

RESUME GUIDE

This handout serves as a guide for developing resumes. As you develop yours, answer these three questions:

1. What do you want to communicate about yourself as a professional?
2. Who is your primary audience and what do they need to know about you?
3. How will they receive the resume (i.e., the medium: paper, electronic, plain text, or modified via an online application system) and what do you need to do to make the most of the format employed.

Use a professional summary if you have extensive work experience.

Focus on the employer's needs when developing your resume.

Demonstrate relevant skills in the Experience section. Use action verbs. Avoid the use of "I," as this is implied.

Spell check and review your resume carefully for errors.

A resume is not a complete work history—it is a tailored document for a particular job.

YOUR NAME

Address
City, State Zip
Phone
E-mail Address

OBJECTIVE (optional)

The objective should be brief and specific to a particular job or career field.

EDUCATION

Degree San Francisco, CA
San Francisco State University Expected Grad. Date
Include emphasis, related coursework or major projects, study abroad. Also include overall grade point average if 3.0 or above.

EXPERIENCE

Job Title Dates of Employment
ORGANIZATION City, State

- Describe your responsibilities here, starting with action verbs.
- Make your descriptions energetic and short.
- Present information in reverse chronological order.

Job Title Dates of Employment
ORGANIZATION City, State

- Bullet format is preferred by many employers.
- Focus on results, skills, leadership, initiative and teamwork.
- Maximize and quantify relevant experience.

SKILLS

Include foreign language skills. Emphasize computer software knowledge, especially programs relevant for your field. Avoid general descriptors (like "self-motivated"), but include skills specific to the job you are applying for.

OTHER HEADINGS

Choose additional headings that highlight your strengths in areas such as Activities, Leadership, Athletics, Professional Organizations and/or Community Service, indicating your accomplishments and offices held. Do not include personal information such as marital status, age, weight, etc.

Use an e-mail address that conveys professionalism.

Increase visual impact through selective use of bold, underlining and capitalization.

Related activities and service provide a fuller picture of you as a candidate. Include paid and volunteer positions, special seminars, offices held, etc.

Limit your resume to one page. Use black ink and white or off-white resume paper.

List "References" on a separate sheet using the same heading as your resume, and the title "References."

Adapted from San Diego State University Career Services
August 1, 2011



San Francisco State University Career Center

1600 Holloway Avenue, Student Services Building 206, San Francisco CA 94132
Tel: 415/338-1764 • Fax: 415/338-2979 • careerct@sfsu.edu • www.sfsu.edu/~career

Sample Resumes (Chronological Format)

Carina Career

ccareer@sfsu.edu
506 Cole Street ♦ San Francisco, CA 94117 ♦ (415) 555-5555

OBJECTIVE

To obtain a refugee services coordinator position with a non-profit organization

EDUCATION

San Francisco State University

Master of Arts in Sociology December 2009

Thesis: *Social Class Perception and Job Satisfaction in Immigrant Populations*

Bachelor of Arts in Sociology May 2007

Minor in Women's Studies GPA: 3.7

- Recipient of Presidential Scholarship 2000-2004
- Dean's List

EXPERIENCE

San Francisco Youth and Comm. Services Coastal Community Center San Francisco, CA
Volunteer Intern: Emergency Assistance Provider Fall 2006 — present

- Provide emergency assistance to the diverse homeless population.
- Listen to and assess each individual's needs.
- Increase service partners' knowledge and use of social service system.
- Refer service partners to various San Diego social service agencies.

Aztec Adventures San Francisco, CA
Customer Service Senior Staff Fall 2006 — present

- Manage daily operations of Aztec Adventures office.
- Provide services to SDSU population.
- Design and create advertisements.
- Maintain daily operational procedures.

Broadway Twin Theater Yreka, CA
Assistant Manager and Projectionist Winter & Summer 2006

- Ran promotions after working for two seasons as box office and concession staff.
- Trained and supervised staff.
- Managed lobby, theater and projection booth.
- Developed a new supply ordering system and created Excel spreadsheets.
- Compiled box office and concession reports and prepared daily bank transactions.

LEADERSHIP AND COMMUNITY SERVICE

Walk of Faith Retreat, **Leader** Fall 2007
Intervarsity Christian Fellowship, **Leader** Fall 2006 — Spring 2007
Bayview Community Tutoring Project Fall 2005 — Spring 2006
SFSU Summer Orientations, **Team Leader** Summer 2005
Migrant Outreach Spring 2005
Juvenile Hall Literacy Outreach Spring 2005

SKILLS

Fluent in Spanish and Tagalog
Proficient in Microsoft Word and Excel, SPSS, and Internet research
Certificate in Microsoft Office; training included PowerPoint and Access

Joseph Career

jcareer@sfsu.edu • 1200 Cortland Ave. • San Francisco, CA 94117 • 415.555.5555

EDUCATION

Bachelor of Arts in Communication Studies May 2009
San Francisco State University, San Francisco, CA
Minor in Business Administration
Relevant Courses: Public Speaking, Marketing, Public Relations, Media Writing
Major GPA: 3.11

EXPERIENCE

Target Marketing/Group Sales Intern 1/07 - present
AT&T Park, San Francisco

- Research new targeted groups for upcoming games and events
- Help create and administer a target marketing campaign for each event
- Update group sales page on website using Macromedia DreamWeaver
- Write group event letters and proposals

Information Desk Representative 1/07 - 5/07
Career Center, San Francisco State University

- Answered the telephone in a polite and professional manner
- Directed visitors and students to on-site resources
- Updated and maintained resource center of employer information

Executive Vice President 9/06 - 5/07
Associated Students (Student Government), San Francisco State University

- Managed a given budget of \$35,620 for the entire fiscal year
- Coordinated the Undergraduate Homecoming Dinner & Dance for 600 people
- Designed the layout of marketing banners and tickets
- Arranged the itinerary of the event with a coordinator from a prominent San Francisco hotel

Media Relations Coordinator 1/05 - 5/06
Richard Oaks Multicultural Center, San Francisco State University

- Wrote articles pertaining to multicultural issues and events
- Edited articles written in the monthly newsletter
- Published and distributed the monthly newsletter at SFSU
- Coordinated and managed tours of the center
- Planned student organization meeting and educational events

SKILLS

Proficient with Microsoft Word, Excel, PowerPoint, Front Page, Adobe Photoshop, Dreamweaver, Quark Express, Blue Hornet, Windows and Mac OS

ACTIVITIES

Associated Students Marketing Board: Cross-Cultural Center Representative
Cross-Cultural Center: Vice-Chair

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Sample Resumes

FUNCTIONAL RESUME

SAMUEL STUDENT

Local Address
1234 Any Street
Any Town, CA 98989
(415) 555-5555
sstudent@mail.com

After June 1, 2010
456 Clover Lane
Other Town, CA 90900

OBJECTIVE

An industrial sales position with Calais Enterprises

EDUCATION

Bachelor of Science in Business Administration, Marketing May 2010
San Francisco State University, San Francisco, CA GPA: 3.8

French Language, Culture and Marketing Fall 2008
Study Abroad Program: Université de Paris (La Sorbonne), Paris, France

RELATED COURSES

Consumer Psychology	Marketing Management
Marketing Principles	Sales Management
Advertising	Writing for Business
Public Speaking	Marketing Research

RELEVANT SKILLS/EXPERIENCE

Sales and Promotion

- Won four quarterly awards in stereo component store
- Promoted weakly wine and food specialties as dinner waiter
- Coordinated advertising for fraternity functions
- Directed annual fund-raising activities for youth group

Marketing and Market Research

- Developed marketing plan which increased restaurant wine sales by 30%
- Conducted market research project which investigated consumer preferences for personal products and presented results to marketing class
- Created stereo components displays and reorganized sales floor layout to maximize product visibility

Management

- Oriented and trained new dinner waiters at top restaurant
- Supervised youth group activities and fund-raising
- Served as fraternity chairman for spring formal and managed \$10,000 budget

EMPLOYMENT

Salesperson, The Sound & Stage, San Francisco, CA 2009-present
Dinner Wait Staff, Donovan's, San Francisco, CA 2007-2009
Youth Leader, Community Boys Club, San Francisco, CA 2006-2008

RELEVANT COURSEWORK RESUME

MARIA JUAREZ

51 Valencia Street
San Francisco, CA 94110
(415) 555-5555
mjuarez@sfsu.edu

OBJECTIVE

To obtain a marketing position with Reynolds and Reynolds

EDUCATION

Bachelors of Science, Business Administration, focus on Information Systems
San Francisco State University, May 2010

RELEVANT COURSEWORK

Fall 2009 **Marketing Management**

- Utilized knowledge in the planning, organization, and assessment of total marketing plans
- Instigated a strategic marketing plan for theoretical company
- Identified and adjusted plan over the semester for optimum success

Spring 2009 **Consumer Behavior**

- Developed knowledge of consumer behavioral needs and motivational theory
- Researched and wrote paper on the influence of perception on consumer behavior

OTHER EXPERIENCE

Fall 2009 **Marketing / Sales Intern**, Progressive Microproducts
San Francisco, CA

- Marketed personal computer hardware and software
- Participated in numerous microcomputer trade shows
- Developed and implemented marketing and advertising strategies

2006-2009 **Management Trainee / Salesperson**, Grand Auto, Inc.
Oakland, CA

- Performed sales work for auto parts chain store with annual sales exceeding \$35 million
- Maintained large store inventory utilizing a computerized inventory system

SKILLS

- Fluent in Spanish (read/write) and French (conversational)
- Proficient with Microsoft Office Suite (including PowerPoint and Access)

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