

Guide to Résumé Writing

(HPU Career Resources)

Your résumé is a critical marketing tool that is tailored and will speak on your behalf until you are called for an interview. Your résumé should stand out and assure prospective employers that you are a candidate they would like to get to know better through an interview, and perhaps to hire. An effective résumé will NOT get you a position; rather, an effective résumé will help get you an interview.

What is an effective résumé?

It is a marketing tool *tailored* to directly relate your strengths, accomplishments, and skills to the position and company for which you are applying. A new résumé should be created for each position and company. It is not a formality in the hiring process. Your résumé is critical and should not be taken lightly.

What should you know before writing a résumé?

Employers will spend less than 30 seconds scanning your résumé. By then, an employer will know if you are worth further consideration. Your résumé is not meant to tell your life story. Instead, it should be able to quickly tell the employer:

- Who you are
- What you know
- What you have accomplished
- What you can offer

Résumé Design

Your résumé should emphasize:

- the skills needed for the position.
- personal strengths that benefit the employer.

Decide on a résumé format that will effectively showcase your strengths, accomplishments, and skills.

*See insert for a sample of each résumé design

Résumé Formats

Chronological Résumé

Work experiences and educational accomplishments are presented in reverse chronological order, with the most recent events listed first under each heading.

Ideal for those who are:

- entering the job market with some related experience.
- changing jobs within the same career field.

Functional Résumé

Focuses on specific skills and abilities.

Useful for those who:

- want to work in fields not related to their academic background.
- have general education, and are looking for a way to bridge the gap between their education and job requirement.
- have considerable amount of work experience.
- lack directly-related job experience.

Combination Résumé

Merges elements of the chronological and functional approaches. The combination résumé will present capabilities and transferable skills combined with work experiences.

Combination résumés are helpful for:

- the job changer
- the career changer

STATISTICS SHOW:

- 1 out of 200 résumés = a job offer
- 1 out of 1500 online résumés = a job offer

Résumé Details

Once you have selected a résumé format, you can work on the details.

CONTACT INFORMATION

- **Name**—Your **name** should stand out (larger font, bold). Conduct an internet search on yourself to ensure that you are not portrayed negatively online.
- **Addresses**—use a current address; no P.O. boxes!
- **Phone number**—must be current. Set with the default ring back tone and a professional voice mail greeting.
- **E-mail address**—must be professional. Think *Jenn.Smith@gmail.com* rather than *foxymama@gmail.com*.
- **What it should look like:**
Jenn Smith
1122 Hire Me Avenue, Apt. 500
Honolulu, HI 96818
(808) 333-8888
Jenn.Smith@gmail.com

OBJECTIVE

■ MUST BE SPECIFIC!

- Career Fair example: “Seeking a challenging full-time position in marketing.”
- In response to a posting: “To obtain XYZ position with ABC Company.”
- Everything listed beneath your objective should be listed in order of importance.
- When NOT to use an objective? Posting your résumé online.
 - Instead of your Objective, create a “Summary of Qualifications” section listing keywords that showcase your skills.

EDUCATION

- Listed in reverse chronological order.
- If you are an upperclassman or graduate student, list only post-secondary institutions.
- If you are an underclassman, listing your high school may be helpful.
- GPA may be listed if it is above a 3.0. You may also list both your Cumulative GPA and your Major GPA.
- List activities or awards here if you do not have an “Activities” or “Awards” section.
- **What it should look like:**

EDUCATION

Bachelor of Science in Business Administration

Major in **Marketing**, May 2009

Hawai'i Pacific University, Honolulu, HI

- Cumulative G.P.A.: 3.60; Major G.P.A.: 4.0
- Presidential Scholarship Recipient, 2005-2009

EXPERIENCE

- Understand that Work, Internship and Volunteer Experience are all different experiences.
- Create a “Career-Related Experience” section to highlight the related experience that you have. Showcase these experiences BEFORE other jobs that may not relate to the position or organization for which you are applying.
- Non-paid and volunteer experiences should NOT be listed under “Work Experience.”
- Bullet points should be tailored to the position or organization.
 - Use the PARK Method (see above) to help you to tailor your bullet points.
- Some example bullet points:
 - Customer Service/Sales:**
 - Increased sales up to ___% through add-on sales.
 - Greeted ___ customers and promoted ___ product lines.
 - Provided sales support to ___ departments.
 - Stocked and managed inventory for ___-square foot store/department.
 - Opened and closed facility with sales in excess of \$___.

PARK Method

- P** – POSITION/PURPOSE
Name of your position, what you were hired to do
- A** – ACTION
What you did that relates to your objective
- R** – RESULTS
Add in numbers!
- K** – KNOWLEDGE
What can you offer?

Reception/General Office/Administrative:

- Produced ___ documents for use by ___ staff.
- Stocked and inventoried office equipment and supplies valued at \$___.
- Compiled and updated database for over ___ customers and accounts.
- Provided clerical support for staff of up to ___.
- Worked with ___ customers daily, in person and by phone.

Restaurant/Food Service:

- Prepared orders for ___ customers on a monthly basis.
- Served up to ___ customers daily, with sales in excess of \$___ monthly.
- Managed multiline phones, reservations, and seating for ___ customers.
- Handled \$___ monthly, balancing till to the penny.

- For more information and example bullet points, refer to *Proven Resumes* by Regina Pontow.

■ What it should look like:

CAREER-RELATED EXPERIENCE

Marketing Intern, January – May 2009

Starwood Hotels & Resorts, Honolulu, HI

- Served as the Marketing assistant to the corporate sales team, including market penetration analysis, client identification, and introductory phone calls to potential clients.
- Tracked and reported all marketing efforts using Siebel CRM software.

WORK EXPERIENCE

Salesperson, May 2007 – Present

Radio Shack, Honolulu, HI

- Assisted approximately 200 customers on a weekly basis.
- Awarded Salesperson of the month 5 times.
- Handled anywhere from \$500-\$3,500 in sales per day.