

Resume Writing Guide

Your resume is NOT an information piece. It's a marketing document. Two entirely different things. One includes information on everything you have ever done. The other focuses only on information relevant to the intended audience.

What resume format should you use?

There are three primary types of resume formats: the chronological resume, the functional resume, and the combination chronological-functional resume. Generally, the chronologically formatted resume is recommended for students with relatively little experience. In certain cases involving complex work histories, however, the functional format may be more suitable.

Chronological Resume

Education, experience, jobs, and activities are entered individually within specific categories. These entries are made in reverse chronological order, beginning with the most recent.

Functional Resume

The functional resume combines skills or accomplishments together under appropriate headings, such as "Event Coordination", "Leadership", and "Fundraising". The positions and employers are listed in simple form at the bottom.

Combination Resume

The combination resume takes the best of both the chronological and functional resume formats by combining descriptive information on your work history with descriptive information on your specific skill areas.

What about resume templates?

We strongly recommend **against** using resume template such as you will find in Microsoft Word, in job search books, and on job search websites. These templates, while easy to use, restrict your ability to customize the content and format of your resume.

What sections should I include in my resume?

Resume construction is a very subjective art; however, the following is a list of commonly used sections.

Contact Information

Your contact information is the masthead of your resume. It must include your name, phone number and email address. It can also include your current address, your permanent address (if relevant), and your web URL (if relevant).

Objective (Optional)

An objective places your resume in specific context. It tells your reader how to interpret the content of your resume. Objectives are not required, but if you choose to use one, **be specific**. For example:

- A position in marketing communication.
- An entry-level position in advertising.
- An internship in film production.
- A copy editing position.

Summary of Qualifications (Optional)

A summary of qualifications allows you to briefly state your core message (your relevant experience, education, skills and characteristics) at the beginning of your resume.

Education

Current students and recent graduates usually put the education section at the beginning of their resume. Experienced candidates usually lead with their experience section. List only colleges and universities where degrees were awarded. High school information is rarely kept on a professional resume.

Experience

The experience section may include internships, part-time jobs, regular positions, volunteer experience and temporary positions. **When describing your experience, focus on your accomplishments**, rather than providing a job description. Ensure that verb tense matches relevant dates and use strong language **by starting every statement with an action verb!** Some effective resume action verbs include:

Acted	Designed	Increased	Motivated	Resolved
Administered	Delegated	Implemented	Negotiated	Revised
Advertised	Developed	Initiated	Organized	Scheduled
Advised	Enhanced	Integrated	Participated	Streamlined
Assessed	Exceeded	Maintained	Prepared	Supervised
Attracted	Established	Managed	Produced	Supplied
Contributed	Executed	Multiplied	Reduced	Trained
Coordinated	Facilitated	Marketed	Retained	Utilized
Created	Generated	Maximized	Researched	Wrote

Skills (Optional)

The skills section may include technical, research, language and industry-specific skills. For example:

- Computer:** Microsoft Word, Excel, PowerPoint, HTML, PageMaker, Mac OS
- Film/Video:** Movie Magic Scheduling & Budgeting, AVID DV Express, Final Cut Pro, 16mm Film, MiniDV, Adobe Premiere, AfterEffects
- Creative:** Dreamweaver, Flash, FrontPage, GoLive, PhotoShop, InDesign, Illustrator
- Business:** Sales, Marketing, Customer Service, Training, Administration, Event Planning
- Language:** Proficient Spanish, Intermediate Japanese, Basic French, Basic American Sign Language
- Writing** AP Style, Features, Copy-Editing, News Releases, Fact Sheets, Media Alerts
- Research:** SPSS, SAS, LexisNexis, AP Style
- Media:** Google Adwords, Yahoo! Sponsored Search, Microsoft adCenter, Atlas Media Console, Bluestreak ION Ad Manager, @plan, AdRelevance, comScore, Eyeblaster
- Broadcast:** iNEWS, EZNews, NewsKing, Phadra, Film/Video Production, Final Cut Pro, AVID
- Social Media:** Facebook, LinkedIn, Twitter, Google+, Hootsuite, Wordpress, Pinterest, YouTube

Credits (Optional, for creative professionals)

The credit section may be used to feature personal work or freelance projects either completed or in progress. The format should follow that which is used for the resume in general. You may include awards/honors won or format of work.

Affiliations/Honors/Leadership & Service/Activities/Interests (Optional)

These are optional sections you may include if you want to highlight certain of your extracurricular activities you feel says something important about you, in relation to the type of positions for which you are applying.

How and where should I list my references?

Always remember to ask permission before listing someone as a reference. With a few rare exceptions, references should be listed **on a separate sheet of paper** following your resume and presented only after they have been requested. (NOTE: Newspaper journalism resumes will often list references as a last section at the bottom of the resume.) Use the same page heading as the resume to make it look like a professional package.

Aim to include three to five contacts that represent your academic and work experiences and may offer positive comments on your history. Following a sample reference page layout:

Kari Longhorn

123 Main Street • Austin, Texas • 78704 • 512-555-1212 • kari.longhorn@mail.utexas.edu

REFERENCES

Name, Title
Company/Organization
Telephone
E-mail Address

Name, Title
Company/Organization
Telephone
E-mail Address

Name, Title
Company/Organization
Telephone
E-mail Address

****Final Thoughts and Recommendations****

- Remember, your resume is a marketing piece and most, if not all, information should be directly relevant to the type of jobs or internships for which you are applying.
- Be concise. Keep in mind that generally, an employer spends an average of 10 seconds initially scanning your resume.
- Use resume grammar – not formal prose or AP style. Avoid first person pronouns (I, we); most of the *helping verbs* (have, had, may); most *being verbs* (am, is, are, was, were); and *articles* (the, a, an). Lead with *action verbs*, and write action verb-driven accomplishment statements
- Do not emphasize dates; focus on position and place of employment. Employers primarily interested in what you did and secondarily interested in when you did it.
- Be CONSISTENT. Every entry should use the same format. For example, if you abbreviate TX once, do it every time thereafter. The same goes for using semester and year or month and year.
- Use industry lingo and abbreviations as appropriate, but do so with caution.
- Use spacing, underlining, italics, bold and capitalization for emphasis, but do so with restraint. Less is best and, above all, be consistent in the way you use formatting.
- PROOFREAD, PROOFREAD, PROOFREAD; and then, proofread again! As you become accustomed to your resume you should allow someone else to edit, especially if you have changed your resume repeatedly. Remember that resume typos and errors are deadly to your candidacy.
- Use 8 1/2 x 11-inch resume paper when mailing or giving a resume in person. Resume paper can be purchased at any other office supply, copy or stationary store. Generally, white paper is your best option. Colored paper can add a nice touch of creativity, but be aware that darker colors do not photocopy well, a disadvantage when your resume is shared across many departments. When printing, use a laser or letter quality printer.

All margins should be a minimum of 1/2 inch

Keep resume to 1 pg. & font size between 10-12 pt.
Utilize an easy-to-read font such as Arial, Calibri, or Times New Roman

Use 14-18 pt., bold font to delineate name →

FIRSTNAME LASTNAME

FirstName.LastName@austin.utexas.edu
City, State Zip • (###) ###-####

Use professional, personal or utexas email address ←
Remove hyperlink to email address

Denote work experience by months or semesters & year.
Be consistent throughout experience section ↓

[TYPE OF EXPERIENCE, ie. Production Experience, Editing Experience]

Current Employer - Position Title; City, State Month XXXX - Present

Company descriptor here in italics to describe unfamiliar companies—Keep to 1 line [Optional]

- [Resume bullet = Strong **ACTION VERB** + Description of **ACTIVITY** or **SKILL** + End **RESULT /ACCOMPLISHMENT** and/or **PURPOSE**]
- [Use a variety of strong action verbs at the beginning of bullets and avoid repetition (ex. Led, Supervised, etc.)—do not begin a bullet with a weak or missing verb (e.g., Responsible for... Assisted with... Worked on... Helped...)]
- [Include specific actions and measurable results—specify how many people you managed, amount of money saved, earned or managed, percent of sales gained or savings gained by process improvements]
- [Showcase the transferable skills/strengths from former positions that are most relevant to desired position or industry]
- [Resume bullets are not sentences—remove pronouns (I, me, my, we) and limit articles (a, an, the) and helping verbs (had, have, may, might, forms of “to be”: am, is, are, was, were) when writing resume bullets. These words are assumed by the reader]
- [List experience in reverse chronological order. Use present tense for all positions (“update” rather than “updated”) to strengthen verbs]

CONTENT TIPS

Previous Employer - Position Title; City, State Month XXXX - Month XXXX

- [Recruiters notice poor formatting, incorrect grammar, spelling errors, and sloppy bullet text—edit carefully]
- [Be consistent with non-use of periods at the end of each bullet—try to use at least two bullets for each work experience]
- [Use a consistent font throughout header, section headings, and content sections]
- [Write numbers from zero through ten as words and write numbers above ten as numerals. Money is denoted: \$1K, \$1M, \$1B]
- [Avoid resume bullets with a “hanging word” —single words on their own lines]
- [There is a full space between different sections, schools, and employers—be sure spacing is consistent]

FORMATTING TIPS

ACADEMIC PROJECTS *Only include this optional section if you have made a significant contribution to an academic project (preferably in upper-division coursework)*

Type of Project (e.g., Web Design, Research, etc.) - Client: Name of Client Semester XXXX

- [Start with a verb, describe contributions you made to the project—include specific actions and measurable results]
- Typically, leadership experience will be denoted by semester & year ↓*

LEADERSHIP EXPERIENCE AND ACTIVITIES

Organization - Position Semester XXXX - Present

- [Showcase transferable skills/strengths from your extracurricular activities that are most relevant to desired position or industry]
- [If you list an activity on your resume be prepared to discuss it in a meaningful way in an interview]
- [List leadership involvement in order of importance or reverse chronological order. If you were president of a student organization, feel free to list that first, even if it’s not a business organization.]

HONORS

- [Showcase honor or achievement by title] Semester XXXX
- [If possible, note semester awards (e.g., University Honors - number of times recognized)] Semester XXXX

ADDITIONAL INFORMATION ← Do not include personal information such as birth date, marital status, or religious affiliation

- Computer Skills:** MS Word, Excel, PowerPoint, Access, SPSS, Java
- Certifications:** Microsoft Office Specialist Certification (2014), Bloomberg (in progress) ← *Only include certifications that are relevant to the position/industry you are pursuing. Include name of certificate/licensure & year received.*
- Languages:** [Fluent, Working Knowledge, Conversational, or Basic Knowledge] in [languages other than English]
- Interests:** Classic Cars, Ultimate Frisbee, Fantasy Football, Bass Guitar, Sushi ← *Unique interests and/or transferable skills showcased should be interesting enough to be a “conversation starter” [Optional]* *Place academic certificates in the education section of the resume.*

EDUCATION

The University of Texas at Austin Bachelor of Science, Radio, TV, Film May XXXX

- Minor: Area of study ← *Major & minor must be officially declared*
- Focus in [Area of study—editing, script coverage, etc.] *Anticipated graduation date ↑*
- Overall GPA: X.XX *Do not round up GPA ↑ Completed hours w/ grades posted*

[Name of International University] [List Study Abroad/ UTLA Program in City, Country] Semester XXXX

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PRODUCTION EXPERIENCE

Revelator - Production Intern; Austin, TX June 2014 - Present

- Maintain accurate project budgets totaling \$30K for diverse clients to produce TV and web videos
- Update production schedules for 6 separate clients on tight deadlines
- Research 32 locations and permitting policies across Travis and Williamson counties for shoot location proposals

Paramount, Inc. - Set Intern; Los Angeles, CA June 2013 - August 2013

- Organize camera and production equipment for 2 sets and assist production assistant with wrangling equipment
- Maintain greenroom scheduling and amenities for 25 actors and cast members
- Direct 100+ set visitors and cast members to appropriate locations at correct times

ACADEMIC PROJECTS

Graduate Thesis Film – *The Awakening* Spring 2014

- Coordinate casting calls with film director and 15+ actor candidates
- Create media list to support the promotion of the film to University and other media outlets
- Wrangle 16 scripts and provide updated copies to appropriate contacts

Short Film – *Garment District* Fall 2013

- Write and develop script supporting 3 believable characters
- Film 30 minutes of raw footage on DSLR camera at scheduled shoot locations
- Edit and produce 12 minute short, later entered into Austin Film Festival review

LEADERSHIP EXPERIENCE AND ACTIVITIES

Communication Council- Alumni Chair (*Fall 2013 - Spring 2014*) Fall 2011 - Present

- Maintain relationships with 150+ recent graduates of the Moody College of Communication
- Coordinate 3 alumni visits and panel discussions of interest to Moody College students
- Increased Council event attendance by 13% via social media platforms

Moody College Student Affairs – Orientation Advisor Fall 2013

- Facilitated course planning and acclimation to Moody College for 30+ incoming freshmen

Lambda Alpha Omega Honor Society - Active Member Spring 2012 - Spring 2013

HONORS

- Student Success Scholarship Fall 2011 - Present
- Moody College of Communication Dean's List (4 semesters) Fall 2011 - Spring 2014

ADDITIONAL INFORMATION

Computer Skills: MS Office Suite, Avid, Dreamweaver, Final Cut Pro, iMovie

Certifications: Microsoft Office Specialist Certification (2014)

Languages: Fluent in Spanish

Interests: Classic Cars, Ultimate Frisbee, Fantasy Football, Bass Guitar, Sushi

EDUCATION

The University of Texas at Austin Bachelor of Science in Radio, TV, Film May 2015

Business Foundations Certificate

Focus in production

Overall GPA: 3.55

UTLA Program Semester in Los Angeles, CA Present

Action Verbs by Skill Set

Administrative

administered
 coordinated
 designed
 established
 evaluated
 interviewed
 managed
 organized
 planned
 oversaw

Clerical

arranged
 catalogued
 compiled
 dispatched
 monitored
 operated
 prepared
 processed
 recorded
 screened

Communication

addressed
 authored
 corresponded
 directed
 drafted
 edited
 influenced
 interpreted
 lectured
 motivated

Counseling

assessed
 assisted
 clarified
 coached
 educated
 familiarized
 guided
 referred

Creative

acted
 created
 fashioned
 illustrated
 integrated
 invented
 performed
 shaped

Development

analyzed
 applied
 developed
 established
 formulated
 instituted
 supported
 surveyed

Financial

allocated
 analyzed
 appraised
 audited
 balanced
 budgeted
 calculated
 computed
 forecasted

Management

assigned
 chaired
 delegated
 directed
 improved
 supervised
 recommended
 reviewed
 scheduled

Organizational

applied
 arranged
 coordinated
 facilitated
 handled
 consolidated
 planned
 organized
 systematized

Marketing

generated
 initiated
 recruited
 implemented
 increased
 distributed
 participated
 persuaded
 promoted
 publicized

Problem Solving

decided
 evaluated
 investigated
 recommended
 resolved
 solved
 surveyed
 clarified

Research

critiqued
 examined
 identified
 inspected
 interpreted
 researched
 summarized
 surveyed

Technical

assembled
 built
 devised
 developed
 engineered
 operated
 reconciled
 translated

Time**Management**

administered
 developed
 directed
 generated
 improved
 initiated
 increased
 reduced

Training

adapted
 advised
 assisted
 communicated
 explained
 facilitated
 informed
 instructed