

Coastal Carolina University

# Writing a Winning RESUME

Career Services Center

Indigo House

[www.coastal.edu/career](http://www.coastal.edu/career)

# Overview

- What is a resume used for?
- What are the basic formatting rules?
- What content should be included?
- How do I write a cover letter?
- Where can I find out more information?

# Purpose

- Summary of your Qualifications
  - A highlight of your *relevant* skills, education, and experiences
- Marketing tool
  - Resume should be focused on your intended goal
  - Can be used to apply for internships, jobs, graduate school, scholarships, etc

# Resume Builder

An online tool to create profession-style resumes

- View resume samples
- Writing and formatting guidance
- Customizable formatting and styles
- Access by signing on at [www.coastal.edu/career](http://www.coastal.edu/career)



# Basics

- One page is standard for most undergrads
- Stick to 10-12 font size
- Times New Roman and Arial are standard fonts
- Use **bolding**, *italics*, CAPS, etc for emphasis
- Order education and experience in reverse chronological format
- ½-1 inch margins are standard
- Balance white space and text
- Use neutral, professional resume paper

# Writing Tips

Remember the three C's:

- Clarity
- Consistency
- Conciseness

# Writing Tips cont.

How do I choose what will ultimately go in the final draft?

- What things are most relevant to the job?
- Which things are most recent chronologically?
- What things make you unique among other candidates?

# Resume Samples

- Heading
- Objective
- Education
- Experience
- Leadership & Activities
- Skills

# Heading

**Permanent:**

0000 Happy Hall Rd.  
Charleston, SC 29407  
(000) 000-0000

**Name**

Unknown@Yahoo.com

**Current:**

USC P.O. Box 00000  
Columbia, SC 29225  
(000) 000-0000

- Full name in 14-20 font
- Include all contact information
  - Complete address
  - Phone number(s)
  - Professional email address

# Objective

- Indicates the type of position you are seeking and highlights your top qualifications
- Includes:
  - Job type or industry
  - Special interest area in the organization
  - Interests, knowledge, or skills you can contribute to the organization
- Be specific and concise
- Examples:
  - Honors student with four years of leadership experience looking for management position in banking industry.
  - A position in an innovative technological company applying my knowledge of software development.

# Education

COASTAL CAROLINA UNIVERSITY/ WALL COLLEGE OF BUSINESS — CONWAY, SC  
**Bachelor of Business Administration, Accounting** Graduation: May, 2011  
GPA: 3.43  
Dean's List: 2007-2009

- Names and locations of schools or programs
- Degrees or certificates
- Graduation date
- Major and minor
- Grade point average
- Awards, honors, and scholarships

# Experience

- Include all *relevant* full and part-time jobs, self-employment, volunteer work, research positions
  - Job title
  - Employer name
  - City and state of the employer
  - Dates of employment
- Use bulleted descriptions of your responsibilities to highlight your:
  - Tasks
  - Skills
  - Contributions and Accomplishments
- Start bullets with action-orientated verbs

# Action Verbs

Analyze	Enforce	Lead	Produce
Arrange	Enhance	Maintain	Program
Assemble	Establish	Manage	Promote
Assist	Evaluate	Market	Recruit
Build	Execute	Measure	Research
Calculate	Expand	Merchandise	Review
Collaborate	Facilitate	Monitor	Schedule
Compile	Gain	Negotiate	Sell
Compose	Identify	Obtain	Study
Compute	Illustrate	Operate	Supervise
Conduct	Implement	Perform	Teach
Coordinate	Increase	Plan	Test
Create	Instruct	Prepare	Tutor
Demonstrate	Interpret	Present	Train
Develop	Investigate	Process	Write

# Experience cont.

## CRIMINOLOGY EXPERIENCE

**Lexington County Sheriff's Department**, Lexington, SC

**Major Crime Unit Intern**

**(06/06-08/06)**

- Worked with the drug chemist in the laboratory with testing unknown and illegal substances
- Worked alongside seasoned detectives on active cases including homicide, rape, criminal domestic violence, robbery, and missing person cases among others
- Worked with the Victim's Advocates in their duties of communicating with victims and helping victims understand the court process
- Participated in Bond Court proceedings and the Criminal Domestic Violence Court proceedings as a victim advocate representative

## MANAGEMENT EXPERIENCE

**Lane Bryant**, Columbia, SC

***Full Time Key Holder-***

**(09/06-present)**

- Trained and supervised up to 4 employees per shift
- Motivated staff to achieve weekly and monthly sales and credit goals
- Increased leadership and conflict resolution skills
- Served as Credit Captain and Backroom Supervisor
- Responsible for all operations of the store including opening, closing, paperwork, inventory among all other responsibilities

***Style Expert***

**(03/06-09/06)**

- Provided quality customer service to individual customers
- Assisted managers and other employees with merchandise, inventory, freight, and all other related responsibilities of store upkeep

# Leadership/Activities

## ACTIVITIES

Minority Assistance Peer Program, 2002-2004

Broken Records Incorporated, 2005-present

- Oversee all projects
- Executive producer of the Album: *Executive Decision* by Mr. Presidential

Kappa Psi Pharmaceutical Fraternity

Team Captain, Intramurals and National Youth Leadership Forum on Medicine Alumni

Volunteer: Hanna House Project, Visited children at Richland Memorial, Operation Clean-up  
USC

- Include all activities or leadership positions that demonstrate job-related skills
- This section may include clubs, professional affiliations, volunteer work, and honors

# Skills

## SKILLS

**Computer:** MS Office Professional (Word, PowerPoint, Excel, Outlook),  
Internet, E-mail, HTML (basic)

**Language:** French, Basic understanding of writing, reading, & listening

- Computer
  - Be specific
  - Students seeking technology positions should break this list down into subcategories such as programming languages, hardware, software, operating systems, databases
- Language
  - Indicate proficiency such as Basic, Conversational, or Fluent
- Certifications

# Types of Cover Letters

- The **application letter** is used for a specific job opening
- The **prospecting letter** inquires about possible positions
- The **networking letter** requests information and assistance in your job search

# Application Cover Letter

- Should be focused on a specific position
- Highlights your interest in the organization and the position you are applying for
- Explains how your skills relate to the position

# Prospecting Cover Letter

- Sent to prospective employers that may be hiring, but do not have a specific job opening
- Highlight your interest in the organization
- Explain how your skills and experience would be an asset to the organization

# Networking Cover Letter

- Used to set up an informational interview
- Be clear in your interests and what you hope to learn from the interview
- Include how much time you are requesting (30 minutes is typical)

# Cover Letter Format

- **Intro** – Why are you writing?
  - How did you learn about the position/employer?
  - What interest you about the employer?
- **Body** – Sell Yourself!
  - Focus on skills, experience, and education
  - Highlight relevant personal qualities
  - Relate your experience to the contributions you can make for the employer
- **Conclusion** – What should be the next step?
  - Include follow-up information
  - Active or passive approach

# Cover Letter Sample

CCU P.O. Box 261954  
Conway, South Carolina 29528  
March 9, 2008

Mr. U.R. Employer  
Director, Personnel Department  
C & C Creations, Incorporated  
Conway, South Carolina 29526

Dear Mr. Employer:

I am writing to express my sincere interest in entry-level management opportunities at C & C Creations, Incorporated. Currently, I am a senior at Coastal Carolina University and will graduate in May of 2008 with a Bachelor of Science in Business Administration degree.

As you will note in my resume, I have double-majored in both management and marketing and have developed strong skills in both areas over the past 4 years. I currently work for ABC Corporation as a co-op student and assist both the Regional Marketing Director, as well as the Branch Manager of the XYZ area store in Myrtle Beach, SC. In the 3 years prior to this position, I also held several part time positions in customer service and sales. Finally, I have been actively involved on the CCU campus by holding leadership positions in several organizations and contributing to the marketing efforts of numerous campus activities. My combined academic, extracurricular and work experiences have each enabled me to develop outstanding analytical, interpersonal, financial and leadership skills, which I am certain would be an asset to C & C Creations, Incorporated.

I plan to contact you in the next two weeks to confirm receipt of my resume and to discuss the possibility of meeting. I am excited about the opportunities that C & C Creations, Incorporated provides and feel confident that both my skills and personal traits will allow me to make an immediate and positive impact on your organization. Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Ima Chanticleer

# Career Services Resources

- <http://www.coastal.edu/career/resume.html>
- Resume Builder, sign on at [www.coastal.edu/career](http://www.coastal.edu/career)
- Call 349-2341 to make an appointment to have your resume or cover letter critiqued by a counselor

# Questions?

