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Resume Writing, Part 1: Content



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Before Writing a Resume

- Understand your skills and experiences as they relate to jobs you apply for
- Understand the skills that all employers seek
- Identify what unique skills and experiences you have to offer

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Purpose of a Resume

- Marketing document to get you the interview!
 - Identifies relevant experience, skills and education you have to offer
 - Important to **tailor resume** to each specific position/employer and connect to the specific job description
 - Must be rich with **keywords**
 - Summary, **not complete personal history**
- Helps you prepare for the interview
- Helps your references stay updated

What All Employers Seek

- 1) Communication skills (written)
- 2) Problem-solving skills
- 3) Ability to work in a team
- 4) Initiative
- 5) Analytical/quantitative skills
- 6) Strong work ethic
- 7) Communication skills (verbal)
- 8) Leadership
- 9) Detail-oriented
- 10) Technical skills

NACE's Job Outlook 2019 survey

Skills Inventory

- **Transferrable/Functional**
 - Actions taken to perform a task, transferrable to different work functions and industries
 - Based on ability and aptitude
 - Expressed in verbs: *Organize, Promote, Analyze, Write*
- **Personal Traits/Attitudes**
 - Traits or personality characteristics which contribute to performing work
 - Developed in childhood and through life experience
 - Expressed in adjectives: *Patient, Diplomatic, Independent*

Skills Inventory

- **Knowledge-based**
 - Knowledge of specific subjects, procedures and information necessary to perform particular tasks
 - Acquired through education, training and on-the-job experience
 - Expressed in nouns: *personnel administration, contract management, accounting*

Complete Skills Inventory

Transferable Skills Worksheet-CRM: pg. 17



Transferable Skills

Below is a list of five broad skill areas which are divided into specific skill sets. Use a checkmark to indicate which skills you've developed. Write down examples of where you used your strongest skills and describe what the end result was.

For a more in-depth look at your transferable skills, visit the ICC website at <https://icc.ucdavis.edu/ical/transferable-skills-inventory.pdf> and schedule an appointment to talk with a career advisor.

Example

If the only job you have ever had is working at a restaurant—what skills have you gained from this experience that are related to a lab research position?

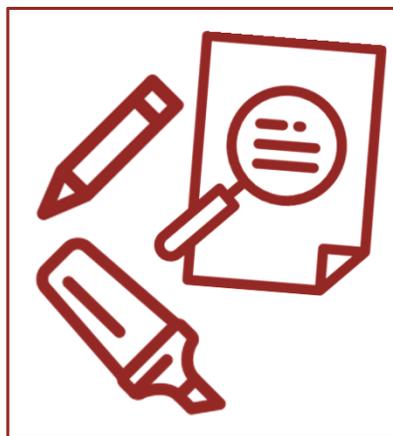
- Following protocol
- Time management
- Cleanliness
- Team work

Instead of focusing on the obvious (handling cash, making food), show your reader what skills you have gained that are related to the position you are applying for.

<p>Communication The ability to express, maintain and interpret knowledge and ideas.</p> <ul style="list-style-type: none"> ___Extracting information ___Defining needs ___Developing evaluations ___Creating spreadsheets and databases ___Calculating results 	<p>Human Relations The use of interpersonal skills for resolving conflict, relating to and helping people.</p> <ul style="list-style-type: none"> ___Coordinating tasks ___Managing groups ___Delegating responsibility ___Teaching ___Coaching ___Organizing ___Advising ___Promoting change ___Selling ideas or products ___Decision making with others ___Managing conflict ___Enforcing policies 	<p>Character Traits The daily skills that assist in promoting effective production and work satisfaction.</p>
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Targeting Your Resume

Tailor your resume by analyzing job descriptions and highlighting keywords



DESCRIPTION

We are Junction Solutions...an award-winning consulting services company and premier Microsoft® software development partner. We offer vertical-specific Enterprise Resource Planning (ERP) applications and support to clients in North America, Latin America, Europe and Asia Pacific.



We are looking for an enthusiastic, energetic individual for our Project Administrator/Administrative Assistant role. In this role, you will manage our growing Pleasanton office and provide support for our senior leadership team.

As a member of a growing, high-profile, high-performance internal consulting team, this role provides great perspective and exposure playing a significant role in supporting Junction Solutions' operations and delivery efforts. In this role, you will provide administrative and analytical support, perform research and aid in decision making. This position requires strong interpersonal skills, exceptional computer skills, independent judgment, and a deep understanding of both strategic and tactical business needs. Excellent verbal and written communication, as well as detailed management and leadership capabilities, are a must. The administrative professional plays a key role in our continued growth and success. You will provide specialized analytical support to executives including reviewing, compiling data and preparing reports. Additionally, you will also perform office management duties, as needed.

Required experience:

- Undergraduate degree, ideally in business or marketing with minimum 3.0/4.0 GPA
- Experience working with Microsoft Office applications including Microsoft Excel, PowerPoint and Word
- Ability to format and proofread proposal documents
- Ability to format high level presentations
- Ability to multi-task
- Generally determines own methods and procedures on new assignments, consulting with supervisor as appropriate
- Excellent verbal and written communication skills including the ability to communicate with all levels of management, executive/senior staff and clients
- Collaborative style, with excellent teamwork
- Portrays a professional image that reflects well on our organization

Location: Pleasanton, CA

DESCRIPTION

Runyon Saltzman & Einhorn is an advertising agency that creates innovative, original work.



We're looking for an entry-level, junior copywriter who wants to be part of a creative team, raise our creative bar and challenge us. You'll be able to work on multiple, highly-engaging campaigns, as well as participate in the full scope of the project, from strategy to execution in advertising, brand identity and print design, campaign development and interactive.

How to apply
Please submit a cover letter and resumé along with a link to your online portfolio and other relevant links to hr@rs-e.com. Salary DOE. RS&E is an equal opportunity employer.

UCD STUDENT EMPLOYMENT CENTER POSTING
No

JOB FUNCTION
Marketing/Advertising

QUALIFICATIONS
The ideal candidate will have work and spec creative samples that testify to an impeccable ear for language and an agile strategic mind. In addition, you are passionate about producing great work for great clients with smart people in a collaborative environment.

- Strong communication skills – ability to interface and make presentations to clients, as well as collaborate with internal team.
- The ability to actually write—that is, be able to write compelling and grammatically clean long-form website copy, as well as effective headlines and taglines.
- You are comfortable working in a wide range of media – broadcast television, radio, outdoor, print, interactive – whatever the project calls for.

Targeting Your Resume

Activity:

- Create a resume objective (target position) and consider the skills needed for that position.
- Think of activities (e.g., jobs or club activities) you have done related to the objective and the skills you gained from those.
- Pick one of your most important skills, and give an example of how you used the skill.
- Pair up and share example with your neighbor

Resume Categories: Title Block/Heading

- Your name
- Address
- 10-digit telephone number
 - Make sure your voicemail message is professional – no music, jokes, etc.
- Email address – professional moniker (create a separate account exclusively for job search if needed)

Instructions on how to format this in Resume, Part 2 workshop

Objective (optional)

- Need only be the *job title* you are applying for at the *company name*
 - Ex: “Environmental Planner position with XYZ Consulting”
- Statements such as, “A challenging position that will utilize my ___ skills” is not necessary
 - Recruiters just want to know what position you are applying for

Education

- List highest degree first, followed by other degrees received; date expected/received
- AA is optional unless it has relevance to the job objective
 - If no associates degree was earned, Community College information is usually left off
- High school diploma not necessary
- GPA if 3.2+ (specific majors have varying guidelines)
- May include relevant coursework without course numbers (include lab if appropriate)

Instructions on how to format this in Resume, Part 2 workshop

Summary of Qualifications & Skills

- Summary and Skills slightly different applications and format
- List qualifications related to objective
- List skills you can perform with little or no direction
 - If you've done it once, and could do it again with little instruction, it can go on there
- **Use job description as your guide**
- Can include skills gained outside workplace (in courses, hobbies, etc.) if relevant
- Can include general skills, e.g., communication (written and verbal), problem-solving, managerial, etc. if on job description

Skills Category Examples

- Industry-specific skills often used in your field
 - Job description, O*Net, other job descriptions (if yours is limited)
 - Example: For education job, might list "Classroom management," "Curriculum Design," "Assessment"
- Research - list research skills with which you are familiar
- Laboratory - list techniques, procedures and/or equipment
- Language - indicate fluency level, specify if you can read/write/speak the language
- Computer - list software applications
 - can use "Proficient in" and "Familiar with" to qualify skill level
- IT resumes will list hardware, software, operating systems, etc.

Experience

- Does **not** have to be paid work experience!
 - Roughly 4 hours a week for 10 weeks? Kind of looks like a job?
 - Internship (paid or unpaid), volunteer, leadership roles, and relevant extra-curricular activities, significant academic projects (may include separate “Projects” section for these)
- List job title, employer, city, state, dates of employment (m/y – m/y)
- List experiences (and military service) in **reverse** chronological order
- Start with an action verb to add interest
 - *Oversaw, Managed, Designed*
 - See CRM p. 18 for examples
- You can group your experience in sections, e.g. Related Experience, Research Experience, Marketing Experience
 - More in Pt. 2

Accomplishment Statements

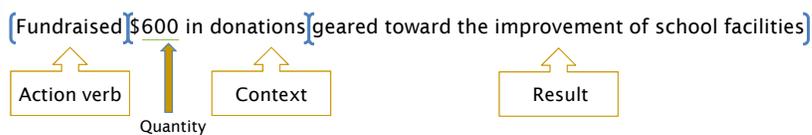
ACTION VERB	+	CONTEXT	+	RESULT
<p>Use action verbs drawn from the job description</p> <p>Avoid “assist” or “help”—You did the task whether or not you had assistance</p> <p>Past tense for past jobs; past or present tense for current job</p>		<p>Add interesting detail—what you did, type of issues/population, time frame, frequency, etc.</p> <p>Quantify to give a sense of scope (how many? how much?)</p> <p>Incorporate key words from the job description</p>		<p>The outcome or aim of your efforts</p> <p>Quantify results when possible</p> <p>Why did this matter?</p> <p>How does this relate to new job/employer?</p>

Scope

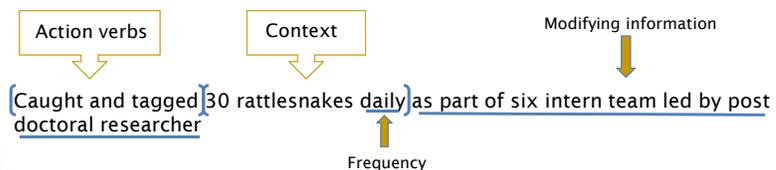
- Add impact to your resume by giving a sense of **scope**:
 - Fast-paced office (store, restaurant)
 - Seven person team
 - Ten person office
 - \$80 million dollar company
 - Upscale restaurant
 - Popular eatery
 - High volume store
 - Highest volume store in the tri-county region
 - Supervised 10 member team
 - Promoted to Team Lead within three months

Accomplishment Statements

Helped fundraise



I was one of six undergrads who assisted a post doc to catch and tag rattlesnakes



More Accomplishment Statements Examples

- Observed and analyzed students' behavior in order to guide successful classroom instruction
- Ensured customer satisfaction by clearly communicating orders to kitchen staff and delivering product that fulfilled customer specifications
- Trained and supervised a staff of 10 employees on safe food handling techniques
- Collected quantitative infrared imaging using high-speed infrared camera

Alternative to Accomplishment Statements

- It is not always possible to include an accomplishment
- When **not** using an accomplishment statement, describe how **well** you performed job tasks
 - Start bullet point with an **adverb**, for example:
 - Accurately prepared daily financial statements
 - Efficiently routed calls to the appropriate individuals
 - Strictly adhered to all safety and infection prevention standards
 - Tactfully and courteously handled difficult customers at busy, high-volume retail outlet

How Would you Rewrite These?

- A. Helped teachers during class lessons about the environment
- B. Responsible for helping and assisting vet tech in a local vet clinic to care for animals who were in surgery
- C. For a class project, I wrote up a sample repair manual that would help consumers fix minor problems with vacuum cleaners.
- D. I provided excellent customer service to customers who came to the customer service desk.

** Improvising possible details is allowed & encouraged*

Accomplishment Statement Activity

Think of an accomplishment, role or responsibility that you are having trouble conveying on your resume.

Write an accomplishment statement

**Share this with your neighbor and
get some feedback!**

Other Resume Categories

- Honors/Awards/Hobbies/Interests
 - Avoid listing those which may be controversial
 - If you have a long list, pick most relevant
- Licenses, Certifications, Credentials, Training
 - Related items only (CPR, First Aid, Hazardous Materials Training, Prof. Engr., MCSE, etc.)
 - Can be included under Education section if need room
 - Place in Summary of Qualifications/Skills section if important to job requirements

Other Resume Categories

- Special Project/Projects
 - Significant academic or personal projects
 - Useful if you have little relevant experience
- Leadership
- Extra-Curricular/ Activities/Professional Affiliations
 - List memberships and offices held
- Community Service
- Publications
 - List articles published and those accepted for publication

Can group categories together:

- e.g. "Leadership and Community Service"

Questions?

- Next workshop:
Resume Writing, Part 2: Format
- Check out:
Resume/Cover Letter Studio
Tomorrow, Wednesday, June 19
2:30-4:00 pm
South Hall, room 114
Bring your laptop/devices and materials

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THANK YOU!

UC Davis Internship and Career Center
Summer:

Advising available by appointment
South Hall 2nd floor

Appointments with Advisors available:
Visit <https://ucdavis.joinhandshake.com/login>

PowerPoint: <http://icc.ucdavis.edu/hire-me-academy.htm>

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