

Creating an Effective Résumé
Florida Community College at Jacksonville
South Campus
Career Development Center U-104

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Purpose of a Résumé

A résumé serves as the primary marketing tool in a job search campaign. It is an individually designed formal presentation of the qualifications you have to offer an employer. While a résumé's primary purpose is to persuade an employer to interview you, it can be used for a number of other purposes as well. For example, a résumé can:

- Be used to request an informational interview;
- Be handed out to recruiters at job fairs;
- Be given to people serving as references for you
- Be used to prepare for a job interview.

A key point to remember when developing a résumé is that it is not an autobiographical listing of everything that you have done. Instead, it should contain carefully selected and organized information related to your job objective that will persuade an employer to interview you for a job.

Format

There are three primary résumé formats:

(1) chronological (2) functional and (3) combination.

It is up to you to choose the résumé format that showcases your qualifications, skills and experiences in the best light.

Chronological

- Shows employers in reverse chronological order (most recent first)
 - Shows off a stable work history
- Use the chronological format when:
- Your job history shows progress via job titles
 - You are staying in the same or a closely related field

Functional/Skills

- Job duties are arranged by skill categories
- Work history section appears last (this format typically does not emphasize employment dates)

Use the functional format when:

- You are changing careers
- You have little direct, related experience
- You want to de-emphasize gaps in your work history

Combination

- Contains elements of both the chronological and functional formats (namely a skills section and a work history section)

Use the combination format when:

- You have adequate job experience
- You have a stable work history of positions related to your job objective

Basic Résumé Elements

Include the following elements in your résumé:

Contact information

- Name – always list first and make it stand out by using **bold print** and a **larger font**.
- Mailing address – list your full address with no abbreviations
- Phone number – include area code
- E-mail address – avoid “non-professional” usernames

Objective Statement – Serves as an “introduction” to the job you are seeking. The objective is a “guide” for the remainder of the résumé. Some sources state that an objective is not a required résumé element but we always advise you to use one. Without an objective, an employer will have to guess which job or position you’d like to be considered for. Include:

- Title or position desired
- Field, industry or department
- Qualities you’d bring to the job

Example: to obtain a management position in the retail industry utilizing skills and experience in customer service, organization and interpersonal communications.

Education

- List highest degree earned first along with graduation date and area of study
- School and location
- GPA (if over 3.0)
- Coursework that will support your objective if it is not a “customary” part of your degree
- Do not include high school information

Example: Associate of Science, Marketing Management

May, 20xx

Florida Community College at Jacksonville

Jacksonville, Florida 32246

GPA 3.6

Dean’s List – 4 semesters

Experience

Include:

- Job title or description title
- Organization or company name
- Location
- Date(s) of employment
- Internship and volunteer experience
- Description of your accomplishments using action words and “sentence” fragments (refer to action word list). (Quantify your experience whenever possible)

Example: Server, August 1999 – present
Tasty Restaurant, Jacksonville, Florida
Promoted to shift leader after 9 months
Supervised work of 7 servers per shift

Other résumé elements (sections) that may be included if relevant to objective:

- Professional affiliations
- Leadership Experience
- Activities and awards
- Volunteer Experience
- Honors/Achievements

Tips

Résumé Do's

- Use quality paper in a conservative color. Generally white or ivory is best
- Use a common font like **Times New Roman (10 – 12 pt)**
- Keep length to one page Use a laser printer
- Keep margins between .75 and 1.0 (Use “white space” to your advantage)
- Use action words and sentence fragments (refer to action word list)
- Proofread, Proofread, Proofread.

Résumé Don'ts

- Don't use personal pronouns
- Don't provide references on the résumé
- Don't include personal information (social security number, health status, race, gender or marital status)
- Don't fold or staple the résumé

Electronic Résumés

When referring to an electronic résumé, people generally mean one of three things. 1) a résumé that is sent via email, 2) a résumé submitted online to a company's website, or 3) a scannable résumé.

They said to submit my résumé as an ASCII text document. What is that?

Because not everyone uses the same word processing applications (ex. Microsoft Word) and/or computer platforms (ex. MacIntosh), many employers ask job seekers to submit their résumés as ASCII text documents when accepting résumés via email or online. ASCII (pronounced "askee") stands for "American Standard Code for Information Interchange". It is a standard, common text language consisting of 128 letters, numbers, punctuation marks, and certain other characters that are readable by all platforms and programs. ASCII contains no formatting including special characters, tabs, underlining, bolding, fonts, and alignment. By using this clear, simple form of text job seekers can ensure that employers will be able to read their résumé no matter what word processing package or computer platform the employer is using.

How do I create a résumé in ASCII?

- 1) Type your résumé using your word-processing application.
- 2) Draw your reader's attention to specific text items with use capitals, spacing, hard line breaks, and non- special characters, such as asterisks (***) .
- 3) Spell-check.
- 4) Save it as a text-only document, sometimes called Rich Text Format or RTF. This should be an option under your "save" or "save as" command. You can also use a simple text program to compose your résumé, such as Notepad in Windows.
- 5) Cut & paste it in the message field of your email or online submission and be sure to proofread before you hit the send/submit button.

Do Not Use:

- 1) Special Characters – special characters (such as "smart quotes" or mathematical symbols) do not get accurately transferred in the text save; avoid using special characters.
- 2) Tabs – use your spacebar instead.
- 3) Special Alignments – keep everything left justified, if you want to indent a sentence or center a heading, use the spacebar.
- 4) Word Wrap – turn off the word wrap feature; instead use hard carriage returns to insert line breaks (Some advise the opposite).
- 5) Fonts – fonts will automatically return to the computer's default face and size, so boldface (some say bold is okay) , italics, and various sizes will NOT appear in the ASCII version.

Other Tips:

- Do not send your résumé as an email attachment unless that format is specifically asked for; although it may look better to you, your attachment may not be recognized by the employers' computers and they may not be able to access it.
- Email yourself a copy before sending it to an employer.
- You may want to submit a more visually appealing hard copy résumé via regular mail. Mention that what they have is the electronic version.
- Never fold or staple *any* type of résumé.
- Never print *any* type of résumé on both sides of a page.
- Scanners most easily read white paper with black type.
- Focus on using nouns (manager), synonyms (supervisor), keywords (Human Resources), and industry jargon (EEO) in electronic résumés.

SAMPLE ELECTRONIC RÉSUMÉ

IMA STUDENT

123 Beach Boulevard
Jacksonville, FL 32246
(904) 555-5555

KEYWORD SUMMARY OF QUALIFICATIONS

Web Page Design and HTML Programming. Experience in Marketing. Print and Electronic Media. Database Development. Skills in Organization. Time Management. Teamwork. Interpersonal Communication.

EDUCATION

Associate in Science, Florida Community College at Jacksonville, Jacksonville, FL, 1999, GPA: 3.45

EMPLOYMENT HISTORY

HTML Programmer, Peoples Public Relations, 5/99 - present

- ** HTML code for all Web pages designed by Ross Public Relations
- ** Developed client Web sites including flow charts, Perl scripts, and web-to-database applications

Graphic Designer, Peoples Public Relations, 11/98 - 5/99

- ** Created four-color brochures, magazine ads, and multimedia presentations
- ** Product manager for client creative projects
- ** Database system developer for client archived files
- ** Network integration assistant within the art department

Assistant Graphic Designer, Acme Designs, 1/98 - 11/98

- ** Assisted in development of advertising materials including a Macromedia Director presentation
- ** Designed flyers for promotional events
- ** Assisted in producing mechanicals

Assistant Computer Operator, Telecom Corporation, 5/97 - 1/98

- ** Entered client data into billing database
- ** Managed client files
- ** Generated database reports in response to account inquiries

ADDITIONAL SKILLS:

- ** Programming/Scripting Languages: C++, Cobol, HTML, and Perl
- ** Systems: MacOS, Win98, Solaris
- ** Software: Adobe Acrobat, Aldus Pagemaker, Adobe Photoshop, EXCEL, Filemaker Pro, Microsoft Word, QuarkXPress

