



Creating your brand through your resume

The resume: Your first impression

Your resume is your first impression to a recruiter/hiring manager, and you have minimal time to make an impact: 6 seconds, according to a recent quantitative study (see TheLadders.com). While your resume will not guarantee you a job or an internship, it can establish you as a qualified candidate and leave a potential employer with a strong first impression and a desire to learn more.

Your resume should be more than just a chronological history of your activities, experience, skills, and responsibilities. Think of your resume as a marketing document that promotes you as the best candidate for the job you want. In this guide, we will discuss how you can make your resume clear, relevant, and accomplishment-focused.

Start by brainstorming

To begin your resume, start with a “brain dump.” Think about all of your experiences, whether in high school or college (i.e., education, work experience, activities, papers/projects, research, athletics, leadership roles, community service, etc.), and create a list. From your list, determine which experiences and skills are relevant to the industry or full-time position to which you are applying.

Create appropriate resume sections

Now, begin to think about how to divide your list into sections for your resume.

Education

As an undergraduate student, start with your Education and include the following:

- The name of your high school and college and their locations. By junior year, it is recommended that the high school should be left off the resume. Applying to jobs in your hometown or having attended a well-known high school would be reasons to leave it on your resume.
- Your degree, major, and year of graduation.
- Your GPA can be included here, too, along with any Honors or Awards (such as Dean's List, national honor societies, and scholarships) and relevant coursework.

Experience

To highlight your experiences beyond the classroom, you may use some of the following resume sections commonly found on undergraduate resumes:

- Skills
- Leadership
- Activities
- International Experience

Experience can include any of the following: summer jobs, internships, externships, class projects, research, or volunteering. You may find that these experiences can be categorized even more specifically as Related Experience, which connects directly to the industry or job to which you are applying. (See below for adding descriptions to your Experiences.)

Skills

Skills refers to computer knowledge, languages, procedures/techniques, and/or familiarity in using equipment.

Leadership

Leadership includes any activity in which you hold a leadership position (e.g., team captain, tutor, executive board of an organization).

Activities

Activities can include a list of organizations in which you hold a membership.

International Experience

International Experience can contain any academic, work, travel, or volunteer experience in a different country.

When creating your sections, think about categories that will capture your reader's attention and guide your reader to focus on your most important experiences. You may include any sections that are relevant for your field. Here are some additional sections to consider:

- Professional Development
- Related Projects
- Presentations/Publications
- Community Involvement
- Honors & Awards
- Clubs and Organizations
- International Experience
- Licenses/Certifications
- Computer Skills
- Technical Skills
- Activities
- Volunteer Experience
- Campus/Community Involvement

Objective vs. Summary Statement

“Objectives” (e.g., “First-Year student at Lehigh seeking an internship at a marketing company”) are outdated and no longer used on resumes. An objective focuses solely on what you want and does not present anything of value to the employer. Instead, some students choose to highlight their accomplishments at the beginning of their resume with a Professional Summary. A summary is effective for drawing together unlike experiences and demonstrated transferable skills while also helping to develop a brand message. Your brand is messaging that provides the words to help organizations understand your value and skill set. If your education and experience relate directly to the industry you are entering, you can typically start with your Education section.

A summary can give a hiring manager a clear sense of what you have to offer, such as knowledge, skills, accomplishments, and areas of interest. A summary typically consists of three to four statements answering the following questions:

You What skills do you enjoy using?
What accomplishments are you most proud of?
What issues and topics are you most passionate about?

Target industry What experiences, skills, and characteristics matter most in your target industry/job?

Put it together What is the intersection of what you want and what the target industry is looking for?

Sample summary

- Junior marketing major seeking an entry-level position in marketing
- Genuine communicator with strong relationship management skills looking to utilize exceptional writing, research, and analysis skills
- Leadership experience honed through campus involvement

Accomplishment Statements

While writing your accomplishment statements, keep in mind any ways you can quantify your experiences. Providing a measurement of your experience shows recruiters the impact as well as the size and scope of the position you held. Compare the following descriptions: The ones on the left simply list responsibilities, whereas the ones on the right quantify the accomplishments. Which provide a more comprehensive description for the reader?

Assist with inspections	Assist with daily inspections of facilities in approximately five 40-story office buildings
Bus and run food to tables	Provide support in bussing tables in a fast-paced 100-seat restaurant
Created promotional video	Created promotional video on Final Cut X for display on company's home page
Completed purchase orders	Generated approximately 300+ purchase orders and ran department reports for the team
Tour guide for university	Provide weekly tours ranging in size from 10 to 50 people to prospective students and demonstrate extensive knowledge of campus and resources
Recruited and hired staff for school newspaper	Recruited, hired, and managed business staff of five sales and design associates selected from 130 applicants
Provided tennis lessons	Scheduled and taught over 35 tennis lessons and conditioning classes to at-risk children per week

Describing your experiences

When describing experiences, be sure to include key words that relate to your industry of interest as well as words that are used in the job description. Many organizations use Applicant Tracking Systems (ATS) to electronically manage their recruiting and hiring process. These systems will accept resumes with specified key words and decline those without them. Read job descriptions to determine the key words, and, where relevant, use those words to show you meet the requirements.

To test your use of key words, you can use Jobscan or Wordle to analyze the match between your resume and a job posting.

Describing your experiences continued

One of the most important parts in writing a resume is composing the descriptions for your experiences. Each description is referred to as an accomplishment statement, which is clear, detailed, yet concise. The primary areas of your resume that will need descriptions are your Experience section(s) as well as the Leadership section.

Each statement should begin with an action word (185 Powerful Action Verbs for Your Resume) followed by a depiction of the skills, accomplishments and responsibilities of your role.

Try using the following three-step format called C.A.R. to help you develop your statements.

C = Challenge (What challenge did you face or what problem did you resolve?)

A = Action (What action did you take?)

R = Results (What was the result of the action you took? What was the value to the company/organization?)

(From Martin Yates, Knock 'em Dead, How to Develop Accomplishment Statements for Your Resume)

Formatting tips

- Margins no smaller than 0.5 inch all around; keep them consistent for the side and top/bottom. For example, if you have the left margin at 0.6 inch, then make the right margin 0.6 inch, or if you have the top margin at 0.7 inch, then have the bottom margin at 0.7 inch. The document should be evenly distributed on the page.
- Font Size: 10 to 12 pt. Do not go smaller than 10 pt. For section headings like Education, you can go up to two font sizes bigger than your general text.
- Font Suggestions: Arial, Helvetica, Times New Roman, Garamond, Century, Goudy Old Style, or Georgia. There are other fonts that are acceptable, but the main factor is that the font is easy to read!
- Bold things you want to the reader to see. For example, you should use bold type for section headings, but you would not bold dates.
- Consistent date format: Be sure that all of your dates are in a similar format and that your resume entries are listed in reverse chronological order, most current first.
- Do not use “I,” “me,” “my,” “we,” “our,” or “us.”
- Do NOT trust spell check.
- Use the 15-second test with a friend. To gain an understanding of how your resume is coming across, you need an outside perspective. Have a friend flip your resume over and give him/her 15 seconds to review it. What stood out to them? What did they remember about you from your resume?
- Proofread backward in a different font. Spending so much time on one document makes it more difficult to spot errors. Changing the font and reading back to front will help to catch simple errors you may have missed.

James First Year

17 Campus Drive, Apt. 1
Bethlehem, PA 18015
555-123-4567 | firstyearstudent@email.com

EDUCATION

Lehigh University, Bethlehem, PA May 2020
College of Arts & Sciences

Moravian Academy, Bethlehem, PA June 2016
National Honor Society
Recipient of the Harvard B. Devill Scholarship

EXPERIENCE

Lehigh University, Bethlehem, PA January 2017 - present
Office Assistant, *The Center for Career & Professional Development*

- Schedule appointments, answer phones, and perform general administrative duties to assist staff with operations in a high traffic student and employer office.
- Provide students with information about appointments, the university job search database, and upcoming events.

Johnny's Bagels, Bethlehem, PA May 2014 – August 2016
Counter Attendant

- Provided fast, efficient, and courteous service to all patrons.
- Operated cash register totaling bills and managed the reconciliation of the register at the end of a shift.

LEADERSHIP

Psychology Club, Lehigh University January 2017 - present
Member

- Participate in meetings and assist with special events.

Community Service Club, Moravian Academy September 2015 – June 2016
President

- Oversaw the planning and execution of club meetings for over 50 members.
- Organized monthly community service activities.
- Developed relationships with local non-profit organizations to enhance various service opportunities.

Women's Awareness Club, Moravian Academy September 2014 – June 2016
Events Chair

- Created events to bring to light women's issues related to health, academics, and the future of work.
- Organized a panel of 5 female Moravian graduates to speak about their careers.
- Invited St. Luke's Health Network representative to speak about women's health relating to body image and diet.

SKILLS

- Microsoft Word, Excel, Power Point
- Proficient in Spanish

Steven Finance

Box 1234, 6 Campus Circle, Bethlehem, PA 18015
Phone: 555-123-4567 | email: sdf324@email.edu

EDUCATION

LEHIGH UNIVERSITY, BETHLEHEM, PA

Bachelor of Science in Business & Economics

Expected May 2017

Majors: Finance and Accounting

GPA: 3.6/4.0, Dean's List

EXPERIENCE

Summer Analyst, THE PEBBLE GROUP, WASHINGTON, D.C.

June 2016 – August 2016

- Aided with due diligence of potential hedge fund managers and monitoring of current managers on a quantitative and qualitative basis by participating in conference calls and meetings.
- Maintained internal due diligence by reviewing investor marketing materials, offering memorandums, and due diligence questionnaires to update information such as strategy, performance, risk and exposure data, and liquidity.
- Examined top positions and broader exposure characteristics of all funded event-driven and credit hedge fund managers to determine overall portfolio exposures and highlight opportunity for consolidation of managers in the portfolio.

Credit Hedge Fund Summer Analyst, GRACO ASSET MANAGEMENT, NEW YORK, NY

May 2015 – August 2015

- Performed industry, company, and security-level research for potential and current investments; collaborated with investment team to formulate investment theses, select appropriate instruments, and size positions.
- Analyzed correlation between portfolio positions; determined usefulness of specific risk measures, including jump-to-recovery, custom scenarios, and stress tests; and monitored results in collaboration with Risk Manager.
- Developed investor presentations and identified target investors based on profiles and investment strategies.
- Produced broker concentration risk analysis; developed legal disclosure guide shared with senior firm professionals.

Growth Equity Investment Analyst Intern, DOWNDATA PARTNERS, EDISON, NJ

August 2013 – August 2014

- Screened 2,500 companies in specific technology sectors—such as mobile payments and healthcare IT—and corresponded with CEOs of companies that fit investment criteria in order to further deal sourcing efforts.
- Evaluated investment opportunities by reviewing Confidential Information Memorandums, performing precedent transaction and comparable company analyses to value companies, and developing financial models.
- Assisted investment team with structuring deals by analyzing financial statements, evaluating exit opportunities, producing waterfall returns analyses, and executing deals by drafting deal summary memos and term sheets.

LEADERSHIP EXPERIENCE – Lehigh University

Investment Management Group: President (2015 - Present), Sector Leader (2014 - 2015)

- Oversee the management of three investment portfolios and provide direction on compliance issues.

Thompson International Portfolio: Portfolio Manager (2015 - Present)

- Learned to follow a financial sector, provided stock pitches, and researched all investment options.

Office of the First Year Experience: Orientation Leader (2015 - 2015)

- Led 20 first year students through orientation by facilitating conversations on transition issues and serving as a role model.

Sam Global Business

Apt. 1 Campus Drive, Bethlehem, PA 18015 • (555) 213-2424 • sam505@email.com

EDUCATION

Lehigh University, Bethlehem, PA

Bachelor of Arts in Global Studies and Africana Studies

Expected May 2015

Minors: Mass Communications and Political Science

Major GPA 3.8, Overall GPA 3.41

Honors: Lehigh University Merit Scholarship, Gilman Scholarship, Lehigh Semester in Washington Scholarship

Syracuse University Abroad, Spanish language immersion program, Madrid, Spain

August 2013-December 2013

EXPERIENCE

Global Business People Programs Intern, Boogle, Compton, CA

May 2014-August 2014

- Formulated insights regarding the perception of the promotion process in the organization, through the use of theoretical and empirical research.
- Analyzed results of the performance management theme from the company's internal survey to gather relevant findings.
- Gathered external research regarding promotion fairness and upward trajectory in sales organizations.
- Synthesized research with survey data to derive recommendations for further actions.

Youth Program Intern, Athlete Alley, Hoboken, NJ

January 2014-May 2014

- Researched approaches to establish partnerships with professional teams to support funding for mentoring programs.
- Collaborated with coaching staff in drafting curriculum for the Athlete Ally Ambassador Program.
- Conducted four meetings with DC public schools on the consideration of establishing safe spaces in sport teams for high school and middle school students.
- Coordinated two panel discussions with athletes on diversity and inclusions matters on and off the field.

Operations Coordinator, Reach for Americas, Summer Institute, Valley Forge, PA

June 2013-August 2013

- Managed a high-traffic resource room and inventory of 9,000 resources for 500 corps members at Temple University.
- Collaborated with resource room specialists to provide corps members the tools for successful lesson plans.
- Implemented an incentive program that invested 500 corps members to utilize the resource rooms, ultimately leading to high satisfaction ratings during mid- and end of institute surveys.

LEADERSHIP

Participant, Global Citizenship Program, Lehigh University, Bethlehem, PA

August 2011-Present

- Administer committee progress in the execution of global awareness events on campus, give biannual addresses to the program members, and coordinate activities within the Global Citizenship Program.

Orientation Leader, Lehigh University, Bethlehem, PA

August 2012-October 2012

- Organized programs and workshops to spread cultural awareness, academic transitioning, and assisted 25 first-year students with acclimating to campus life.

INTERNATIONAL EXPERIENCE

School Counseling Intern, Colegio Cardenal Barcelona, Madrid, Spain

September 2013-December 2013

- Conducted group counseling for 25 students with disabilities on social skill development, academic success, and goal setting.
- Collaborated with teachers to create effective lessons for 25 students with disabilities to achieve academic success.

Education Program Coordinator Intern, Larrabee USA, Bethlehem, PA

January 2012-May 2013

- Researched and wrote policy reports comparing religious, public, and private education in Kenya.
- Created a 10-minute documentary, "Strive for Excellence," on Kenyan education system using 2 weeks of raw footage.

ACTIVITIES

Delta Upsilon Fraternity, Lehigh's Newspaper Photographer, Student Senate, Admissions Fellow, Orientation Diversity Leader, Safe Zone Trainer

Jane Engineer

92 Campus Oval, Box 5150 • Bethlehem, PA 18018 • 555-213-2424 • joc215@email.edu

Summary

Chemical Engineer with co-op experience in product safety and supply chain. Excellent project management and operations experience. Oversaw the development of a new sales dashboard, streamlined marketing communications, and implemented a global regulatory compliance tool. Developed leadership ability as a chapter president, vice president for operations, and mentor.

Education

Lehigh University, Bethlehem, PA

B.S. Chemical Engineering, GPA: 3.41

May 2015

Honors: Dean's List (Fall 2011), Phi Eta Sigma Honor Society, Alpha Gamma Delta Strive for Pi, Stabler Scholarship

Related Experience

TPC, Merchant Supply Chain Co-Op, Bethlehem, PA

Summer 2014

- Led a continuous Improvement project that involves the design and creation of a new Sales Representative Dashboard that encompasses tasks from prospecting to signing contracts to completing expense reports.
- Directed the Mobile Sales App Pilot Program for the Northeast Region Liquid Bulk Sales Representatives.
- Updated Marketing Communication data sheet for Bulk Hydrogen Power Plant Service Offering.
- Developed Marketing Plan for Bulk Hydrogen Power Plant Service Offering.
- Analyzed APC Express Services data of temporary industrial gas supplies at refineries to enable APC express services to be proactive with this high return service offering.

TPC, Product Safety Co-Op, Bethlehem, PA

Fall 2013

- Developed and implemented a Global Regulatory Compliance Tool for the new product development community that adheres to chemical regulations in over 9 countries.
- Organized and prepared Global Food Contact Regulations for the on-boarding of an additional module in the Global Regulatory Compliance Tool to expand its capabilities.

North Americas Minerals, Summer Engineering Intern, Bethlehem, PA

Summer 2012

- Wrote several codes to run pump test floor using the computer programming language LabVIEW.
- Created an organizational system to better communication between sales, engineering, and finance.

Leadership

Mid-Atlantic Regional Liaison, American Institute of Chemical Engineers

2014-present

- Manage monthly calls with AIChE Presidents in the Mid-Atlantic region, ensuring Chapters are functioning properly and aiding in any issues they encounter throughout the academic year.
- Serve on the American Institute of Chemical Engineers Executive Student Committee.

Vice President of Communications, American Institute of Chemical Engineers, Lehigh University

2014-present

- Maintain club presence both on the Lehigh University campus and through Social Media Networks.
- Organize events for all Chemical Engineering classes to network and build relationships.

President, Lambda Lambda Lambda, Lehigh University

2013-2014

- Planned and conducted bi-weekly Chapter and Chapter Council Meetings
- Represented over 100 women in meetings with Lehigh Administration, Alpha Gamma Delta International Headquarters and the Lehigh Panhellenic Community.
- Increased philanthropic giving by 20% through the planning and execution of two new campus events.

Mentor, Chemical Engineering Helping Hands Program

2013-2014

- Mentor two Chemical Engineering students on course selection, faculty interaction, and professional development.

Vice President of Operations, Alpha Gamma Delta

2012-2013

- Recorded chapter member attendance at mandatory events using an excuses and fine system.
- Generated Chapter Accreditation binder and presentation highlighting all Chapter activities.
- Maintained communication and paperwork on Chapter standings with International Headquarters.

Skills

- Aspen, MathCAD, MATLAB LabVIEW, Microsoft Word, Excel, PowerPoint, Visio, InfoPath, SharePoint, VBA

Activities

Alpha Gamma Delta Fraternity for Women, Society of Women Engineers

Lucy Social Science

328 Canterbury Drive | Ramsey, NJ 07446 | 555.123.4567 | lucy.socialscience@email.com

Summary

- Psychology major seeking opportunities within marketing and public relations.
- Experience in media and communications, including on-line marketing, consumer research, and SWOT analysis.
- Excellent verbal and written communication skills honed through campus involvement and social science courses.

Education

Lehigh University, Bethlehem, PA

Bachelor of Arts in Psychology; Minors in Business and Mass Communication

May 2018
GPA: 3.29

- Dean's List, National Society of Leadership and Success
- Study Abroad: Syracuse University, Florence, Italy (January – May 2016)

Work Experience

Digital Distributor Marketing Intern, Showplace, Inc., New York, NY

May – August 2017

- Implemented digital and online marketing tactics to drive new subscriber acquisition and retain existing subscribers.
- Headed consumer intelligence research and utilized findings to develop strategic suggestions for brand elevation and recognition; presented project to Showtime's top executives.
- Designed infographic utilizing tracking data from Omniture to illustrate Showtime's performance in key areas such as order page performance, engagement from distributors, and digital paid media.

International Marketing Intern, Sunny Pictures Entertainment, Los Angeles, CA

June – August 2016

- Assisted Home Entertainment International Marketing group in establishing and implementing marketing strategies for the international exploitation of Sony feature films on DVD, Blu-ray, and digital distribution.
- Prepared SWOT analyses for upcoming Home Entertainment releases and created slide decks pertaining to film.
- Attended daily meetings and international conference calls with various teams associated with distribution to coordinate all facets of Sony's Home Entertainment marketing and distribution strategy.

Team Member, Jerry Juice, Mahwah, NJ

May – August 2015

- Consistently exceeded other employees in up-selling additional products and merchandise.
- Selected to interview applicants and train new employees.

Choices Campus Leadership Intern, Majority Foundation, Beverly Hills, CA

June – August 2013

- Wrote weekly articles regarding current events affecting women in particular health and career topics.
- Organized and spoke at campus visits to local colleges in order to improve awareness about women's rights issues.

Leadership Experience

Business Manager, Echoes all-female a cappella group, Lehigh University

May 2016 – Present

- Act as President of the group, by leading rehearsals and meetings and scheduling concerts and competitions.

Director of Target Membership Marketing, Alpha Phi Fraternity, Lehigh University

January 2015 – January 2016

- Developed and implemented new member recruitment strategy by identifying and selecting candidates, training sorority members on interview technique and etiquette, and organizing and structuring recruiting events.

Skills

Computer: Adobe Photoshop, Omniture, SPSS, Social Media, Infographics, Microsoft Excel, PowerPoint, Word

Language: Spanish (intermediate level)

Community Involvement

Volunteer, SOVA Food Pantry, Los Angeles, CA

June – August 2013

Volunteer, Volunteers of America, The Children's Center of Allentown

February 2012 – May 2013

JAMIE ENGINEER

99 Primrose Path | Old Proverbia, MD 09999 | jim112@email.edu | (555) 212-2424

SUMMARY

Dean's list bioengineering major with experience in research, FDA clinical trials, and direct marketing campaigns. Excellent analytical, project management, and leadership skills and the ability to work well with teams. Seeking opportunities to develop medical technologies and surgical procedures that will improve patient outcomes.

EDUCATION

Lehigh University, Bethlehem, PA

May 2017

Bachelor of Science in Bioengineering; Bioengineering Program, Cell and Tissue Track

- *GPA*: 3.69/4.00 | Honors: Dean's List Fall 2011, Spring 2013, Fall 2013, Spring 2014
- *Related Courses*: Intro to Entrepreneurship, Public Speaking, Elements of Bioengineering, Fund. of Engineering Mechanics, Biomechanics, Engineering Materials and Processes

EXPERIENCE

GJC Advisory - Health Industries Consulting Intern, New York, NY

June 2016 – Aug 2016

- Analyzed a Fortune 500 biotech client's enterprise information system architecture and collaborated with a team in developing a technology roadmap; extensive travel to San Francisco, CA.
- Entrusted with drafting/editing key client facing deliverables and supported three different work streams that were managed by PricewaterhouseCoopers managers and a director.

The Lab Group - Laboratory Analyst Intern, Swiftwater, PA

May 2015 – Aug 2015

- Learned all procedures required to process FDA Clinical Trial samples, including receipt, verification and discrepancy resolution.
- LIMS entry, aliquotting, distribution, tracking, and inventory management.
- Enhanced organization and project management skills and learned how to employ Excel macros.

Imaging Medical Equipment: Diagnostic Imaging Equipment – Intern, Allentown, PA

June 2014 – Dec 2014

- Developed and implemented a direct marketing campaign for ultrasound equipment, directed at doctors and hospitals.
- Targeted and educated over 200 clients in prospective markets through direct mail and telemarketing.

LEADERSHIP

Team Leader for Integrated Product Development Project, Lehigh University

Spring 2016 and Fall 2016

- Organized agendas and led team meetings with company sponsor and course advisor.
- Delegated weekly tasks to team members to ensure effective time and skills management.

Innovation & Leadership Residency, Lehigh University

Fall 2015

- Assisted start-up company to prepare to present in front of a venture capitalist panel.

Team Leader of two research projects, Elements of Bioengineering, Lehigh University.

Fall 2014

- Analyzed and purified a recombinant protein to replicate and use in cancer therapies.
- Studied biodegradable, FDA approved biomaterials to construct an arterial graft for an aortic perforation of the heart.

PROFESSIONAL DEVELOPMENT

Overview of Regulatory Requirements: Medical Devices, FDA Course
The Past, Present, and Future of FDA Human Drug Regulation, FDA Course
Quality System Regulation 21 CFR 820 Basic Introduction, FDA Course

ACTIVITIES

Alpha Omicron Pi (Secretarial Committee), Society of Women Engineers