



DAVENPORT  
UNIVERSITY

**CAREER SERVICES**

**Guide to Creating an Effective Resume**

## Table of Contents

Introduction	Page 2
Organization of Information	Page 2
Resume DO's	Page 3
Resume DON'Ts	Page 4
Basic Content of a Resume	Page 5
Examples:	
Education Examples	Page 6
Skills Examples	Page 6
Professional Experience Examples	Page 7
Activities Examples	Page 7
Honors Examples	Page 7
References	Page 8
Accomplishment Statements	Page 8-9
Resume Samples	Page 10-12
Reference Page Sample	Page 13
Summary Statement Examples	Page 14
Popular Resume Resources	Page 15
Suggested Resource Books	Page 16

## INTRODUCTION

This guide was designed to assist you in creating an effective resume. To receive additional help with polishing up your resume, or for other career-related assistance, visit your Davenport University Career Services office.

A few things to remember:

- Take advantage of all available resources when considering searching for employment or changing careers.
- Informing other people that you are looking for a job (networking) is a good way to find out about employment opportunities.
- The purpose of the resume is to get the employer to contact you for an interview.
- It is extremely important to immediately capture their interest. The average length of time the employer takes to review a resume is approximately 8 – 10 seconds.
- Have someone else review your resume. It is important to have a second pair of eyes to help you catch mistakes.

## ORGANIZATION OF RESUME INFORMATION

When creating a resume, it is very important to ask yourself what image you wish to project, since it paints a picture of you in the employer's mind. If your resume is not well organized or does not specifically relate to the job for which you are applying, you will appear as an unorganized or confused job candidate. However, if you prioritize your facts in an organized manner that supports your job objective it will project an image of an organized, confident, and knowledgeable job candidate.

### CATEGORY ORGANIZATION

Create categories which will highlight various activities and accomplishments that relate to the job for which you are applying. Some classification headings are: experience, education, areas of knowledge and skill, achievements, honors, and professional affiliations.

Organize your categories of information by determining which ones convey the most importance in supporting your job objective. Keep in mind those skills and accomplishments which make you a distinctive applicant for the job. **It is imperative that the employer be able to relate your career goals with the organization's available job position!**

## RESUME DO'S:

- Write your resume yourself - look at examples, but don't copy them. (This will also help to answer questions when you are interviewing)
- Make every word count. Limit the length of your resume to one page unless you have an extensive amount of **related** work experience. A resume should not exceed two pages.
- Make it look good. Prepare your resume on a computer and print it on a laser printer.
- Use quality bond white or ivory paper. Dark colored paper and prints do not look professional.
- Be consistent in layout, composition and font.
- Use highlights sparingly - make them count! (Avoid too much underlining)
- Use white space for appearance and ease in reading.
- Stress your accomplishments and highlight personal achievements.
- Keep it lively - use action/power words and bullet points.
- Be specific and quantify your information.
- Make it error free - **PROOFREAD, PROOFREAD, PROOFREAD!** (Using spell check is not enough); **this is the #1 reason a recruiter will throw your resume out.**
- Avoid repetition in the information provided; you may lose the reader's interest and they may not continue to read.
- Update your resume regularly. Don't think that this will be the last time you have to revise your resume.
- Review your resume from the employer's viewpoint. If you were hiring for the position, did the person tell you what you need to know to make a hiring decision in their favor? If not, what information would have helped you make a different decision?
- If you are not getting the results anticipated, be honest with yourself and seek assistance from your Career Services Office.

## RESUME DON'TS:

- Do **not** use a resume template - Design your resume in Word as you can add and change things much more easily than with a template.
- The complete addresses of employers or schools should **not** be included on the resume.
- Salary information should **not** be on your resume; if requested, put it in your cover letter.
- Race, ethnic origin, sex, religion, weight, height, political affiliation or marital status should **not** be listed to avoid possible discrimination.
- Remember to give the employer some credit, **don't** title your resume. The document speaks for itself and does **not** need the heading "RESUME".
- Do **not** staple your resume and cover letter together.
- Do **not** put your resume in a folder or binder as it may make it difficult for the employer to store.
- Cheap photocopies should **not** be used as they reduce the quality of your resume and weakens the appearance of professionalism.
- **Never** send your resume without a cover letter. A fax cover sheet is **not** an appropriate substitute for a cover letter. Fax your resume only when it is the only option, as a faxed resume does not look as nice.
- Do **not** use a personal e-mail address in your contact information if it is not professional sounding; for example, hotmama@hotmail.com does **not** give a good first impression. Use your student e-mail account, or create a G-mail or other free e-mail account which does sound professional.
- References should be a separate page and should **not** be part of the resume body.
- **Don't** use headers and footers for your resume; these can be left off when an employer opens your resume as an attachment to an e-mail.

## BASIC CONTENT OF A RESUME

### CONTACT INFORMATION:

Your name, address, email address and phone number(s) where you can be contacted. You may wish to highlight your name by using a larger font, all capital letters, bold, etc. But do not use them all. Be sure to use your legal name, not your nickname!

*Example:*

**John M. Smith**  
1234 Drive Way  
Any City, State 12345  
(555)123-4567  
myemail@email.com

### OBJECTIVE:

Draft a job objective that identifies 2–3 transferable skills that you would like to use on a regular basis. Transferable skills are skills that can be used in different positions. Some examples would be: communication, organization, problem-solving etc... Emphasize the skills that are relevant to the position you are seeking. If you are applying for a specific position in a specific company you will want to include that in your objective.

#### Objective Example

To obtain the Payroll Clerk position at New Beginnings, where my accounting, technical, and organizational skills will be enhanced.

**TIP:** Word your objective so that it represents the skills and competencies you bring to the organization and how they correspond with the employer's needs. Don't ask the employer what he or she can do for you; instead, tell the employer what you can do for them.

### EDUCATION:

Indicate what degrees and/or certificates you have earned. The correct format is to list your most recent education first and work backward (reverse chronological order). State your overall and/or major GPA if it is 3.0 or better. List if you have been on the Dean's list. Your high school information does not need to be listed now that you have been or are working on a college education. You may also want to include any professional seminars and on-the-job training that may relate to the position.

## EDUCATION EXAMPLES

### EDUCATION:

**DAVENPORT UNIVERSITY**, Holland, MI Anticipated April 2008  
Bachelor of Business Administration/Accounting GPA 3.5  
Dean's List

### EDUCATION:

**DAVENPORT UNIVERSITY**, Grand Rapids, MI Expected December 2009  
**Associate of Business Administration, Marketing**  
\* Honors Student - Recipient of DCB Scholarship for academic excellence  
\* Student representative for the Office Technology Curriculum Committee

### AREAS OF KNOWLEDGE AND SKILLS:

List your relevant skills and knowledge, using a format that is easy to scan. Short columns work well for this. This is where you can indicate things such as the software and hardware you are familiar with, programming languages you know, your typing speed, office equipment you have used, etc...if you are an IT student, you must include a "Technical Skills" section; it is very important to highlight these essential "keywords" in your resume.

## SKILLS EXAMPLES

### SPECIAL SKILLS:

60 wpm Keyboarding	MS Word, Excel, Access
Dictaphone Transcription	PowerPoint
Proofreading and Editing	Peachtree
Records Administration	Client Relations

### KNOWLEDGE AND SKILLS

Client Relations	Payroll	EDP Auditing
Microsoft Office	Peachtree	Taxation
Strategic Planning	Time Management	Problem Solving

**REMEMBER:** Your primary goal is to display your facts so that your qualifications match the organization's needs.

### PROFESSIONAL EXPERIENCE:

- List your employment in reverse chronological order (most recent job first)
- List company name, city and state (not full address)
- Include your position/title (highlight if professional or relevant to the position)
- Identify start and end dates (month and year)

**PROFESSIONAL EXPERIENCE EXAMPLE**

**Davenport University**, Grand Rapids, MI  
*Call Center Assistant*

May 2007-Present

**ACTIVITIES/ VOLUNTEER WORK:**

Use this category to show your involvement in relevant activities. This is where you list professional, community and student associations with which you are affiliated.

**ACTIVITIES EXAMPLES**

Member of the Society for Human Resource Management (SHRM) 2007-2009

Participated in Alternative Spring Break (ASB) March 2008

**HONORS:**

This is where you can list academic and community awards you have received. You may use this section to indicate honors and awards such as scholarships, dean's list, etc. if not listed under "EDUCATION".

**HONORS EXAMPLE**

Recipient of Lettinga Charter Scholarship

Recipient of Collegiate Athletic Scholarship

Won 1<sup>st</sup> place at the Business Professionals Association Regional Competition

\*College experiences should be highlighted; not high school

**REFERENCES:**

**DO NOT** list your references on your resume. Print them on a separate, matching sheet of paper. Use the same heading (contact information) that you used on the top of your resume. List 3-5 references, using supervisors and professors whenever possible. You should always ask permission to use a person as a reference. Take your reference list, along with a copy of your resume, to each interview. When you have had an interview, you may want to let your references know, alerting them that a call may be coming. This gives your references a chance to tailor their comments to your qualifications for this specific job.

**REFERENCES EXAMPLE**

Name of Reference  
Title  
Address  
City, State, Zip  
Phone  
Email

## Accomplishment Statements Show Results

### What are accomplishments?

Accomplishments are things you started, completed, worked on, created, developed or made possible—things that happened because you were there. It can be a long or short-term project, something created by you, or in collaboration with others. But they're always specific, not general, and they are always things in which you played an active role, even if others worked with you. Look at the difference between a duty or responsibility (which does not market you effectively but is the way most people write their resumes), and the same situation described as an accomplishment.

Here's a task, duty, or responsibility like those that appear on a typical resume:

***“Wrote weekly reports on sales and submitted these to home office.”***

Now, as an accomplishment, the same information in **selective detail**:

***“Completed 134 summary reports on sales, including weekly volume, percent of increase, and new clients seen. Received commendation from sales manager for accuracy, and for never missing a deadline.”***

Note that the accomplishment described the duty using “quantifying and qualifying” words.

Doing something is one thing. Doing it well is quite another. Results detail the positive differences, advantages and changes, which occurred as a consequence of your efforts. They are best expressed in easy to understand words (i.e. qualifying) or in numbers (i.e. quantifying). These positive results are the **benefits** your previous employers received for hiring your **skills**.

Here's another duty that is **trying** to show results:

***“Sold complete line of cars and trucks for a major metropolitan dealer for six years. Interfaced with sales force, customers, service department, and prospected by phone.”***

Now here's a much more persuasive, results-oriented statement:

***“Sold 200+ new cars and 50+ new trucks annually—over \$2.5M in sales—for each of the past four years. Received dealer's highest measured customer service rating for most of the 70 months on the sales force.***

***“Averaged 35 cold call phone contacts daily, converting 6% into customers.”***

As you move into your next job, keep a weekly or monthly work journal of accomplishments. Doing so creates ready-to-use information and accomplishments to update your resume as needed. This will also help you create a “library of results-oriented stories” to use in interviews or in performance discussions with your supervisor.

## Tips for Writing Powerful Accomplishment Statements

Accomplishment statements may be part of your summary statements, job descriptions or bullets, and/or descriptions of relevant skills & experiences

- **Use Numbers/Quantify Statements**

**Before:** Accounts receivable  
**After:** Reduced accounts receivable from 33% to 1.5%  
**Before:** Supervised IT Department  
**After:** Supervised 8 employees in IT Department supporting 200 users

- **Use Action Verbs**

**Before:** Responsible for United Way campaign  
**After:** Directed United Way campaign successfully reaching a \$1.5 million goal  
**Before:** Duties included handling phones for management and sales staff  
**After:** Managed front office administration to support a staff of 15

- **Use Adjectives**

**Before:** Experience working in the human resources field  
**After:** Over 8 years of progressively responsible human resources experience in a fast paced manufacturing environment

- **Cite Positive Results of Work Done Well**

**Before:** Designed project management system for office  
**After:** Designed project management systems for office to ensure all project deadlines were met  
**Before:** Managed and trained switchboard staff  
**After:** Managed and trained 12 switchboard staff to ensure adequate coverage and excellent customer service

### SOAR Model:

**S – Situation:** Think of a situation you were involved in that resulted in a positive outcome.  
**O – Obstacle:** What obstacles did you encounter?  
**A – Action:** What action did you take to overcome the obstacle?  
**R – Results:** Describe the positive outcome(s) of your actions (something valuable to the employer like money saved or earned or improved efficiency)

\*The following pages show some sample resumes, to be used for guideline purposes only.

## Name

Address • City, State Zip • Phone

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### Objective:

To obtain the Credit Manager position at Wells Fargo, building upon my strengths in persuasion, sales closure, and customer service.

### Education:

**Bachelor of Business Administration/ Management**    December 2007  
Davenport University, Grand Rapids, MI  
Deans List

### Summary of Qualifications:

- Service-oriented sales representative with 8 years progressive experience
- 5 years supervisory experience
- Proficient in Human Resources, Payroll, Training, and Safety functions
- Great Computer skills: Microsoft Office Suite

### Experience:

#### Supervisor

June 2005-Present

A-1 Enterprise Inc., Grand Rapids, MI

- Perform tasks critical to total function of an eleven-truck waste management business
- Manage 15+ drivers/mechanics/laborers to efficiently transport 20,000 yards of waste per week
- Handle sales and marketing which has generated 15% new revenue
- Identified and cleared \$15,000 in outstanding accounts receivable money
- Contract with special event organizations for one time pick-up service which has generated 10% of revenue

#### Sales Representative

March 2004-May 2007

Helm Inc., Grandville, MI

- Consistently exceeded sales goals for monthly projections by 12%
- Selected 2<sup>nd</sup> out of 13 representatives to participate in the Agency Sales Program
- Handled 25% of all incoming inquiries regarding customer accounts
- Prepared and processed more than 100 credit applications each month
- Trained 4+ employees, ensuring that company procedures were followed

#### Sales Representative

October 2001-January 2004

American Blind and Wallpaper, Walker, MI

- Ranked #1 in the area (out of 15 reps) based on sales achievements
- Sold to 1,500+ customers throughout two years with the company
- Consistently met monthly quota for new client referrals

## Toby Technology

220 East Kalamazoo – Lansing, MI 48933  
(517) 484-2600 – [lansing.cs@davenport.edu](mailto:lansing.cs@davenport.edu)

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### OBJECTIVE

To obtain a position as a Computer Technician with CDW Berbee, utilizing 10 years of experience with computers and software, as well as strong technical troubleshooting and analysis skills balanced with strengths in communication.

### TECHNICAL SKILLS

DOS and Unix	TCP / IP	Networking
Mac OS X	LANs/WANs	End-User Training
Windows 98/2000/XP/Vista	System Integration	MS Office 2003/2007
Windows Server 2003	Software Conversion	System Upgrades
Novell Netware 6.5	Hardware Installation	Database Management

### EDUCATION

**Bachelor of Applied Science in Computer Information Systems** **May 2008**  
Davenport University, Lansing MI

**Associate of Applied Science in Computer Networking Technology** **May 2003**  
Lansing Community College, Lansing MI

### RELEVANT EXPERIENCE

#### System Design and Set-Up

- Built computer systems to customer specification for private clients, as field technician and as computer consultant at Atlantic Cellular
- Established electronic forms and a database for Network video and other private clients
- Assessed customer needs, ordered components, assembled computer systems
- Installed and configured software and peripherals
- Configured Mac-based desktop computers in a classroom environment

#### System Repair and Troubleshooting

- Troubleshot and repaired computers to component and software level, establishing alternative repair procedures to meet customer needs
- Performed telephone and on-site troubleshooting for clients as field technician
- Developed Y2K system upgrades, and hardware and software upgrades as field technician

#### Networking

- Set up local area networks for classroom projects
- Configured a multi-computer local area network using Windows
- Learned to manage file systems, storage devices, network servers, and workstations

#### End-User Training

- Provided training to end users on systems and operating systems as a field technician and consultant

<b>Field Technician</b> , Isbell Software Systems, Lansing, MI	March 2006 - Present
<b>Computer Consultant</b> , Primeau Contractors, Lansing, MI	June 2000 - February 2005
<b>Tech Support Specialist</b> , Whittum Designs, Sacramento, CA	May 1998 - June 2002

# Hannah Human Resource

300 Prospect St.  
Hudsonville, Michigan 49426

(616) 698-7111  
Hannah\_HR@sbcglobal.net

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## OBJECTIVE

To obtain the Human Resources Specialist I position which will utilize my proven communication and resource management skills to benefit the Community Mental Health Authority.

## SUMMARY OF QUALIFICATIONS

- 8+ Years of Human Resource/Supervisory experience
- Experience in recruitment, hiring, training
- Coordinated employee incentive programs
- Working knowledge of Michigan Employment Law

## EDUCATION

### **Davenport University, Grand Rapids, MI**

*Bachelor of Business Administration, Human Resources*  
Graduated With Honors

April 2009  
GPA 3.67

### **Grand Rapids Community College, Grand Rapids, MI**

*Associate of Arts Degree, Management*  
Graduated With Honors

April 2007  
GPA 3.65

## Course Work

Corporate Finance

Microsoft Applications/Excel

Project Management

Project Management

Employment Law

Business Communication

Negotiation Tactics

Compensation Administration

Staffing Organizations

## PROFESSIONAL EXPERIENCE

### **The Gap, Grandville, MI**

*Store Sales Manager, Store Human Resource Manager, Employee Coordinator*

November 2001-Present

- Recruited, trained and supervised 15 employees ensuring company procedures and sales goals were followed and met
- Developed peer-to-peer recognition program which reduced turnover by 50%
- Served customers in a professional and courteous manner providing a pleasant atmosphere on a daily basis
- Promoted upcoming sales events; successfully increased sales profits by 35%
- Provided checks and payroll reports regularly to the HR Director for approval
- Completed employee background and drug tests for pre-employment

### **CSM Services, Hudsonville, MI**

*Human Resource Assistant (Intern)*

May- August 2008

- Prepared weekly payroll reports
- Completed employee background and drug tests for pre-employment
- Interviewed, tested and selected employees for employment

## PERSONAL ACCOMPLISHMENTS

Co-President student chapter of Society for Human Resource Management

1<sup>st</sup> place in state Delta Epsilon Chi (DEX- DECA) Human Resource Management

Finalist in international Delta Epsilon Chi (DEX- DECA) Human Resource Management

## **JOE JOBHUNTER**

1234 main Street SE  
Grand Rapids, MI 49304  
Phone: (616) 687-4567 Cell: (616) 234-5643  
Email: joe.jobhunter@students.davenport.edu

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### **REFERENCES**

(3 or 4 references – work supervisors, professors and professionals make the best references)

(Be sure to check with each reference to make sure they are pleased to be a reference for you)

**Name**  
*Title*  
Company  
Address  
City, State, Zip  
Email Address  
Phone

**Mr. Steven Blake**  
*Supervisor*  
Superior management  
1515 west Fulton  
Grand Rapids, MI 49506  
sblak@superiormanagement.org  
Phone: (616) 887-6238

**Mr. Michael Brown**  
*Professor*  
Davenport University School of Business  
6151 Kraft Ave. SE  
Grand rapids, MI 49512  
Michael.brown@davenport.edu  
Phone: (616) 553-8645

## SUMMARY STATEMENTS

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### *Accomplishments*

- Six years of increased management responsibility with a major manufacturer of automotive components.
- Extensive and diversified intentional experience with franchised-automotive dealerships in overseas markets.
- Broad-based manufacturing experience, from basic quality to total program management
- 4 years of successful accomplishments in retailing and merchandising.
- 6 years of successful sales, marketing and management experience in the managed health care industry.

### *Highlights*

- Strong communication skills including formal presentation and writing
- Excellent communication skills, both written and oral
- Strong interpersonal communication skills
- Effective speaking, writing and listening skills
- Able to establish relationships and communicate effectively at all levels
- Learn new skills quickly. Fast learner who always contributes
- Able to acquire new knowledge and skills quickly
- A highly responsible and dedicated team player
- A good team player and team leader
- Team leader who can recruit, train, motivates and retains quality professionals.
- Disciplined work habits, rigorous commitment to quality
- Highly ambitious, goal-directed and quality conscious
- High energy level, strong take-charge ability and follow through
- Very energetic, persistent and thorough in all activities
- Extensible PC knowledge including...
- Experienced with the following hardware and software package:
- Strong technical knowledge includes the following:

### *Lead-Ins For Statements*

- |                                      |                                |
|--------------------------------------|--------------------------------|
| • Special expertise in...            | Demonstrated ability to...     |
| • In-depth knowledge of...           | A strong track record in...    |
| • Broad expertise in...              | A history of...                |
| • Strong knowledge of...             | Reputation as a...             |
| • Expert skills in...                | Go the extra mile to...        |
| • Knowledgeable in all aspects of... | Gained reputation for...       |
| • Additional skills in...            | A consistent focus on...       |
| • Highly qualified as...             | Excelled at...                 |
| • Proven strength in...              | Well developed skills in...    |
| • A strong sense of...               | Areas of expertise included... |
| • Broad-based knowledge in...        | High standards of...           |
| • Acquired strong proficiency in...  | Highly skilled in...           |
| • Highly regard for...               | Earned high marks for...       |
| • Demonstrated success in...         | Highly adept at...             |
| • Particularly skilled in...         | Known for being...             |
| • Up-to-date knowledge of...         | Ranked at the top in...        |
| • Verifiable reputation as...        | Combined strengths in...       |

## Popular Websites to Assist and Research your Resume Writing:

1. [Http://www.jobsearchabout.com](http://www.jobsearchabout.com)
2. [Http://www.resume-resource.com/](http://www.resume-resource.com/)

## Suggested resources:

### **Gallery of Best Resumes, Third Edition by David F. Noble**

Available at the Midland Linc and includes nearly 200 sample resumes and 30 cover letters arranged by Career Choice.

### **Gallery of Best Cover Letters by David F. Noble**

Available at the Midland Linc and includes nearly 300 cover letters and 35 companion resumes along with a section of “Best cover letter tips.