



FIRST STEPS

- ✓ Brainstorm a list of all professional experiences that you can think of.
- ✓ Look at the job qualifications for the job that you are applying for so you know which transferable skills to highlight in your résumé.

RÉSUMÉ CONTENT AND FORMATTING

The Three Types of Résumés

Chronological résumé. This type of résumé lists jobs in reverse chronological order, starting with the most recent job held.

Functional résumé. This résumé focuses on skills and abilities instead of experiences and is ideal for those who are in a job transition.

Combination résumé. This résumé combines the best aspects of the chronological and functional résumés. This form is especially good for alumni who have been in the working world for a while.

Content

Generally, a résumé should contain:

- contact information
- education
- work, internship, and volunteer experiences
- professional organizations or affiliations
- special skills like computer skills, fluency in other languages, certificates, and special trainings

Do NOT include personal information that is irrelevant such as gender, religion, age, marital status, salary expectations, social security number, etc.

Begin with a professional highlights or summary section. This introduces you at the outset and includes the most significant accomplishments relevant to the position you seek.

Focus on accomplishments/achievements. Use action verbs. Refrain from too much detail of duties and responsibilities, and do NOT use phrases such as “Responsible for...” or “Duties include...”

Use functional headings. Categorize experiences by function: “Healthcare Experience” or “Teaching Experience” or “Information Technology Experience.” This allows the reader to know immediately what type of experience you bring to the table.

Less is more! Keep your résumé to a maximum of two pages.

MU CAREER CENTER

Lower Level,
Student Success Center
University of Missouri
PHONE: (573) 882-6801

Visit us online at:
career.missouri.edu
career@missouri.edu

Formatting

Use bullet points. Organize the bulleted descriptions by order of importance — from the most to least. Try to include three to six bullet points for each position. Read each bullet point and ask yourself, “So what?” and decide if the reader really needs to know that information. Remove the statement if it does not meet the criteria.

Make use of bold, caps, and other enhancements to highlight sections, names of companies, or titles. Be consistent in the formatting and style. Do not use too many different enhancements.

Strive for a streamlined, readable format that engages the reader visually and guides them to the most pertinent information.

ACTION VERBS

Management/ Leadership

administered
approved
assigned
attained
chaired
consolidated
contracted
coordinated
delegated
developed
directed
eliminated
enhanced
enforced
established
evaluated
executed
expanded
generated
headed
hired
improved
incorporated
increased
inspected
instituted
managed
motivated
navigated
organized
oversaw
planned
presided
prioritized
produced
recommended
reorganized
reviewed
scheduled
strengthened
supervised
unified

Communication

addressed
advertised
arranged
collaborated
communicated
composed
condensed
contacted
convinced
corresponded
defined
directed
drafted
edited
elicited
expressed
formulated
influenced
interpreted
interviewed
judged
lectured
marketed
moderated
negotiated
observed
participated
persuaded
presented
promoted
publicized
quoted
reconciled
recruited
referred
reported
resolved
responded
spoke
suggested
synthesized
translated
wrote

Research

analyzed
clarified
collected
compared
conducted
determined
evaluated
examined
extracted
formulated
gathered
identified
interpreted
interviewed
invented
investigated
located
measured
organized
researched
reviewed
solved
summarized
surveyed
tested

Technical

applied
assembled
built
calculated
conserved
constructed
designed
determined
developed
installed
maintained
operated
programmed
resolved
specialized
upgraded

Teaching

adapted
advised
clarified
communicated
conducted
coordinated
critiqued
developed
enabled
evaluated
explained
facilitated
guided
individualized
instructed
motivated
stimulated
taught
trained
transmitted
tutored

Creative

acted
composed
conceptualized
created
designed
directed
displayed
entertained
fashioned
formulated
founded
illustrated
introduced
invented
modeled
originated
performed
photographed
planned
revised

Helping

advocated
aided
answered
assisted
cared for
clarified
contributed
counseled
diagnosed
educated
encouraged
explained
facilitated
familiarized
furthered
helped
influenced
insured
mediated
mentored
provided
referred
rehabilitated
resolved
simplified
supplied
supported
volunteered

Financial

analyzed
appraised
audited
balanced
budgeted
calculated
computed
estimated
forecasted
managed
projected
reconciled
transferred

Achievement

achieved
completed
developed
implemented
maximized
perfected
pioneered
reduced
sparked
spearheaded
succeeded
surpassed

Organizational

arranged
catalogued
categorized
charted
classified
coded
collected
compiled
corresponded
distributed
filed
generated
inspected
maintained
monitored
operated
organized
prepared
processed
recorded
reviewed
scheduled
sorted
standardized
submitted
systemized
updated
validated
verified

Truman T. Tiger

5054 Elm Street • St. Louis, Missouri 63417 • (573) 555-1997 • tiger@gmail.com

SUMMARY OF QUALIFICATIONS

- Aided in taking projects from concept to inception, including all themes and designs for all printed materials, advertising mediums and overall marketing strategies
- Developed marketing plans and identified marketing targets based on current market analysis
- Organized and executed events ranging in size from 10 to 12,000 attendees
- Served as a public relations and media liaison for Columbia area publications and media outlets
- Supervised 25 full-time and part-time staff members as well as staff teams of over 20

MARKETING EXPERIENCE

GD Personal Services, St. Louis, Missouri

Marketing, Media, and Publications Manager, April 2013-Present

- Developed and implemented all marketing strategies and identified targets for all activities including new programs, employment fairs, and recruitment events
- Created all advertising campaigns targeted toward local, national, and international employers
- Provided copywriting, editing, and design consultation of all company marketing communications and publications including print advertisements, brochures, and newsletters
- Handled all media requests, wrote and submitted press releases and served as a liaison between the organization and all local and national media
- Responsible for a \$500,000 budget
- Supervised one full-time assistant, one part-time assistant, 25 departmental staff, and 4 graphic designers

Anderson Murphy, Inc, Columbia, Missouri

Marketing Assistant, February 2011-April 2013

- Supported the Marketing Manager in the coordination of company sponsored events including table assignments, creating and assembling nametags, signage, and other promotional material
- Assisted in the design of company marketing including flyers, publications, and web page
- Provided customer service and support to employer clients including event and billing inquiries
- Maintained revenue collection database, generated and distributed invoices

The Groundskeeper, Columbia, Missouri

Sales and Marketing Process Coordinator, June 2010-January 2011

- Organized and managed various marketing work teams, orientations, and planning sessions
- Trained work session participants on marketing fundamentals, including outside marketing analysis
- Created and implemented a multi-level strategic sales plan, which identified target markets and sales goals

EDUCATION

Bachelor of Arts in Communications, May 2010

University of Missouri

Columbia, MO

Magna cum laude graduate

SKILLS AND PROGRAMS

Word Processing and Databases: Microsoft Word, Excel, Outlook, and Access, Goldmine and ACT

Web and Web Design Programs: Adobe InDesign, Photoshop, Illustrator, Acrobat, and Microsoft Publisher, FrontPage, Visual Interdev 6.0, and HTML

PROFESSIONAL AFFILIATIONS

Promotions Marketing Association of America

Public Relations Society of America