

EXPERIENTIAL EDUCATION & CAREER SERVICES

# RESUME GUIDE BOOK GRADUATE

## INCLUDES:

- Resume Examples
- Tips & Tools
- ATS Resume Format
- Bullet Statements
- Key Action Verbs
- Resume Don'ts
- Sample Cover Letter
- Checklist



JOHNSON & WALES  
UNIVERSITY



Experiential Education  
& Career Services

**HIREJWU**  
powered by *Handshake*

# JWU Resume Checklist

<input type="checkbox"/>	<p><b>MARGINS</b> Typically your resume document will be formatted with 1-inch margins. As long as information is relevant flexibility may apply. In most cases, margins any smaller may cause your resume to appear crowded, and difficult to read.</p>
<input type="checkbox"/>	<p><b>CONTACT INFO</b></p> <ul style="list-style-type: none"> <li>• Name – should be in bold and larger font than the content of your resume</li> <li>• Phone Number with area code (just your cell phone and make sure your voice message is professional)</li> <li>• Email (make it professional, not pinklady@aol.com); JWU email address suggested</li> <li>• Customized LinkedIn URL, and if you have your own blog or website, add it if it's relevant to the position</li> </ul>
<input type="checkbox"/>	<p><b>HIGHLIGHTS OF QUALIFICATIONS (or SUMMARY OF SKILLS)</b> Use this section to showcase 3-5 bullets outlining your most relevant skills to the position you are applying to. This can include certifications, computer/technical skills, language skills, relevant coursework, specific results you have achieved in a professional setting. Use the job description as a guide to choose the skills and abilities you showcase.</p>
<input type="checkbox"/>	<p><b>EDUCATION</b></p> <ul style="list-style-type: none"> <li>• School Name, City, State Initials, Month/Year</li> <li>• Degree Earned, Major, Graduation Month/Year</li> <li>• Concentration</li> <li>• GPA (if above 3.0) and Honors</li> <li>• If appropriate, list relevant coursework and projects</li> </ul> <p>Only list high school, if it's specialized to your major. If you are a transfer student, only list the college from which you earned your degree.</p>
<input type="checkbox"/>	<p><b>WORK EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• Company, City, State</li> <li>• Job Title, start date month/year –to- end date month/year</li> <li>• list 3-4 qualified and quantified bullet statements for each relevant position</li> </ul>
<input type="checkbox"/>	<p><b>BULLET STATEMENTS</b> Showcase your accomplishments. Focus on the results you achieved and how you achieved them. Don't re-write your job descriptions - be brief and to the point. You want the first few words of each bullet to be action- and results-oriented (verb). Quantify and qualify (\$,%,#). Start with your most recent job and provide 3-4 primary duties highlighting your most important achievements. One way to craft solid statements is to ask yourself the questions – who, what, when, why and how. Use these helpful questions to guide you:</p> <ul style="list-style-type: none"> <li>• What was the situation or challenge presented to you?</li> <li>• What was the goal you worked on?</li> <li>• How big was the project?</li> <li>• Who was involved? How many people did you supervise?</li> <li>• How much ahead of deadline or under budget?</li> <li>• What were the specific actions you took to reach the goal or complete the project?</li> <li>• How often or when did you perform this task or responsibility?</li> </ul>
<input type="checkbox"/>	<p><b>OTHER CATEGORIES</b> (Other Accomplishments, Volunteer Activities &amp; Interests or Honors &amp; Associations) In this section you can really enhance your resume by highlighting alternative experiences that are valuable in the workplace. Include honors, awards, projects, professional memberships, volunteer work and military service.</p> <ul style="list-style-type: none"> <li>• Name of organization, Date (month/year)</li> <li>• Role and activities (e.g. award name, leadership positions held)</li> </ul> <p>Students with less work experience and more volunteer experience may develop this section in more detail.</p>

# Resume Mistakes to Avoid

Here are some classic resume don'ts direct from the mouths of our JWU employers who want to hire YOU. Common mistakes include:

- 1. Assuming spell-check is good enough**
- 2. Using "I", "We", "Me" anywhere on your resume.** Pronouns should never be used on a resume.
- 3. Bullet Statements not starting with an action verb** – The first word of every statement should be an action verb (See Action Verb List) Note: If you are currently employed, action verb should be present tense; past employment uses a past tense.
- 4. Experience not listed in correct order** - Job experiences should be listed in reverse chronological order (most recent first).
- 5. Misspelling Johnson & Wales University** - Johnson and Whales is WRONG!
- 6. Inconsistent Formatting** – Hiring managers want to see a neat, clean, easy to read resume. For example: Be sure your font size and type is consistent throughout the entire resume, and tab point is consistent for all
- 7. Having a 2 page Resume** – You only have 10 seconds to grab an employer's attention. Only list information that is relevant to the job you are applying to.
- 8. Listing High School Education** – It is understood that if you're in college, you've graduated from high school.
- 9. Don't overinflate your value:** – Be honest and no "upgrades" to title, dates, and details.
- 10. Telling everyone why you left** – Don't include negative information on your resume.
- 11. Including lots of personal information** – Unless your hobby relates to your career, it doesn't belong on your resume. The same goes for your height, weight, religion, sexual orientation or any other facts that are personal.
- 12. Listing categories in random order** – List in order of importance. Consider whether your education or experience is your best selling point. The checklist on the previous page is a good example for new grads.
- 13. Lack of keywords** – Companies now utilize Applicant Tracking Systems (ATS) as their first set of eyes to choose candidates based on keywords, and not having enough may prevent you from being considered. Pull keywords from the job description to enrich your resume.
- 14. Appearance distorted in email attachment** – Have a Word and PDF version of your resume available to send/upload. When you are applying, send both versions so the employer can choose the format that works best for them.

# Bullet Statement Examples

## ACCOUNTING

- Reviewed and confirmed daily general ledger trial balance report in cooperation with property manager
- Assisted in the preparation of annual budget and maintained budget guidelines and restrictions
- Used Microsoft Excel to verify goods ordered and received

## ADMINISTRATIVE

- Assisted in coordinating daily activities of six doctors, lawyers, accountants, and administrators
- Utilized legal terminology to communicate between lawyers in 8 person law firm

## BANQUETS/F&B

- Accommodated group bookings of 5-500 by adhering to standard operating procedures for banquets
- Verified accuracy to monitor cost control procedures in an employee cafeteria
- Familiar with set up procedures for banquet rooms accommodating 50 to 500 guests

## EVENT MANAGEMENT

- Supervised up to 12 ushers; trained, gave directions, organized observation tours to regular, and new ushers
- Coordinated 25-30 conferences per calendar year with attendees from 50 to 1,000 people
- Managed conventions of 100-300 people for Fortune 500 corporate accounts, coordinated room reservations, meeting, food and beverage and audio visual needs

## FINANCE

- Conducted weekly analysis of company's shipping revenue
- Facilitated launch of largest Indian IPO of 2010 as an implementation team member
- Performed initial analysis of financial statements, monitored credit payments, minimized credit default risk

## FOOD SERVICE MANAGEMENT

- Supervised guest meal periods of breakfast, lunch, dinner and brunch serving over 500 guests per day
- Minimized operational costs by 5% through implementation of staff scheduling based upon occupancy forecast
- Hired & trained hourly & salaried associates as per established company standards

## HOSPITALITY FRONT OFFICE

- Checked an average of 175 guests in and out of the hotel per shift, including out-of-order rooms and VIP rooms
- Prepared rooms forecast at a 350-bed hotel property, including out-of-order and VIP rooms requiring special accommodations
- Coordinated group arrivals and departures for 10+ guests per day

## HUMAN RESOURCES & TRAINING

- Recruited 2 store managers and 4 store supervisors for company's New England division
- Developed, tracked and reported performance measurements for a five member department
- Trained new employees regarding job duties and quality standards, assessed new hires, recommended dismissals
- Screened resumes, invited qualified candidates and conducted 10+ interviews on a daily basis during main recruiting season

## INTERNATIONAL TRADE & INTERNATIONAL RELATIONS

- Interacted with 600+ participants, from 41 countries involved in distance learning courses through emails and online
- Negotiated the terms of delivery, packaging and sales with customers; ensured clear communication between the business manager, export and sales department
- Performed field study on brand loyalty; described competitive landscape for Hutch customers in and around Mumbai

## LEADERSHIP & MANAGEMENT

- Assessed the needs of over 2,000 guests per day in a 150-seat student dining property
- Managed a staff of 10, coordinated schedules and enforced company policies by negotiating conflicts in a fair but firm manner
- Performed project management functions to ensure deadlines were met

## MARKETING, PR & MARKET RESEARCH

- Developed, created and organized the distribution of promotional materials for the American Heart Association
- Coordinated internal and external marketing events; obtained budget approval, ensured event staffing, produced press releases, and organized vendor purchases
- Conducted an overseas research trip to Thailand to obtain customer feedback on pre-selected products to evaluate company's market position within the region

## TECHNOLOGY

- Performed analysis, and development of implementation tasks using C, C++, VB, MS Access, UNIX Shell Scripts, Oracle SQL, Pro C and SQA Robot
- Performed daily troubleshooting of system hardware, software and network utilities.
- Introduced, tested and participated in implementation of automated bookkeeping system based on 1C Company PC programming product and technology development

## TRAVEL

- Negotiated rates with potential vendors in order to maximize guests' travel experience
- Organized familiarization trips for 25-50 foreign travel sales professionals, in close cooperation with Tourism Authority of Thailand and Thailand Convention Exhibition Bureau
- Planned and delivered on-site services for meetings, incentives, conventions, conferences, exhibitions and team-building activities for both local and international clients

## HOUSEKEEPING

- Conducted quarterly inventory of linen, chemicals and amenities
- Coordinated housekeeping work with Front Office, Engineering and Banquet staff
- Managed a monthly inventory of \$20,000, and collaborated with 3-5 vendors to obtain goods and services

# Key Action Verbs

The following action verbs will help you to develop a resume, write your cover letters, and thank you letters.

Management & Leadership Skills	Communication Skills	Technical Skills	Financial/Data Skills	Creative Skills
Administered	Accounted	Adapted	Accounted	Adapted
Analyzed	Addressed	Applied	Adjusted	Conceptualized
Appointed	Advised	Assembled	Administered	Created
Attained	Articulated	Built	Allocated	Customized
Authorized	Assisted	Calculated	Analyzed	Communicated
Consolidated	Authored	Computed	Appraised	Coordinated
Contracted	Clarified	Conserved	Articulated	Critiqued
Controlled	Communicated	Constructed	Assessed	Developed
Coordinated	Composed	Converted	Audited	Designed
Delegated	Condensed	Debugged	Authored	Evaluated
Developed	Consulted	Designed	Balanced	Facilitated
Directed	Contacted	Developed	Budgeted	Focused
Eliminated	Conveyed	Engineered	Calculated	Formulated
Enhanced	Coordinated	Fabricated	Charted	Guided
Established	Counseled	Installed	Classified	Individualized
Executed	Defined	Maintained	Compared	Illustrated
Generated	Demonstrated	Operated	Computed	Initiated
Handled	Developed	Overhauled	Conserved	Integrated
Hired	Directed	Printed	Consolidated	Invented
Hosted	Drafted	Programmed	Corrected	Modeled
Improved	Entertained	Rectified	Determined	Modified
Incorporated	Expressed	Regulated	Developed	Originated
Increased	Formulated	Remodeled	Entered	Planned
Initiated	Furnished	Repaired	Estimated	Revised
Instituted	Guided	Replaced	Evaluated	Revitalized
Led	Hired	Restored	Filed	Shaped
Managed	Incorporated	Solved	Financed	Solved
Merged	Influenced	Specialized	Forecasted	Set goals
Motivated	Marketed	Standardized	Logged	Simulated
Organized	Mediated	Studied	Managed	Taught
Originated	Negotiated	Upgraded	Marketed	Tested
Oversaw	Participated	Utilized	Measured	Trained
Planned	Persuaded	Planned	Transmitted	
Presided	Presented	Prepared	Tutored	
Prioritized	Proposed	Programmed		
Recommended	Reconciled	Projected		
Reorganized	Resolved	Published		
Replaced	Solicited	Queried		
Restored	Suggested	Reconciled		
Reviewed	Summarized	Reduced		
Scheduled	Surveyed	Researched		
Secured	Synthesized	Retrieved		
Selected	Translated	Tabulated		
Streamlined	Transported	Transmitted		
Supervised	Tutored	Typed		
Terminated	Wrote			

# Your Name

City, ST  
Email Address  
Phone  
LinkedIn URL

MBA-SKILLS BASED

## PROFESSIONAL OBJECTIVE

MBA Candidate currently seeking to obtain a Human Resource Internship

## PROFESSIONAL PROFILE

- Results-oriented individual with a solid focus on employee orientation, development and training
- 2+ years of domestic and international work experience
- Computer Skills: Proficient in MS Word, MS Excel, and MS PowerPoint, some SAP knowledge

## EDUCATION

Johnson & Wales University  
MBA

Providence, RI  
Candidate, mm/yyyy

University of Manchester  
BA (Honors) Business Administration

City, ST  
Degree, mm/yyyy

## RELEVANT MBA HUMAN RESOURCE COURSES & TOPICS STUDIED

### Human Resources Management

- Benefit Management
- Employee Evaluations
- Hiring Process
- Interviewing

### Organizational Leadership

- Organizational Change
- Policy Management
- Turnover Analysis

## HIGHLIGHTS OF PROFESSIONAL SKILLS & EXPERIENCES

### Organization

- Maintained an active filing system of 1,000+ files on potential new students
- Assisted approximately 25 students daily with admission concerns, directing to appropriate staff members
- Prepared and mailed numerous acceptance packages to international and domestic students

### Communication

- Prepared project presentations using MS PowerPoint and presented findings to 30+ graduate students
- Achieved Competent Communicator Certification by Toastmasters International after completing 10 different types of speeches pre-defined by Toastmasters International
- Acted as a New Student Ambassador during Summer Orientation 2009 helping international students acclimate to campus life and learn about the city of Providence

## WORK EXPERIENCE

### Graduate Assistant

Johnson & Wales University  
Graduate Admissions

Providence, RI  
mm/yyyy – Present

### Marketing Assistant

Bare Associates International  
International quality consumer research company

Dublin, Ireland  
mm/yyyy – mm/yyyy

## PROFESSIONAL ORGANIZATIONS & ACTIVITIES

- Society of Human Resources Management (SHRM), *Student Member*
- Toastmasters, Johnson & Wales University Chapter, *Member*

mm/yyyy – Present  
mm/yyyy – Present



# Your Name

Phone  
Email Address  
LinkedIn URL

## FINANCE/INTERNATIONAL-CONSULTING EXPERIENCE

### PROFESSIONAL OBJECTIVE

To obtain a Financial Analyst Level I position in a progressive organization where MBA finance skills can be applied.  
Open to relocation.

### HIGHLIGHTS OF QUALIFICATIONS

- Over 2 years of business analysis experience
- Possesses domestic and international work experience
- Strong analytical, interpersonal, leadership and decision-making skills
- Proficient Microsoft Excel, Word, Power Point, Publisher, Mega Stat, NCSS skills

### AREAS OF KNOWLEDGE

Asset Management, Financial Analysis & Forecasting, Investment Analysis, Projection of Financial Statements, Banking, Financial Reporting, Operating Leverage, Strategic Financial Planning, Business Analysis, Financial Statements, Portfolio Construction, Tax Planning, Cash Budgeting, Industry Analysis, Portfolio Management

### EDUCATION

Johnson & Wales University (JWU)  
MBA, Accounting Concentration  
GPA: 3.8/4.0

Providence, RI  
Candidate, mm/yyyy

Baikal State University of Economics and Law  
B.S. in Finance GPA: 4.0/4.0

Irkutsk, Russia  
Degree, mm/yyyy

### FINANCE & BUSINESS ANALYSIS WORK EXPERIENCE

Auto Paint RI

Providence, RI  
mm/yyyy – mm/yyyy

#### Business Consultant

- Consulted a local company to determine the reasons for a decrease in revenue and find solutions
- Analyzed organization's financial statements, marketing strategies, competition, target demographic, personnel and equipment utilization in order to find gaps in company's operations
- Presented a plan for development and implementation of new marketing strategies, pricing strategies, re-positioning, cost cut and new strategic investment

### PRO BONO CONSULTING (JWU)

Best Buddies of RI

Providence, RI  
mm/yyyy – mm/yyyy

#### Business Consultant

- Worked with a non-profit organization to help raise funds for operational purposes
- Analyzed organization's fundraising techniques and developed new marketing plan
- Contacted more than 100 companies in order to find ways to raise funds for Best Buddies
- Designed and executed an electronic database of potential sponsors for the organization

Sberbank Commercial Savings Bank of Russia

Stavropol, Russia  
mm/yyyy – mm/yyyy

#### Business Analyst

- Performed initial analysis of financial statements, monitored credit payments, minimized credit default risk
- Assessed the risks associated with issuance of personal and corporate loans
- Analyzed business needs of various companies; identified strategic and financial issues and developed solutions
- Worked with IT staff on an implementation of a new software
- Estimated losses caused by a devastating flood that damaged water supply and sewage systems in the region in June '17

# Your Name

Phone ♦ email address ♦ LinkedIn Profile url

## HIGHLIGHTS OF QUALIFICATIONS:

- Experience utilizing leading media database systems such as SRDS and Mediamark (MRI+)
- Proficiency in Act, Adobe, Microsoft Office Suite and Macintosh platforms and software
- Bilingual: Fluent in English and Spanish languages

## EDUCATION:

Johnson & Wales University

### **MBA Hospitality**

Providence, RI  
Candidate, mm/yyyy

## PROJECT EXPERIENCE:

- Developed and implemented Telemarketing Approach Techniques Training including: the establishment of a new marketing script as a base to engage and respond effectively to prospective clients for The Key Program
- Created an integrated Marketing Communications Plan for two Rhode Island based institutions including the Rhode Island Coalition and The Children's Museum
- Served on a team of 5 members, selected from 6 groups to create and produce a market ready DVD for JWU to raise public awareness on local sustainability initiatives
- Designed, recruited, and moderated a 12 person focus group to test financial product for a Fortune 500 company

## PROFESSIONAL EXPERIENCE:

### **DMPM Corporation**

*Marketing Specialist*

- Conduct calls to 50 potential clients daily; attempting to create relationships and introduce available services
- Follow up with existing customers in order to facilitate DMPM's level of customer service client satisfaction
- Promote offerings by participating in outbound sales appointments and customer calls, averaging 70-120 daily

Boston, MA  
mm/yyyy – Present

### **O'Donnell & Associate**

*Marketing/Advertising Intern*

- Assisted with the design of print ads and logos for Land Rover, Jaguar, Pontiac and GMC cars and trucks; resulting in a 10% increase in attendance at the LR2 launch and awareness charity events
- Researched and organized data via Excel which created a more efficient flow of daily business processes
- Contacted 15-20 potential clients daily via email and phone to create awareness of company services
- Collaborated with the media coordinator in contacting television and radio stations and creating a promotional package valued at \$10,000, that included brochures, price information and current client referrals
- Aided the traffic coordinator with contacting clients, solving problems and preparing for overseas commercial shoots

East Providence, RI  
mm/yyyy – mm/yyyy

### **MBalliance**

*Marketing Specialist, Summer Intern*






- Contacted 100+ potential clients daily via phone and email in order to build a clientele to promote services
- Utilized ACT and MS programs applications; accomplishing goals of organizing data and setting appointments
- Attended and participated in weekly sales meetings; addressing such topics as future endeavors, new products, and ways to expand awareness of the company
- Consistently researched competitive advantages and industry updates through trade publications, newspaper articles, direct marketing textbooks and online literature

Boston, MA  
mm/yyyy – mm/yyyy



PERSONAL INFORMATION **Your Name**



-  Address:
-  Phone  Cell Phone
-  Email address
-  Skype your user name

Sex Female | Date of Birth mm/dd/yyyy | Nationality:

STUDIES APPLIED FOR **European Masters in Tourism Management**

WORK EXPERIENCE

- 
- mm/yyyy – Present

**Events Assistant**  
BRIDGE Center at Johnson & Wales University, Providence, Rhode Island

    - Plan and execute events at the centre aimed to build relationships, and encourage intercultural dialogue and global engagement

Sector Education
  
  - mm/yyyy – mm/yyyy

**Seasonal Manager**  
Borg Bed & Breakfast, Aalesund, Norway

    - Managed all aspects of marketing and operations
    - Trained and supervised staff

Sector Hospitality
  
  - mm/yyyy – mm/yyyy

**Tourguide**  
Moere og Troendelag Guideservice, Aalesund, Norway

    - Guided groups of tourists around the region of Moere og Romsdal
    - Gave tours in English, German, Spanish and Norwegian

Sector Hospitality
  
  - mm/yyyy – mm/yyyy

**Marketing Assistant**  
BRIDGE centre at Johnson & Wales University, Providence, Rhode Island

    - Managed social media accounts (Facebook, Twitter, Instagram, Tumblr) of the centre
    - Designed promotional posters and flyers for programs taking place at the centre

Sector Education

**EDUCATION**

09/12-05/15 **Bachelor of Science in International Hotel and Tourism Management**

Johnson & Wales University, USA

- Comprehensive degree program covering coursework from the arts and sciences and business, preparing the student for a career in hotel and tourism management
- Included 3 month internship at Providence Marriott Downtown hotel
- Included 3 month study abroad program in Castellammare di Stabia, Italy

09/12-05/15 **IB Diploma and IB bilingual diploma**

Li Po Chun United World College, Hong Kong

- Academically challenging, two year program designed to address the intellectual, social, emotional and physical well-being of students

**PERSONAL SKILLS**

**Mother tongues** German, Norwegian

**Other language(s)**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Spanish	B2	B2	B1	B1	B1

**Communication skills** ▪ Good communication skills gained through my experience as marketing assistant

**Organisational / managerial skills** ▪ Scheduling skills acquired by working as seasonal manager  
 ▪ Planning skills acquired by being responsible for booking and purchasing at B&B  
 ▪ Leadership (previously responsible for a team of 6 people)

**Job-related skills** ▪ Excels at teamwork after working closely in a team of four for several years at the same workplace

**Computer skills** ▪ Good command of Microsoft Office™ and OpenOffice tools  
 ▪ Proficient in use of Photoshop and Publisher after creating flyers and posters for the purpose of marketing

**Other skills** ▪ Social media marketing

**ADDITIONAL INFORMATION**

**Honours and awards** Johnson & Wales University Dean's list mm/yyyy - Present  
 Johnson & Wales University Student Activities' Exemplary Citizen Award yyyy

**Memberships** ▪ JbreW Student Brewing Club

**ANNEXES**

- Letter of Recommendation

# Formatting the (ATS) Friendly Resume

What is ATS? Applicant Tracking System is a software application system which aids companies, both large and small, in their recruitment efforts. In most situations the software screens and filters applicant's resumes and cover letters based on criteria including components such as key words, skills, employment, and education. Therefore, applicants must format their resumes in a style that is suitable as well as recognizable to the software.

**FONTS** - No specific fonts required. Use standard fonts read by all computers for a professional appearance.

**SANS-SERIF FONTS** - Arial, Arial Narrow, Calibri, Century Gothic, Gill Sans, Lucida Sans, Tahoma, Trebuchet, Verdana.

**SERIF FONTS** - Book Antiqua, Bookman, Cambria, Century Schoolbook, Courier, Garamond, Georgia, Times New Roman. Use a reasonable font size (10-12 point depending on the specific font. Fine to use larger font for name and heading (16-20 points).

**SYMBOLS** - Use asterisks, dashes, hash tags, and only symbols found on your keyboard.

**ACCENT MARKS** - Do not use; considered old fashioned; resume' is now and forever resume.

**BORDERS AND LINES** - Fine to use if not touching any text. If in doubt, leave them out.

**HEADERS AND FOOTERS** - Do not use for any important information; fine for a page 2 header or footer.

**GRAPHICS, LOGOS, CHARTS, GRAPHS** - Do not use.

**TABLES AND COLUMNS** - Do not use.

**ITALICS AND UNDERLINES** - Do not use.

**BULLETS** - Fine to use but avoid fancy shapes. Make sure bullets are not touching any text.

**BOLD AND CAPS** - Fine to use.

## **CONVERT TYPICAL MULTI-COLUMN BULLET FORMAT...TO SINGLE COLUMN WORD STRING**

- Accounts Payable & Accounts Receivable
- Financial Analysis & Reporting
- General Ledger & Cash Reconciliation
- Economic & Demographic Analysis

### **Accounts Payable & Accounts Receivable**

- General Ledger & Cash Reconciliation

### **Financial Analysis & Reporting**

- Economic & Demographic Analysis

**AVOID NOISE OF LESS VALUABLE WORDS** - Keywords throughout the resume are essential; verbs are much less important.

**NAME** - List name and name alone on the first line of your resume.

**PDF** - Are only to be emailed. In ATS format must be Word document.

**CONTACT INFORMATION** - Use city/state/zip code for local search, or omit if more beneficial to your search, also list one phone number and one email address. It is beneficial to include your LinkedIn profile and/or links.

**ABBREVIATIONS AND ACRONYMS** - Spell out the first time, show acronym in parentheses, and then use just the acronym for repeat instances.

**SECTION HEADINGS** - It is essential to use headings such as: Summary, Career Summary, Profile, Professional Profile, Employment Experience, Experience, Education, Education & Training, Certifications, Technology Profile, Technical Skills, Community Involvement, Languages.

**EMPLOYMENT EXPERIENCE** - List company name first, with location (city and state). List the job title with dates (months and years preferred). List every job separately with dates, description and accomplishments - no job 'stacking'.

**CREATE TEXT ONLY OPTION RESUME** - 1) Save as "Plain Text (.txt). 2) Rename file your First & Last Name Resume.txt, 3) Close file then re-open it. 4) Font defaults to Courier, everything will be flush left and formatting stripped. 5) Review file; make sure the rules above are intact.

# Applicant Tracking System (ATS) Job Description

This is an example of a key word rich job description. To create an ATS style resume be sure to embed the key words within your document for best results.

## **Marketing Manager Immediate Start**

About the Job - S&B Inc.

We are an elite outsource marketing firm, based in Midtown Manhattan, focusing on brand awareness, developed by motivational employers, seeking to help our company grow. We are actively seeking a motivated entry level candidate to fill newly developed positions available within our company, which will essentially transition the ideal applicant into our senior management role.

S&B Inc. continues to set the bar high in customer acquisitions by supplying marketing services and sales to the top selling retailers nationwide. Our environment is fun, vibrant, and hard working; which makes our team the best in this business.

The obligations for this position are:

- 3 to 5 years of experience in advertising or marketing with a very strong traditional broadcast media and non-traditional media background
- Manages broadcast media billing for account, including handling all talent contracts and production billing
- Strong understanding of all mediums including traditional outlets as well as social media
- Communicates and oversees execution of client needs to team and support departments
- Maintains a professional relationship with client and effectively manages projects to meet timelines and their expectations
- Obtains client approvals on all projects
- Reviews all account materials for accuracy, completeness, artwork, client objectives and connections
- Researchs information and new trends in retail
- Initiates any briefs for creative and production departments to develop materials
- Attends all internal and external strategy and planning meetings. Minimal travel to client meetings
- Adheres to all agency policies and methods, and learns all aspects of the agency's capabilities
- Works in tandem as a team player with Senior Account Executive and other team members
- High level of oral and written communication, organizational skills and utmost attention to detail
- Must be structured and highly detail oriented
- Self-starter with strong analytical problem-solving ability
- Innovative and creative thinker
- Brand Awareness, customer acquisitions, and marketing promotions
- Specializing in events and promotions assisting in marketing and promotional campaigns
- Problem solving for clients if needed

[www.s&b.com](http://www.s&b.com)

# Applicant Tracking System

## Advanced Experience Resume Example

SHARON RIVERS

(555) 555-5555 ♦ [xxxx@wildcats.jwu.edu](mailto:xxxx@wildcats.jwu.edu) ♦ [www.Linkedin.com/in/SharonRivers](http://www.Linkedin.com/in/SharonRivers)

### Executive Profile:

- Strong understanding of all mediums including print and social media
- Communicate and oversee execution of client needs to team and support departments
- Proven team and motivational skills delivering unmatched loyalty and low staff turnover of less than 25%
- Initiates any briefs for creative and production departments to develop materials
- Proficiency in Act, Adobe, Microsoft Office Suite and Macintosh platforms and software
- Bilingual: Fluent in English and Spanish languages

### EDUCATION:

Johnson & Wales University,

MBA GPA 3.7/4.0

B.S. Marketing GPA 3.98/4.0, Dean's List

Providence, RI  
Candidate, mm/yyyy  
Degree, mm/yyyy

### MARKETING & ADVERTISING EXPERIENCE:

#### **DMPM Corporation**

*Marketing Director*

- Obtains client approvals on all projects
- Conduct calls to 50 potential clients daily; attempting to create relationships and introduce available services
- Follow up with existing customers in order to facilitate DMPM's level of customer service client satisfaction
- Promote offerings by participating in outbound sales appointments and customer calls, averaging 70-120 daily
- Researches information and new trends in retail
- Reviews all account materials for accuracy, completeness, artwork, client objectives and corrections

Waltham, MA  
mm/yyyy – Present

#### **O'Donnell & Associate**

*Marketing/Advertising Specialist*

- Accountable for the design of print ads and logos for Land Rover, Jaguar, Pontiac and GMC cars and trucks; resulting in a 10% increase in attendance at the LR2 launch and awareness charity events
- Researched and organized data via Excel which created a more efficient flow of daily business processes
- Contacted 15-20 potential clients daily via email and phone to create awareness of company services
- Collaborated with the media coordinator in contacting television and radio stations and creating a promotional package valued at \$10,000, that included brochures, price information and current client referrals
- Aided the traffic coordinator with contacting clients, solving problems and preparing for overseas commercial shoots

East Providence, RI  
mm/yyyy – mm/yyyy

#### **MBalliance**

*Marketing Specialist, Summer Intern*

- Contacted 100+ potential clients daily via phone and email in order to build a clientele to promote services
- Utilized ACT and MS programs applications; accomplishing goals of organizing data and setting appointments
- Attended and participated in weekly sales meetings; addressing such topics as future endeavors, new products, and ways to expand awareness of the company
- Consistently researched competitive advantages and industry updates through trade publications, newspaper articles, direct marketing textbooks and online literature

Boston, MA  
mm/yyyy – mm/yyyy

### PROFESSIONAL ORGANIZATIONS:

- American Marketing Association
- Association of National Advertisers

yyyy – Present  
yyyy – Present

# Targeted Cover Letter

Your Name  
Phone  
Email Address

Today's Date

A targeted cover letter is used when you know the company and position you are applying to and can use highlights of qualifications statements to describe your credentials proving you are the right candidate for the job.

Notice the use of matching and related keywords to ensure the resume is ATS friendly. More about this on page 11.

Mary Jones  
Human Resources Director S&B, Inc.  
2500 Brook Avenue  
Suite 105  
Manhattan, NY 10030

Dear Ms. Jones:

Please consider my qualifications for the **Marketing Assistant** opportunity, which was posted on the Johnson & Wales University website on mm/dd/yyyy. With proven **marketing** education and experience in **brand awareness** and **promotions**, I am well qualified and eager to join your **marketing** firm in this capacity.

I am well trained in **customer acquisitions** and **managing team operations**. I possess excellent **problem solving** skills, and **media database systems experience**. I am also experienced in large and small **event coordination**. In relation to leadership, I have been responsible for up to 10 staff members and have built a reputation for making quality administrative decisions in a fair and confident manner. Constant negotiations with all levels of **clients, management**, and staff have strengthened my interpersonal skills.

Enclosed is my resume for your review and consideration. Please let me know if I can provide additional information that would assist in securing an interview. Thank you for your time.

Sincerely,

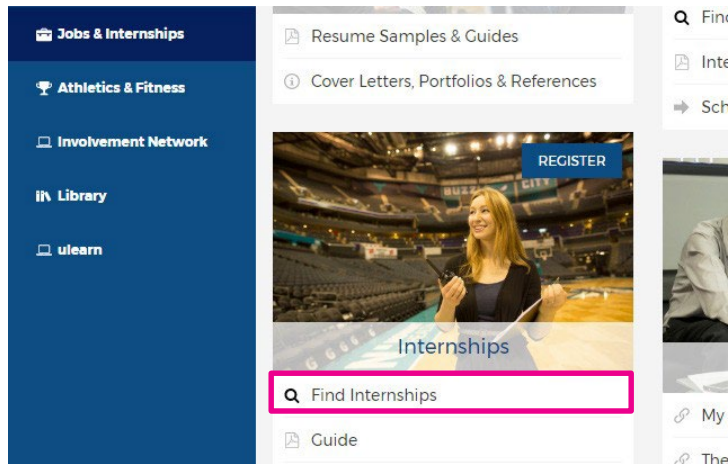
*Digital Signature*

Printed Name

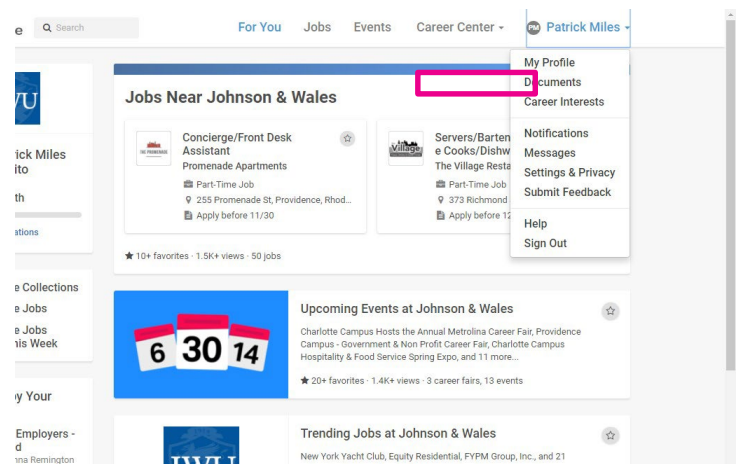
Enclosure



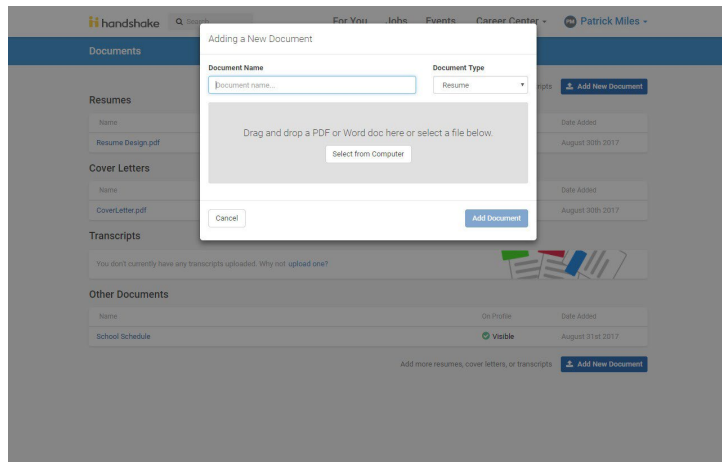
# Networking Your Resume in Handshake



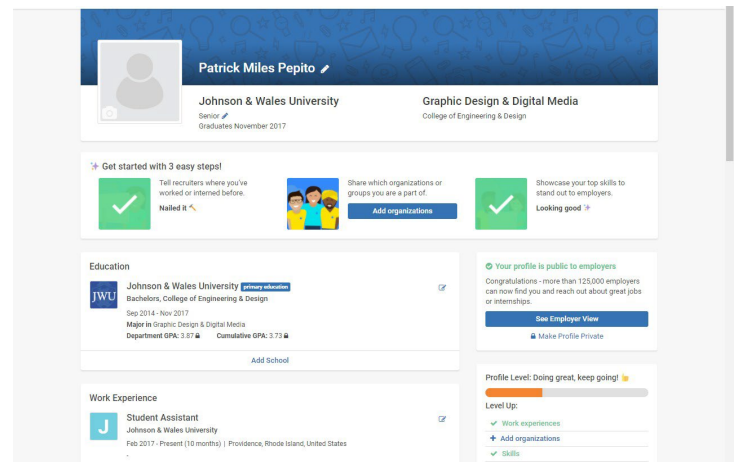
1. Log into your handshake profile by signing into: [link.jwu.edu](http://link.jwu.edu)>[Jobs & Internships](#)>[Handshake](#)



2. Under the drop down menu under your name, go to Documents to upload your Resume.



3. Upload your resume. Make sure that when it's uploaded you specify that's its visible for others to view.



4. Once it's been uploaded, enhance and expand your profile using your resume to automatically populate profile fields.

**HIREJWU**  
powered by *Handshake*

# Cover Letters

Cover letters can be just as important as resumes. Employers receive hundreds of resumes for a position, but a well-written cover letter makes it clear why you are the best person for the job. To customize your cover letter with a career expert, make an appointment.



**HIREJWU**  
powered by *Handshake*

## Interview Jitters? Don't underestimate the value of a mock interview!

Mock Interviews are a great way to help you become a successful candidate. Our staff can work with you one-on-one to practice your skills. We can answer your questions and walk you through the process.

For help with interviewing, make an appointment through Handshake:

[link.jwu.edu](http://link.jwu.edu) > jobs & internships > Handshake > Career Center > New Appointment

## Benefits of doing an internship.

1. Gain valuable experience.
2. Develop the skills employers want.
3. Try on a career!
4. Learn about your industry.
5. Practice networking.
6. Gain confidence.
7. Connect with an industry mentor.
8. Practice interview skills.



### Experiential Education & Career Services

The Yena Center | 401-598-1070  
Monday-Friday | 8:30am - 4:30pm

**JWULINK**

Groups > Providence ExEd & Career Services



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