



RESUME
BUILDING
WORKSHOP

LEADMN FALL
GENERAL ASSEMBLY

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CRAFTING RESUME CONTENT

The point of a resume is to tell your career story. The best resumes paint a compelling career story and makes people think, “I need this person on my team.” A good resume also permits a reader to have a “mind’s eye picture” of your work style, what type of challenges/matters you deal with and then how effective you are at expediting and/or solving these issues. Job seekers need to be able to effectively highlight their professional achievements in a way that shows:

- Summary (why are you applying for this job)
- Relevant experience
- Hard and soft skills
- Past jobs/work history
- Transferable skills
- Interpersonal skills
- Volunteer work (optional)

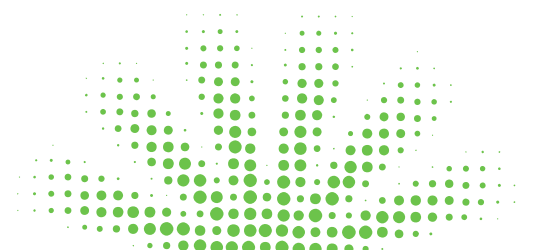
You might be saying, “but I don’t have a career story.” For those with little or no experience, a resume can still be developed showing your possession of desired work skills through different school and life events/experiences. For example: working with deadlines, contributing to a team project, situations requiring good communications and/or customer service.

The following pages contain information and tips to help you create a resume or improve the resume you already have. What to include and what not to include will often vary with the job or internship you are applying for. These tips will help you shape the form and language of your resume to make you a standout candidate!

Summary Statement

Begin with a summary statement or objective statement at the top of your resume to give the employer a quick overview of your skills and qualifications. Keep it concise and related to the job you’re applying for.

1. Summary should be short - 1 to 3 sentences.
2. Example: Current Journalism student pursuing minors in Spanish and Information Technology with experience in newspaper writing and editing. Background in photography, graphic design, and creative writing.
3. Almost any situation can be used to show good reason for the employer to think you will be a successful team player.



“ Technical School student (graduate) with training in modern machine manufacturing (computer science/technology) targeting a position leveraging my education. Selected to lead several project teams. Previous work experience demonstrates strong customer service, communication, money handling and reliability skills as a server in a popular, fast-paced restaurant.



Showcase your relevant skills and qualifications

Highlight the skills and qualifications that are most relevant to the job or internship you are applying for.

1. Include technical skills such as programming languages or software
2. Include soft skills such as teamwork and communication
3. Use active language for the start of each bullet point. Choose a verb that describes the tasks of the position: managed, created, facilitated, analyzed, calculated, delivered...
4. People tend to think you have to be an expert or highly skilled in order to include it in a resume - not so, often employers are looking for people that have an understanding of some topic or trend, who they can then train on their specific methods/ processes.

Example:

Exposed to fundamental Artificial Intelligence principles, gained strong understanding of Lean Manufacturing, including 5S's and statistical analysis of Continuous Improvement data.

Selected Action Verbs

Achieved	Computed	Enlisted	Helped	Lectured	Packed	Researched	Tabulated
Acted	Communicated	Established	Hired	Led	Patrolled	Responded	Tailored
Administered	Conceived	Equipped	Hypothesized	Liquidated	Persuaded	Restored	Tape-recorded
Advised	Condensed	Ensured		Listed	Photocopied	Restructured	Taught
Analyzed	Controlled	Evaluated	Identified	Located	Picked out	Retrieved	Tended
Applied	Converted	Exactd	Illustrated	Logged	Planned	Revamped	Totaled
Appraised	Conveyed	Examined	Implemented	Lowered	Posted	Reviewed	Tracked
Approved	Coordinated	Expanded	Improved		Prepared	Revised	Trained
Arranged	Corresponded	Expedited	Improvised	Maintained	Prescribed		Transacted
Assembled	Counseled	Experimented	Increased	Managed	Processed		Transferred
Assisted	Cut back on	Extracted	Influenced	Merged	Produced	Selected	Translated
Attended	Created		Informed	Measured	Published	Served	Transported
		Fed	Initiated	Minimized	Purchased	Serviced	Treated
Balanced	Dealt with	Folded	Innovated	Modified		Set up	Typed
Bought	Decided	Furnished	Inspected	Modernized	Qualified	Shipped	
Budgeted	Defined	Facilitated	Installed	Motivated	Questioned	Showed	Uncovered
Built	Delivered	Finalized	Instituted			Simplified	Undertook
	Demonstrated	Financed	Instructed	Negotiated	Raised	Sold	Unified
Carried	Designed	Fired	Integrated	Notified	Read	Solved	United
Centralized	Determined	Fostered	Interpreted	Numbered	Realized	Sorted	Updated
Changed	Diagnosed	Found	Interviewed		Received	Staffed	Upgraded
Checked	Directed	Founded	Introduced	Observed	Recorded	Standardized	Used
Clarified	Diverted		Invented	Obtained	Recruited	Started	
Cleaned	Distributed	Generated	Invested	Opened	Reduced	Strengthened	Verbalized
Coached	Drove	Governed	Investigated	Operated	Refined	Studied	Verified
Collated	Duplicated	Guaranteed		Organized	Related	Supplied	
Compared		Guided	Judged	Overhauled	Reorganized	Supported	Weighted
Compiled	Edited			Oversaw	Reported	Supervised	Withstood
Completed	Encouraged	Handled	Launched	Outlined	Represented	Systematized	Worked
Composed		Headed	Learned				Wrote

Mention achievements over responsibilities when possible and appropriate

Use specific language and examples (how do you stand out from other candidates?)

1. Good Example: Hit and surpassed the monthly KPI by 20% for 5 months in a row
This becomes a better if you explain the pivotal/critical catalyst “ by improving our quality record-keeping”
1. Bad Example: Generated leads through cold calling
But this could become a good accomplishment if revised to say “Generated a company leading 75 sales leads per month by cold calling past customers not heard from in the last 3 years

*Tip: Avoid buzzwords or filler words like “critical thinker” “good communicator” unless connected to a business activity and result. Ideally, you want to demonstrate those skills through your work and accomplishments.

Duties and Responsibilities Versus Accomplishments: Your duties and responsibilities refer to the general scope of your job, such as “sales” or “selling.” Accomplishment statements give specific examples of tasks you finished. The following chart shows the difference.

Duties & Responsibilities	Accomplishments
Was responsible for sales in Western Region	Increased sales six-fold in three months despite reduction in force.
As an intern, responsible for creating a new organization system	Created an inventory organization system that resulted in ability to take on over 20 new clients

Typing 85 words per minute isn't necessarily an accomplishment. It's a skill. But quickly typing a 50 page report in two hours so it can be mailed by 5 p.m. is an achievement.

Being an excellent team player isn't an accomplishment. It's a skill. But leading a task force that develops a new money-making product in less than two months is an accomplishment.

Maintaining productivity is not necessarily an accomplishment, but maintaining productivity under adverse circumstances is. See how this works?

Not sure how to identify your accomplishments? Ask yourself if you have:

- Improved sales, performance, engagement, or other metric
- Identified and/or solved a problem
- Improved efficiency
- Saved time or money for an employer
- Lead a team or initiative
- Provided critical support to team members
- Achieved more with less resources
- Improved team morale
- Brought a new skill, technique, or style to the role

If you can't remember your successes, then think of problems you've solved. It's helpful to make a chart with three columns: problems I faced, actions I took, result. Fill out the columns for a role you've had to help brainstorm resume items.

Put the most relevant information first

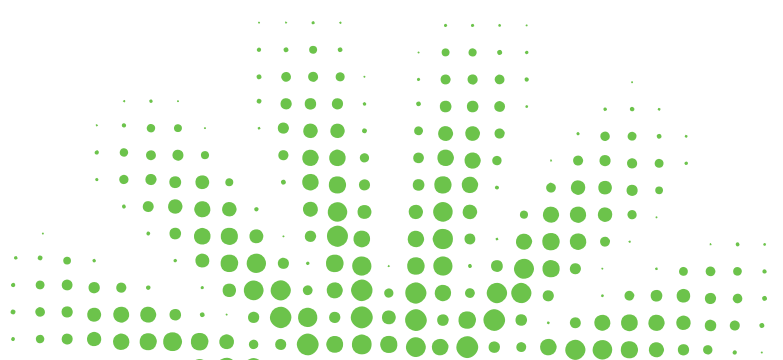
As you are starting out in the professional world, put the most relevant educational or professional experience first, don't worry about chronology. This can include:

1. Internships or jobs that relate to the industry
2. Certificates that demonstrate leadership, continual growth, or skills development
3. Education experience
4. Class projects that are related to the job requirements and show relevant skills

Include your education information

Education experience is always important. You can put this at the top of your resume if you don't feel like you have impactful and relevant professional experience.

1. Include what you school or schools you attended (college or university only, unless you are in your first year of college then you can include your high school or GED information)
2. Include your graduation month, year or expected graduation date
3. Include any honors, awards,
4. You can include any leadership roles, international study experience, fraternity or sorority affiliations, clubs, certifications that feel relevant to the role.
5. Generally - a grade pt average of 3.0 or better is worthwhile, especially if you are also working a part or full-time schedule - shows organization and drive to succeed.



Additional Experience

If you don't feel like you have much job experience or if it feels fitting for the role you are applying for, include information about interests or activities with transferrable skills or that demonstrate your passion and leadership ability like outside interests, personal projects, or volunteer activities.

1. List activities that you've taken part in which can demonstrate your social investment in a meaningful cause or showcase your leadership skills.
 - a. Have you organized a rally or event? Volunteered at a homeless shelter? Delivered groceries to elderly neighbors? These are great experiences that speak to your commitment to community or causes.
2. If you don't have the experience you want, create it yourself if you can. This might be easier in some industries than in others.
 - a. Examples: Make a magazine, blog, podcast; manage the finances for a volunteer bake sale; start a club on campus. Self-study the Adobe Creative Suite to become skilled in Photoshop.
3. Include jobs that might not be directly related but show that you've had work experience, can show up on time, manage a schedule, solve problems, save money, work with a team, increase sales/revenues, etc.

Be honest and be realistic

You don't want to over-exaggerate or claim to have skills you don't possess. Employers will catch on you don't know and it damages your reputation. Be realistic about your skills. An achievement statement should sound difficult, but not impossible. If it sounds "too good to be true" and you take credit for it, it may damage your credibility.

TAILORING YOUR RESUME TO THE JOB - WHAT DOES THAT MEAN?

Tailoring your resume to the job means create variations of your resume for each position you are applying for highlighting the skills, experience, and keywords in the job description. Creating a general resume that you can use as a template and build off of and change is helpful.

1. Read the job description closely and go through your resume and see if you've mentioned all of the skills and responsibilities that you possess for the position
2. Put those skills and the other most relevant skills at the top of your list for past experience
3. Use keywords and industry-specific language **from the job description** - larger companies might use AI or ATS technology (applicant tracking software) to read resumes. This software will often give you a score on how well your resume matches the role/ job description. Almost 70% of resumes don't make it past this initial screening so pick out those keywords from the job posting and use them!

*Tip - take a look at several job descriptions(3-5) for positions similar to what you are going after - they may mention keywords/activities that are part of the ATS but not included in the original job description ...there is often a disconnect between what the hiring manager wants and what HR puts on paper. This will also minimize the need for excessive tailoring - sometimes the only problem is that the company doesn't have your resume in their hands.

DESIGN & LAYOUT

Design is an important element of a resume. You want to present your information clearly and make your resume easy to read. It demonstrates that you organized and spent time applying for the job.

1. Don't use a photo (unless you're an actor or auditioning for a play). A resume is not a dating profile, so adding a photo just seems weird. Additionally, your photo is on your LinkedIn profile.
2. Organization matters - use headers, subheaders, and bullet points to clearly communicate information. There are many ways to do this, but typically something like:

Job Title, Company

Date of employment and location

description of company can be helpful if not clear or if you want to demonstrate an expertise in an industry (nonprofits, music, etc.)

- bullet points with skills and achievements

3. Don't over design. A resume that's too busy will detract from the information you are trying to present. But also many people will leave too much "white space" by shifting margins way over to a side. In terms of overall look and content "the sale" usually occurs in the 2/3rds of the page.
4. Keep it to one page as a young professional with limited work experience

BEFORE YOU SUBMIT

Edit!

Never submit a resume without proofreading it for errors.

1. You can use tools like Grammarly, but I would recommend having a friend, partner, parent, mentor, sibling, someone who you trust to be honest and detail-oriented to look over your resume for errors beyond typos and to look for consistency in alignment, spacing, and keyword usage.
2. Download your resume as a PDF and .docx file to make sure your formatting is consistent

Did you follow submission directions?

Apply for the job how it is stated in the posting. Are they asking you to email and send a cover letter and resume? Do you have to use a company portal and create a profile? Following these instructions is crucial to even get your resume seen. Many hiring managers won't waste time looking a resume from a candidate who can't follow instructions.

*Tip - Read the resume out loud to someone or have them read it to you - if they get confused or tongue tied - you need to rework things for clarity.

J O B A P P L I C A T I O N & S E A R C H T I P S

Keep in mind, all hiring decisions are subjective. Yes, there are criteria hiring managers are looking, but it's also about how well someone will fit with the team and what that specific manager is looking for, which could really vary from another hiring manager looking to fill that same role.

Don't eliminate yourself from positions because you think you aren't qualified.

You're not going to have 100 percent of the qualifications, in fact if you have 80 percent of the qualifications, you're probably overqualified for that job.

Hiring managers want employees who are engaged in the work and employees who aren't challenged enough by a role, often don't stick around too long. Additionally, some companies prefer someone who might not have robust experience in a specific program language, management system, or style of writing, because they prefer to have the employee learn those skills in the way the company wants them so they can avoid problems that can arise from predisposed methodologies.

Know when to take advice and when to ignore it.

There's a lot of advice about creating the best resume, but ultimately, the best resume is the one that you feel best about.

Following up is ok!

If you haven't heard back from an employer and applications are closed, it's ok to send an email after a couple of weeks to inquire about the process.

Create a LinkedIn profile

LinkedIn is a big deal - create a profile. Use a lot of what is in the resume but don't cut and paste it. Instead make it more like a summary or outline - stay to essential keywords or skills. But, here you should have a picture and you should include a phone and/or email on the body of the profile so you can be contacted directly without a network connection.

Recruiters/Agencies prioritize using LinkedIn a lot. Here are a couple of ways to utilize the platform to build connections and get the most out of LinkedIn:

- Join the topical industry group.
- Connect with lots of people no matter their industry - it is often a friend of a friend who can help the most.
- Look up the people on LinkedIn from a company and connect with anyone that has the gold "in" logo - they accept all connection requests or again you may discover a friend of a friend already works there.



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Have questions or want more resources?

Find Grace or Andrea during networking hour at the Fall GA, or send us an email at treasurer@leadmn.org and andrea@leadmn.org after the General Assembly. We'll be happy to talk more about building a resume or LinkedIn profile, industry specific tips, and more!