

THE KEY TO RÉSUMÉ SUCCESS

- The résumé has the right keywords to achieve a high score in the scanning process.
- HR finds what it is looking for in the 8 – 15 seconds typically spent reading a single résumé.

If your résumé scores well and quickly meets expectations, the chance that you will receive an invitation to interview increases dramatically.

STEP 1: BEGIN BY DOING SOME MARKET RESEARCH

- First, figure out what the reader of your résumé is looking for and write your résumé to fit that as closely as possible.
- Go to a job board/search engine and find at least 6 job postings (across the nation) for the target position.
- Job postings should have detailed information about what HR is looking for: specific skills, knowledge, experience, etc. This information is usually found under “requirements” or “qualifications” on a job posting. The more bullet points, the better.

STEP 2: ANALYZE THE JOB POSTINGS TO IDENTIFY THE KEYWORDS

- Open an Excel spreadsheet. At the top of the first column, type in the name of the employer for one of the job postings you found. In the second column, type in the name of the second employer. Repeat this until each employer’s name is listed at the top of a column.
- Below the employer’s name in column 1, type in the keywords you found in the job posting, making sure to use the exact wording the employer uses. Repeat for each job posting.
- Do a simple visual analysis to identify those elements (keywords) that show up in all of the job postings.

STEP 3: WRITE THE RÉSUMÉ WITH THE COMMON KEYWORDS IN MIND

- Weave the common keywords into the Summary, Skills, or Profile section of the résumé. Incorporate the common keywords into the rest of the résumé by describing accomplishments and experiences that directly relate.

Use this research as a tool for evaluating an existing résumé. You can evaluate each bullet point or statement on an existing résumé and ask how that statement supports or addresses at least one of the common keywords/skill sets from all/most job postings. If it doesn’t, perhaps that bullet can be altered so it does address one of those keywords. If not, then eliminate that bullet and write another that will be more relevant to what HR is looking for.

STEP 4: QUICKLY CREATE A HIGHLY TARGETED RÉSUMÉ WHEN APPLYING FOR JOBS

It’s a good idea to add in other keywords that didn’t make it on the list of common keywords to push your résumé to score as close to 100% as possible.

- Include the job title and company name in your objective statement.
- Plug in all the other keywords from job postings that haven’t already been incorporated into the résumé. Only include those keywords that make sense for the job you are applying for. Include these in the Summary, Skills, or Profile.

KEY REALITIES THAT INFLUENCE THE DEVELOPMENT OF THE RÉSUMÉ WRITING PROCESS

- Résumés submitted online are often scanned electronically in search of certain keywords. Each résumé is rated/scored based on the prevalence of keywords.
- HR’s task when reviewing résumés is to identify a certain number of qualified candidates. Once that number is reached, HR is finished reviewing résumés for that position.

HOW DO YOU KNOW IF YOU HAVE WRITTEN A GOOD RÉSUMÉ?

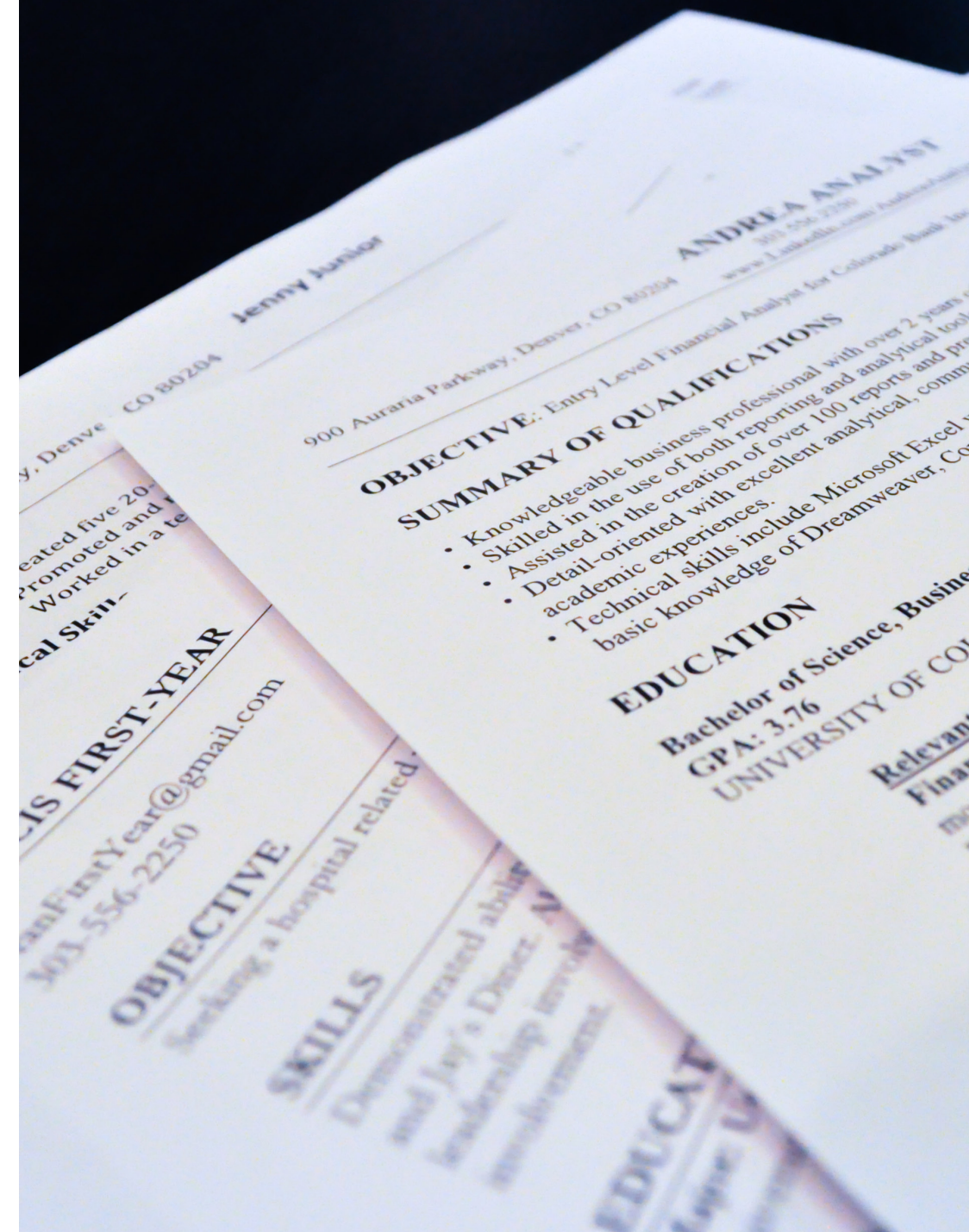
Is your résumé generating interview opportunities for positions that you are interested in and truly qualified for? If so, it is working. If not, you are either missing some important keywords or you have information in your résumé that isn’t relevant to the position. If this is happening, bring your résumé and some job postings to the Career Center during Quick Tip review hours or make an appointment to work with a Consultant at the Writing Center.

ADDITIONAL RESOURCES ON THE 24/7 CAREER CENTER LOCATED AT UC DENVER.EDU/CAREERCENTER

Certificate of Employability Check out Résumé Building, the fourth module of the Certificate of Employability, for more information on who reads your résumé and how to write a successful one. Contact the Career Center to sign up for this free online course.

CareerSpots Videos CareerSpots has videos for every stage of the job search, including three short, informative videos on writing a résumé that will capture an employer’s attention.

Guide To WRITING EXCEPTIONAL RÉSUMÉS



CU Denver Career Center
Tivoli Student Union, Suite 267
303.556.2250
ucdenver.edu/careercenter

CU Denver Writing Center
North Classroom, Room 4014
303.556.4845
writingcenter.ucdenver.edu

CASE STUDY: Freshman

REASON FOR RÉSUMÉ:

Seeking a volunteer opportunity to gain experience.

SUBMISSION REQUIREMENTS:

Hand deliver a hardcopy; student chose Garamond.

RÉSUMÉ CONCERN:

Francis is 18 – 19 years old and graduated from high school less than 12 months ago. He is worried about developing a résumé because of his very limited work experience, all of which is unrelated to what he might want to do in the future. Francis excelled in many areas of high school and believes that some accomplishments are worthy of putting on his résumé.

CAREER ADVICE:

Develop a résumé that includes limited high school achievements and work or volunteer experience, if any, to show work ethic. Twelve months after graduating from high school, remove all high school experience. Non-traditional first-year students should not include high school on their résumés.

FRANCIS FIRST-YEAR

franfirstyear@gmail.com 900 Auraria Parkway
303-556-2250 Denver, CO 80204

OBJECTIVE

Seeking a Volunteer Laboratory Assistant position for Spring 20xx semester through Fall 20xx

SKILLS

Demonstrated ability to organize, multitask, and prioritize through 2+ years of experience at Macaroni Grill and Jay's Diner. Able to work independently and as a cooperative team member shown by active academic leadership involvement.

EDUCATION

Major: Undeclared
University of Colorado Denver Aug. 20xx – Present

High School Diploma
Chatfield High School, Littleton, CO May 20xx

VOLUNTEER EXPERIENCE

University of Colorado Hospital, Denver, CO Sept. 20xx – Present
Stress Disorder Volunteer

- Aid 14 nurses in creating a comfortable environment for patients and loved ones by clearly providing hospital support services to family members when appropriate
- Apply motivational therapy techniques successfully with the help of 4 to 8 hospital staff to instill individuals with hope and positive self-image through weekly Stress Reduction Program

WORK EXPERIENCE

Macaroni Grill, Denver, CO Sept. 20xx – Present
Server/Trainer

- Deliver exceptional customer service in a fast-paced dining establishment, serving approximately 150 customers per 8-hour shift

Jay's Diner, Littleton, CO Aug. 20xx – Sept. 20xx
Server

- Fostered nearly 16 repeat customers by consistently providing quick, well-timed, and professional service

LEADERSHIP EXPERIENCE

Delta Epsilon Chi and Distributive Education Clubs of America (DECA), President Apr. 20xx

- Received 1st Place in Regional Marketing Competition

Student Council, Vice President Nov. 20xx

- Re-drafted the 130-page Student Handbook

HONORS & AWARDS

Boettcher Scholarship Jan. 20xx

National Forensic Competition Jan. 20xx

- Awarded 1st Place for Extemporaneous Speaking

National Deans List, Chatfield High School Jan. 20xx

CASE STUDY: Sophomore/Junior

REASON FOR RÉSUMÉ:

Seeking the AEG Live Recording Arts Internship.

SUBMISSION REQUIREMENTS:

Submit electronically; student chose Calibri.

RÉSUMÉ CONCERN:

Jenny has limited relevant work/volunteer experience, but she has begun taking classes in her major and has completed relevant academic assignments. Jenny wants to demonstrate to an employer that she is ready for the next professional step.

CAREER ADVICE:

Develop a résumé emphasizing relevant academic coursework and academic projects, including a focus on group projects, presentations, research papers, and/or assignments related to the job ad. Also, emphasize both volunteer and professional experience. Remove any mention of high school experience.

Jenny Junior

900 Auraria Parkway, Denver, CO 80204 J_Junior@yahoo.com
303-556-2250 www.JennyJfilms.com

Profile

- Composed scripts, filmed, and edited five 20-minute documentary films
- Promoted and marketed 30 events, enhancing strong critical thinking and communication skills
- Worked in a team and independently with over 5 years of customer service experience

Technical Skills: Adobe Photoshop, Illustrator, Final Cut, ProTools, and Avid

Education

University of Colorado Denver, Denver, CO Anticipated 05/20xx
BS, Music GPA 3.75
Emphasis: Recording Arts

Related Courses

- Audio Production I & II
- Music Law
- Film Post Production III & IV
- Graphics I & II
- Video Production
- The Film/Video Business

Relevant Academic Projects

Sony Studio

- Researched Sony Music Studios' environments to enhance artist experience and client creativity
- Composed report on utilization of professional outboard gear and large format consoles

Audio Production Engineer

- Completed a team project with 4 other students on recording soundboards, basic maintenance of recording equipment, and other electronic music equipment
- Presented recordings to professor and 20 students utilizing public speaking and communication skills

Comedy Series

- Filmed and edited a 6-part series of 10-minute comedies enhancing knowledge of production process, including scouting locations, casting, script writing, directing, and post-production via Final Cut Pro

Relevant Experience

Nitro Records, Centennial, CO 01/20xx – Present

Street Team Representative

- Propose upcoming concerts/events and new releases for Denver Metro area to Vice President and Assistant Vice President of Nitro Records
- Compile nearly 100 spreadsheets and over 40 inventory logs of weekly concert revenue to report data to Nitro's offices

CU Denver College of Arts & Media, Denver, CO 08/20xx – 12/20xx
Student Office Staff

- Supported and assisted with general office duties in a fast-paced environment, including customer service in person and on the phone, photocopying, filing, and project management with Microsoft Word, Excel, and Publisher
- Maintained and managed up to 200 pieces of professional arts and media equipment including cameras, camcorders, and recording devices

Volunteer Experience

Museum of Contemporary Art, Denver, CO Volunteer 03/20xx

Habitat for Humanity, Denver, CO Volunteer 02/20xx

Columbine High School, Littleton, CO Teacher's Assistant 09/20xx – 5/20xx

Additional Experience

P.F. Chang's, Denver, CO Server Staff 05/20xx – Present

Macy's, Broomfield, CO Sales Associate 03/20xx – 04/20xx

Professional Organizations

American Society of Audio Engineers Member 11/20xx – Present

CASE STUDY: Senior

REASON FOR RÉSUMÉ:

Seeking professional full-time employment upon graduation.

SUBMISSION REQUIREMENTS:

Can be either electronic or hardcopy; student chose Arial for electronic and Times New Roman for hardcopy.

RÉSUMÉ CONCERN:

Andrea does not believe that she has enough related experience to compete for and obtain a full-time position.

CAREER ADVICE:

Focus on academics and projects that showcase knowledge base and academic experience in field of interest (e.g., advanced financial modeling developed through academic projects). Be sure to include related internships and work experience. Also, include a section that is just work experience to highlight transferrable skills. Research job announcements to ensure that keywords describing ideal candidates are used in the résumé.

ANDREA ANALYST

900 Auraria Parkway, Denver, CO 80204 303.556.2250 Andrea.Analyst@ucdenver.edu
www.LinkedIn.com/AndreaAnalyst

OBJECTIVE: Level 1 Financial Analyst (#32568) for Colorado Bank Inc.

SUMMARY OF QUALIFICATIONS

- Knowledgeable business professional with over 2 years of experience in business software, security, and retail industries.
- Skilled in the use of both reporting and analytical tools to illustrate risks, revenue recognition areas, and profitability.
- Assisted in the creation of over 100 reports and presentations to management.
- Detail-oriented with excellent analytical, communication, and organizational skills as evident through internship and academic experiences.
- Technical skills include Microsoft Excel with statistical analysis extensions, Microsoft Word, PowerPoint, Access, and basic knowledge of Dreamweaver, Contribute, Flash, and HTML.

EDUCATION

Bachelor of Science, Business Administration, Finance emphasis

GPA: 3.76 UNIVERSITY OF COLORADO DENVER, Denver, CO Expected 05/20xx

Relevant Projects

Financial Management: Applied concepts of financial management to ABC Company, including time value of money, risk analysis, the theory of valuation, capital budgeting, cost of capital, and working capital management. Presented report to 6 members of the management team.

Investment Management: Created virtual portfolio of investments. Conducted analysis of investment management, security valuation, and portfolio management, including hedging strategies involving option and future contracts. Increased portfolio value 20% in 4 months.

EXPERIENCE

Finance / Analyst Intern

PROGRAMMING SIMPLICITY, LLC, Denver, CO 09/20xx – 12/20xx

- Analyzed financial information from 6 departments, interpreted results, and generated reports using Excel and Access.
- Created up to 10 reports weekly utilizing Excel, including profitability analysis, variance analysis, and financial forecasts to present to leadership for business operations.
- Developed more than 20 financial models and analyzed company's finances.
- Designed company's website and underlying software for compatibility on a monthly basis utilizing HTML.
- Assisted in monthly accounting close and verified accuracy of all financial data.

Office Assistant

AMERICAN ALARMS, INC, Denver, CO 01/20xx – 08/20xx

- Supported manager in daily operation of 12-person customer service department.
- Assisted 30-50 customer requests daily through the phone, in person, and email.
- Performed in-depth investigative research for up to 100 cases per month.
- Compiled 4 statistical reports per month in Excel to evaluate the correlation between customer service and number of visitors.

Barista

STARBUCKS, INC, Denver, CO 06/20xx – 12/20xx

- Maintained accuracy and professionalism while successfully filling up to 300 customer orders per shift.
- Awarded employee of the month 4 times.

PROFESSIONAL DEVELOPMENT

Finance for Non-financial Managers Corporate Strategies 03/20xx

Advanced Microsoft Excel Training National Seminar Group 10/20xx

Creative Leadership Training Corporate Strategies 09/20xx