

Resume 101



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

Margaret Mead

Why do you need a resume?

It's your personal ad.



It's an indicator of your potential.



It's your first impression.



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Let's Get Started

- Conduct a self-assessment
 - Values, interests, and personality
 - Job related and soft skills
- Research the possible employers!
 - Know the “cultural fit” for you
 - What can you contribute?

What makes a good resume?

- Think of it as a research paper...about you.
 - Highlight skills, strengths, and accomplishments.
- Create a "database" of experiences to pull from
- *C.O.D.E.* your resume

Clear – information is concise and easy to read

Organized – layout has a smooth flow of information

Dynamic – action verbs and descriptive statements

Error free – illustrates the quality of your work



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What Seems Simple Is Often Overlooked...

- Name and contact information
- Be sure you have listed your education - and that it is correct!
 - “Majoring in...” vs. Bachelor of Science in Anthropology
 - How to list the date - Anticipated Graduation May 2019
- Style choices - bold, italics, spacing, punctuation
 - Consistency is key!



Formatting Basics

- Functional vs. Chronological?
- Font and font size
- Margins
- Style choices: **bold**, *italics*, and **s p a c i n g**

Leveraged synergies across all platforms.

Scala

Leveraged synergies across all platforms.

Times New Roman

Leveraged synergies across all platforms.

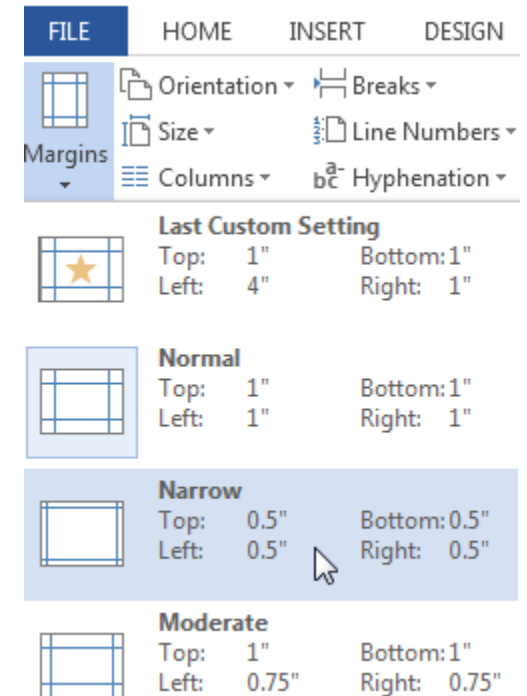
Linux Libertine

Leveraged synergies across all platforms.

Bookman Old Style

Leveraged synergies across all platforms.

Palatino Linotype



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Heading & Objective

Mfirst Last

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- **Correct name**
- **Appropriate email and voicemail**
- **Update info**
- **To address or not to address...that is the question!**

BAD Objective: A challenging creative opportunity where I can apply my skills in a dynamic organization with plenty of room for advancement.

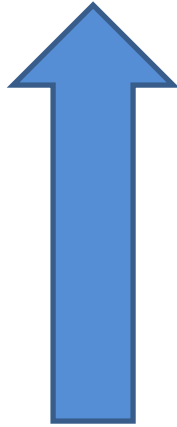
GOOD Objective: To apply the knowledge acquired through a bachelor's degree in Anthropology and two summer internships, at a culturally focused museum, to an entry-level position as an assistant curator.



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Education/Coursework

- Where should education go on your resume?



- Include:
 - Full degree title
 - Minor, concentration
 - Anticipated graduation
 - Academic honors
 - GPA

Courses and projects...
emphasis on relevant!

- Which helped you gain relevant skills?
- Which expanded your knowledge of your field?
- Which relate most to the duties or responsibilities of the position?



Section Headers

Education

Kennesaw State University
Bachelor of Science, Anthropology
GPA: 3.25

Anticipated Graduation May 2019
Kennesaw, GA

Relevant Coursework:

ANTH 4450 Research Methods in Anthropology

Identified major theoretical ideas and methods used in anthropological research and showcased knowledge by delivering a 20 minute presentation

ANTH 3310 Cultural Diversity in the U.S.

Researched issues related to culture, race, ethnicity, identity, gender, and social stratification in America by examining 15 case studies over the course of the semester

Work Experience

Customer Service Associate *Macy's Department Store* Kennesaw, GA

June 2012-August 2014

- Assisted a diverse population of customers in their shopping needs
- Collected data about most common customer issues and presented to information to the leadership team
- Promoted to Customer Service from Sales Associate due to ability to handle stress and communicate effectively
- Multi-tasked by handling customer merchandise returns and questions while answering phone calls in a professional manner
- Received Employee of the Month award May 2007 and October 2009

Campus Involvement

President *Delta Zeta Sorority* Kennesaw, GA

July 2017-Present

- Voted president after campaigning in a race with three other candidates
- Research and contribute new ideas about better ways the organization can support the philanthropy
- Work as a team with the executive board to organize and hold monthly chapter meetings
- Plan and execute annual chapter functions such as charity ball, parent luncheon and fraternity/sorority swaps
- Lead a group of 200 chapter members
- Fundraised over \$3,000 for charity at an event attended by over 350 people

Memberships

American Anthropology Association, *Member*
Society for Applied Anthropology, *Member*
Student Anthropology Club, *Treasurer*



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Actions & Accomplishments vs. Task List

What employers
often see

RELEVANT EXPERIENCE

Excavator, Panchmata India, Kennesaw State University & Deccan College, Spring 2016

- Used standard protocols for Indian Archaeology to properly excavate and handle artifacts in the field and in the lab.
- Screened soil for artifacts and used the Munsell chart to determine soil coloration.
- Gained experience in mapping, metal detecting, and total station use.
- Completed field notes and relevant archaeological forms.
- Collected oral histories from the residents of Panchmata.

What employers
want to see:

RELEVANT EXPERIENCE

Team Supervisor and Ethnographer, Panchmata India, Kennesaw State University & Deccan College, Spring 2016

- Collected oral histories from residents of Panchmata using standard survey techniques and following ethical protocols (IRB).
- Supervised excavation of trench at third millennium BC site; used standard protocols to document and curate artifacts in field and lab.
- Supervised and trained team of graduate students in ethnographic and archaeological excavation techniques.
- Responsible for all trench data collection (both quantitative and qualitative); managed artifact database; wrote final report.
- Tracked all field expenses and receipts for the project; prepared initial expense report for Field Director.



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Skills & Abilities

What can you do that will help you in your future career?

- Language skills?
- Technical skills?
- Writing abilities?

...and what about soft skills?



Relevant Employment (vs. Other Employment)

Make relevant experiences **STAND OUT**

JOB INTERNSHIPS RESEARCH CO-OPS DIRECTED STUDY

For other experiences, emphasize transferable skills...



What else?

- Honors
- Activities
- **Volunteer Experience**
- Professional Development
- Leadership Experience
- Licenses/Certifications
- Professional Memberships/Affiliations

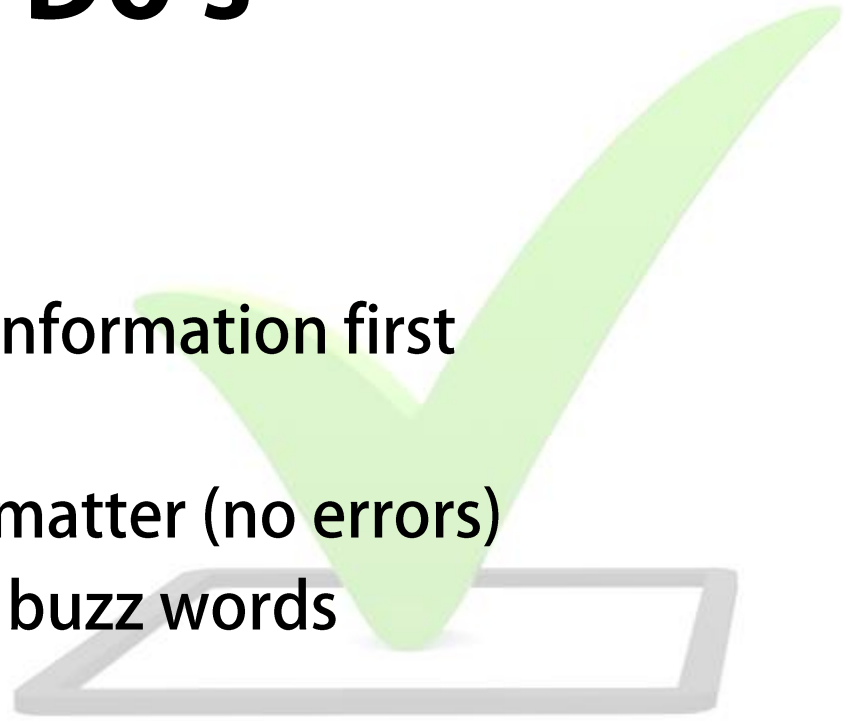
One size
does **NOT**
fit all.



It's your resume...use what works for YOU

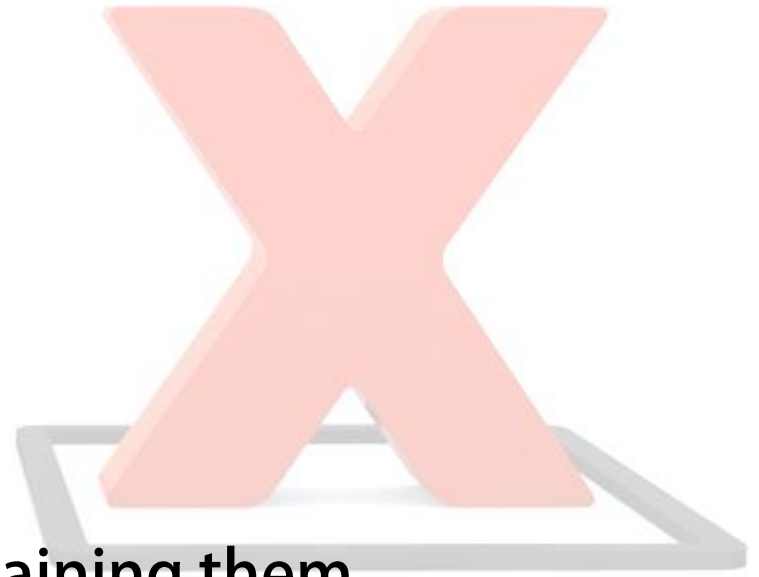
Resume Do's

- Limit to 1 or 2 pages
- Design for skimmers eyes
- Put most important/relevant information first
- Keep reader in mind
- Remember that appearances matter (no errors)
- Use action verbs and industry buzz words
- Focus on relevant details only
- Include name and page number on second page



Resume Don'ts

- Write before doing a self-assessment
- Refer to self as "I"
- Include personal information
- Use colored or flimsy paper
- Include references
- Use templates or tables
- Use colloquial language
- Use abbreviations without explaining them
- Include a photo



Need More Help?

- Schedule an appointment with a career advisor: 470.578.6555
- Walk-In during main office hours
- Find the Online Branding Guide and other resources on our website (careers.kennesaw.edu)





Thank you!

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