <input type="checkbox"/> formulated | <input type="checkbox"/> founded | <input type="checkbox"/> identified |
| <input type="checkbox"/> implemented | <input type="checkbox"/> improved | <input type="checkbox"/> increased |
| <input type="checkbox"/> installed | <input type="checkbox"/> instituted | <input type="checkbox"/> instructed |
| <input type="checkbox"/> interpreted | <input type="checkbox"/> interviewed | <input type="checkbox"/> invented |
| <input type="checkbox"/> lectured | <input type="checkbox"/> logged | <input type="checkbox"/> maintained |
| <input type="checkbox"/> managed | <input type="checkbox"/> merchandised | <input type="checkbox"/> navigated |
| <input type="checkbox"/> negotiated | <input type="checkbox"/> obtained | <input type="checkbox"/> operated |
| <input type="checkbox"/> ordered | <input type="checkbox"/> organized | <input type="checkbox"/> oversaw |
| <input type="checkbox"/> performed | <input type="checkbox"/> planned | <input type="checkbox"/> prepared |
| <input type="checkbox"/> prescribed | <input type="checkbox"/> presented | <input type="checkbox"/> processed |
| <input type="checkbox"/> produced | <input type="checkbox"/> programmed | <input type="checkbox"/> promoted |
| <input type="checkbox"/> protected | <input type="checkbox"/> provided | <input type="checkbox"/> purchased |
| <input type="checkbox"/> realized | <input type="checkbox"/> received | <input type="checkbox"/> recommended |
| <input type="checkbox"/> recorded | <input type="checkbox"/> reduced | <input type="checkbox"/> referred |
| <input type="checkbox"/> rendered | <input type="checkbox"/> represented | <input type="checkbox"/> researched |
| <input type="checkbox"/> restored | <input type="checkbox"/> reviewed | <input type="checkbox"/> routed |
| <input type="checkbox"/> selected | <input type="checkbox"/> served | <input type="checkbox"/> sold |
| <input type="checkbox"/> solved | <input type="checkbox"/> strengthened | <input type="checkbox"/> studied |
| <input type="checkbox"/> supervised | <input type="checkbox"/> supplied | <input type="checkbox"/> tested |
| <input type="checkbox"/> trained | <input type="checkbox"/> translated | <input type="checkbox"/> wrote |

If there are any action words which clearly apply to you and are not on the list, add them below:

Layout

The purpose of the layout, or organization of your resume, is to attract the reader's eye to the most logical and powerful parts and to make it effortless for the reader to get the picture you wish to describe. A good layout is unobtrusive yet directs the eye unconsciously to the important parts. Some of the elements of your layout that you can work with are as follows:

- * **UPPER CASE LETTERS** -- For headings or titles that are important. Use sparingly as overuse tends to cancel out. Be consistent.
- * **Underlining** -- Can be used in the body of the resume to emphasize a dramatic result, accomplishment, or other highlight that you want the employer to see. Be careful that what you underline is, in fact, special, because if the reader does not agree, then the whole idea backfires. Also, use underlining sparingly, as it can cause the reader's attention to jump around and miss other parts.
- * ***Italics*** -- Can be used in the same manner as underlining in the body of the resume.
- * **Indenting** -- Separates different types of information and makes the reader's job easier.
Use two or (at most) three different levels.
- * **Bullets** -- These are points of punctuation (. or *) set in front of each item in a list of accomplishments or other results that are short separate points to be made.

Do not expect to achieve the best layout styling and impact in your resume on the first draft. Plan to do two or three drafts -- either by hand or typewriter, edit ruthlessly, cutting back sentences that are too long, eliminating redundancies and confusing style. *Plan to spend at least six hours preparing an effective, accomplishment-oriented resume and to have the resume criticized by at least two other people.*

Resume Contents

Personal information and the heading

The first item on a resume is your name. This is followed by your address and telephone number with area code. There is no need to put the word "Resume" at the top of the page. The most common form for the heading has your name centered on top and a line for each item that follows. Include a temporary address or campus address (if necessary) as well as your permanent address to maximize your chances of being reached by the employer. Avoid post office box addresses as they make some

employers suspicious. It is advisable to omit information related to your age, gender, salary requirements, race, religion, national origin, and marital status.

Career objective

It is especially important to include an objective in your resume if you are entering the job market or changing fields. The objective statement is a short phrase or sentence describing the position you are seeking. It should be clear, concise, and specific. In these situations, a prospective employer needs to understand the advantage or benefit in hiring you and what you want to do for the organization. If you have sufficient information about the position, tailor your objective to meet the job requirements. It is not unusual to develop a number of resumes with different objectives. If more than one objective is under consideration, you will need a resume for each objective.

Education

This can be near the top of your resume or at the end, depending on the power of your particular educational credentials. Most often, the education section is placed in the top portion of the resume for those who are currently enrolled in an undergraduate or graduate school program. Position your most recent educational accomplishments first and then go back in time. Omit high school. This is the place to mention special achievements, scholarships, an outstanding GPA (3.0 or better), and relevant projects or internships. If you worked during college to finance expenses, you can indicate this fact by means of a percentage which you earned, and/or hours worked.

Experience

This section can be labeled in many ways depending on the length and nature of your work experience. Most often, the terms "Experience" or "Employment" are used. Identify your job titles and the organizations where you have been employed, the city and state. Next, describe your responsibilities by providing a functional description of what you did and your achievements. Use action words to highlight the most significant and relevant functions. When writing a chronological resume, list the most current positions first. When writing a functional resume, you will also focus attention on the most relevant accomplishments. The order of these accomplishments will be determined by the order in which you present your skill categories. A list of employing organizations and job titles will follow in a separate category. Experience includes paid and non-paid. Use the action-oriented words to develop and write your inventory of accomplishments.

Activities/Special Skills/Interests/Honors

These optional sections should not be included if more relevant information has to be omitted from other sections to provide space. If included, they offer the opportunity to highlight skills, leadership experiences and other abilities demonstrated through avocational activities. This is not the place to list all activities. Be selective and include only those that demonstrate an active role and commitment. It is also a section in which you might add data not included elsewhere on the resume, but which may influence the

employer in a positive way. If you are applying for a position in which fluency in a foreign language or computer literacy might be a distinguishing factor, this is where one or two brief statements would be advisable. **Professional activities** include professional organizations (as member, officer, committees, etc.). **Community activities** can be included if the activity is related or appropriate to your career objectives. Retail organizations are involved with the community. **Honors and awards** include scholarships, awards received, dean's list, Who's Who, etc.

Resume Appearance

Paper

Use white bond for original (25% rag is recommended). If you prefer color for copies, stay with beige, grey, or ivory.

Size

Always use 8 1/2" x 11" paper.

Wordprocessing

It is of paramount importance that your resume be free of errors. Therefore, proofread the resume at least twice after the final draft. Have two other people proofread the last draft. Use word processor, or computer with a laser printer for a clear, clean copy. If you can't type well, get a professional typist.

Duplication

Offset process presents a clean, clear copy for a small amount of money. Photocopy is recommended if a self service machine is *not* used--you get what you pay for.

Underlining and capitalization

Do not overdo these! The importance of underlining and capitalization is to highlight important points. However, if overdone, the resume becomes more difficult to read and to follow.

Abbreviation

Spell out every word (including titles, etc.). College degrees are the only words that may be abbreviated.

Consistency

Use either full sentences or incomplete sentences (never both).

Length

Your resume must not exceed one page. After writing all that you can possibly write, you must then condense it to one page.

Spacing

For clarity, leave ample spacing at the top, the bottom, the side, and in between. One inch margins (top, sides, and bottom) are recommended.

Easily skimmed

The resume should be designed to be read quickly and easily.

Current resume

Do not send off a resume that has your most recent experience typed onto an old, photocopied resume.

You, the author

Why should you write your own resume? (1) Resume services are an unnecessary expense and (2) When you buy a resume service, your personal accomplishments are often written into a "canned" format. This type of resume writing cannot always portray you the best. Therefore, your resume should be written by you.

Final Reminders

Remember that the reason employers get interested in you is the value you can produce for them. This value is demonstrated by what you have done as much as by what you can do. Eliminate things that do not focus on your potential value. Above all, remember that your resume is a demonstration of your ability to handle written communication. Put as much care and attention into it as you would for a one-page advertisement for a fine product.

Resume Writing Rules

- * Keep sentences and paragraphs short (no paragraphs of more than ten lines).
- * Use indented and "bulleted" statements (with . or * before each) where appropriate rather than complete sentences.
- * Use simple terms rather than complex expressions that say the same thing.
- * Use quantities, amounts, dollar values where they enhance the description of what you did ("increased sales by \$100,000 per year").
- * Put strongest statements at the top, working downhill from that.
- * Have someone with good English skills check for spelling, punctuation, and grammar.
- * Avoid excessive use of "I".
- * Do not include hobbies or avocational or social interests unless they clearly contribute to your work abilities.
- * Avoid purely personal evaluations. For example, "I am an intelligent and diligent researcher" is to be avoided. "I have finished three major research projects" would be included.
- * Do not go overboard with esoteric jargon -- remember that unenlightened people may have to understand you too.
- * Insist on a professional appearance -- use an attractive, balanced layout with wide margins.
- * The resume should contain only the truth. There should be no false statements or inaccuracies.

Resume Do Nots

- * do not include pictures
- * do not list references or relatives
- * do not put resume in fancy binders or folders
- * do not forget phone numbers, area codes, zip codes
- * do not list gender, weight, health, or other personal irrelevancies
- * do not highlight problems (divorce, hospitalization, handicaps)
- * do not include addresses or prior employers (city and state are okay)
- * do not include salary information in your resume
- * do not use abbreviations -- spell out every word (including titles, etc.) -- college degrees are the only words that may be abbreviated
- * do not exceed one page
- * do not include an overall grade point average under 3.00

Ten Most Common Resume Writing Mistakes

Employers, career counselors, and employment agencies were surveyed to determine what they feel were the most common repeated mistakes in the thousands of resumes they see. Listed below are the top (bottom) ten:

1. Too long (preferred length is one page).
2. Disorganized--information is scattered around the page--hard to follow.
3. Poorly typed and printed--hard to read--looks unprofessional.
4. Overwritten--long paragraphs and sentences--takes too long to say too little.
5. Too sparse--gives only bare essentials of dates and job titles.
6. Not oriented for results--does not show what the candidate accomplished on the job.
7. Too many irrelevancies--height, weight, sex, health, marital status are not needed on today's resumes.
8. Misspellings, typographical errors, poor grammar--resumes should be carefully proofread before they are printed and mailed.
9. Tries too hard--fancy typesetting and binders, photographs, and exotic paper stocks distract from the clarity of the presentation.
10. Misdirected--too many resumes arrive on employers' desks unrequested, and with little or no apparent connections to the organization--cover letters would help avoid this.

THE PORTFOLIO

For those working in creative fields such as art, design, photography, advertising and other areas where it is possible to present examples of what you have done, the portfolio is an appropriate addition to the resume and should probably be taken along to the interview. Photographs and sketches of your work illustrate what you have done. Be sure to have some printed information, in case it is requested, which emphasizes where and with whom you studied or worked, the dates and locations when your work has been displayed or shown, references to any current displays or usage of your creations and so on. The portfolio may literally be a large leather-bound container full of photos and illustrations.

REFERENCES

Do not wait until the last minute to contact people whose names you want to use as your references. Usually four to six references will be enough. The people you ask should have had enough contact with you to be able to make an honest recommendation. Your family doctor, a neighbor, a teacher, relative, or anyone for whom you have worked will be good choices for character and personal references.

On applications asking for business references (usually not relatives), you can give the name of your banker, an employer, or any established business person. If your only business experience has been baby sitting, mowing lawns, or other such work for which you received pay, do not hesitate to ask these people to give you references.

When possible, go to see the person whom you want to ask for a reference. Explain what you need and the type of job for which you are applying. If you need to telephone the person to ask for references, use the following as a guide.

When telephoning, give your name and then ask for the person to whom you wish to speak (unless he or she has answered the telephone). You might say, "Hello Mrs. Smith, this is Karen Lewis. I am planning to look for a job as a secretary and will need to give some names as references when I fill out application forms. Since you have known me (or I have worked for you) for some time, I thought you might be willing to allow me to use your name as one of my references." If you are calling a person who may not remember you immediately, explain how that person knows you.

It is thoughtful to contact people for references well in advance of your job-hunting dates. Otherwise, they might be taken by surprise by telephone callers asking about you. If you plan to distribute a large number of resumes, it is better not to use the same references for all of them. It is considerate to avoid having the same people inconvenienced by too many calls.

RESUME DRAFTING FORM

Name

Address

() _____

Email _____

Objective: _____

Education:

(Grad. Date)

(Grad. Date)

Experience:

(Date)

⊙ _____
⊙ _____
⊙ _____
⊙ _____

(Date)

⊙

⊙

⊙

⊙

(Date)

⊙

⊙

⊙

⊙

(Date)

⊙

⊙

⊙

⊙

Activities:

(Date)

(Date)

(Date)

(Date)

(Date)

Honors and Awards:

_____	_____
(Date)	
_____	_____
(Date)	
_____	_____
(Date)	
_____	_____
(Date)	
_____	_____
(Date)	

REFERENCE LIST DRAFTING FORM

Name

Professional Title

Company

Mailing Address

City, State, Zip

Phone Number

Email Address

Name

Professional Title

Company

Mailing Address

City, State, Zip

Phone Number

Email Address

Name

Professional Title

Company

Mailing Address

City, State, Zip

Phone Number

Email Address

Name

Professional Title

Company

Mailing Address

City, State, Zip

Phone Number

Email Address

Resume Critique

- Yes No Does overall appearance make you want to read it?
- Yes No Is the layout professional? Do strong selling points stand out?
- Yes No Is it well typed?
- Yes No Could the resume tell the same story if it were shortened?
- Yes No Has irrelevant information been eliminated?
- Yes No Are all periods of time accounted for?
- Yes No Does the resume emphasize the most recent experience?
- Yes No Is the industry/product line of past employers clear?
- Yes No Do sentences begin with action verbs?
- Yes No Does the resume sell the writer's problem-solving capabilities?
- Yes No Is the writing style clear? Is it easy to get a clear picture of the writer's qualifications?
- Yes No Does the resume convey clear benefits to a potential employer?
- Yes No Does the material fit neatly on one page?
- Yes No Are there no spelling, grammar, or punctuation errors?

SYLVIA A. CASTILLO

Permanent Address

2702 Rice Avenue
San Angelo, Texas 76904
(915) 944-3977

Temporary Address

410 Stangel Hall
Lubbock, Texas 79406
(806) 742-6903

Objective

To obtain a position as an entry-level retail executive trainee

Education

August 1984 Texas Tech University Bachelor of Science
Major: Merchandising Overall grade point average: 3.14
Minor: Marketing

use of style elements looks like 1980s!

Work Experience

9/81 - present Learning Center Staff Assistant
Texas Tech University--College of Home Economics
Lubbock, Texas
* assisted student and faculty patrons
* supervised operation of audio-visual equipment

1/81 - 8/81 Hemphill-Wells Department Store Office Clerk
5/80 - 12/80 San Angelo, Texas
* approved credit authorizations
* balanced cash and sales tickets
* assisted with customer services
* organized outgoing mail

Activities and Honors

1983 - present American Home Economics Association
1983 Texas Tech University Marketing Association
1983 - 1984 Mabel D. Erwin Scholarship

Andrea Grant

357 S. Garrison ♦ Corinth, Texas 76210 ♦ (940) 555-9441 ♦ agrant@mail.twu.edu

Education

May, 2006 BACHELOR OF SCIENCE DEGREE
TEXAS WOMAN'S UNIVERSITY, DENTON, TEXAS
Major: Fashion Merchandising
Minor: Marketing
Current GPA: 3.76

Experience

2001-2005 OFFICE MANAGER/SALES ASSISTANT
T & T TRAILER SALES, GAINESVILLE, TEXAS

- ♦ Performed and assisted in producing and designing marketing and advertising promotions and flyers
- ♦ Assisted in decision making for advertising and promotional activities
- ♦ Managed the promotional budget, accounts receivable, accounts payable, and payroll
- ♦ Developed excellent people skills and communication through daily personal and telephone interactions with customers and suppliers
- ♦ Acquired and maintained large corporate accounts

1999-2001 OFFICE MANAGER
GOLDEN TRIANGLE FIRE PROTECTION, INC. DENTON, TEXAS

- ♦ Developed and maintained organizational tools and records through Lotus123, Excel, and Microsoft Word
- ♦ Managed accounts receivable, bringing in an average of \$20 thousand a week in overdue invoices by placing collection calls
- ♦ Prepared and placed orders by evaluating blueprints produced from HydraCad
- ♦ Performed all functions required to successfully maintain and operate the business

Activities

2004-2005 Athenian Honors Society, Member

- ♦ Planning & Advertising Committee, Chair

2004-2005 Fashion and Textiles Association, Member