

BHSU Resume Guide

COLLEGE OF BUSINESS & NATURAL SCIENCES

Black Hills State University
Spearfish, SD

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Resume Development

A resume is the best marketing tool you have to showcase your skills and experiences to potential employers. It can also be used to obtain an internship, scholarship, graduate school admission or assist someone when they are preparing a reference letter you have requested.

Recruiters spend an average of six seconds reviewing a resume before they make the initial decision on candidates, according to research. That means you have to win them over fast!

START PLANNING

1 The most efficient way to compile information is to ***tailor your resume directly to the target job description***. Highlight the key words and descriptions from the job listing and include these, or other similar words, in your resume when describing your experiences.

2 ***Start a "Lifelong Resume"*** by organizing your experiences and accomplishments in descriptive categories such as: education, employment, internships, volunteer work, co-curricular activities, skills, awards and projects. Note the dates you were involved, the location, and your position title for each experience.

3 Tailor your experiences to match the attributes and qualifications the employer is looking for, and ***begin developing concise statements to describe what you have accomplished***. These will be used as bulleted statements in the body of your resume.

FINE PRINT

- **Font and Formatting:** Appropriate fonts include: Times New Roman, Calibri or Arial. Use bold font to highlight your name and sections of your resume that are important. Bullets should be used for an organized appearance. Font size should be between 11 and 12. Margins should be no smaller than ½ inch.
- **Length:** Try to be as concise as possible and keep your resume to one page.
- **Paper:** Most employers expect resumes to be emailed to them. If you need to have a hard copy, invest in good quality paper that is subtle in color (white, ivory, light gray). Never fold resume paper, and be consistent in using the same paper for cover letters and references.
- **Emailing:** Make sure to save your resume (cover letter and references, too) as a PDF file so it maintains consistent formatting. Save it under a unique name instead of just a generic title, for example "conniescience_resume."
- **Keep it Current:** Save each of your resumes under specific names or job titles so you can easily access them. Update your Lifelong Resume as you gain experience while it is fresh in your mind.
- **Proofread:** There is never anything worse than typos on your resume. Be sure to have several others proofread it to avoid this common mistake. Make an appointment with the Retention & Recruitment Specialist in your College.
- **Use Consistent Branding:** If you have a common name, consider including your middle initial on your resume and online professional profiles to differentiate yourself from the competition. Then use this name consistently, be it on LinkedIn, Google+, Twitter, or Facebook.
- **Use Consistent Formatting:** Consistency is the name of the game on a resume (i.e. abbreviated the state, but in the experience section you wrote the states out). The same rule applies to using consistent formatting when displaying dates, meaning choose between spelling out the month or abbreviating it.

FORMATTING

Sting B. Jobseeker

1234 Blueberry Hill ~ Ecology, SD 57000
(605) 555-0000 ~ fearthesting@yellowjackets.bhsu.edu
www.linkedin.com/profile/view

Choose one phone number for your resume where you control the voicemail message and who picks up the phone. The same rule applies to an email address.

SKILLS

Proven ability to motivate large crowds during public appearances.
Confirmed team-building and leadership skills.
Skilled in identification of insect and plant species.
Known for professionalism and team spirit in the workplace.

EDUCATION

BLACK HILLS STATE UNIVERSITY Spearfish, SD
Master of Science in Strategic Leadership, May 2009, GPA 3.8/4.0
Internship: Donald E. Young Center

BLACK HILLS STATE UNIVERSITY Spearfish, SD
Bachelor of Science, Biology & Outdoor Education, May 2005, GPA 3.5/4.0

UNIVERSITE DE SORBONNE Paris, France
Junior Year Abroad, 2003-2004
Studied French language, European art history, and ecology.

BLACK HILLS STATE UNIVERSITY Spearfish, SD
Associate of Science, General Studies, December 2001

RELATED COURSEWORK

Edible Insects and Fungi, Natural Resources Management, Evolution & Ecology, Ethnobotany.

ACTIVITIES

Pep Squad, Captain (2006-2008); People for the Ethical Treatment of the Environment (PETE), President (2005); Plant Science Organization, Community Liaison (2005); Non-Traditional Student Organization, Treasurer (2002); Collegiate Outdoor Leadership program (COLP); Yellow Jacket Delegates; American Red Cross volunteer. Move this farther down on resume or combine with honors if your activities are few.

HONORS

South Dakota Opportunity Scholar; Dolichovespula Arenaria Honor Society; Ecology Rotary Scholarship; No "I" in "TEAM" Award. Move further down or combine with activities if few.

PROFESSIONAL EXPERIENCE

Mascot September 2004 – present
Black Hills State University Spearfish, SD

- Choreographed cheers and dance routines
- Inspired student and crowd involvement during campus events
- (action verb) a third thing I did or learned.
- (action verb) a fourth thing I did or learned.

Position Title June 2002 – November 2004
The Company Before Wherever, SD

- (action verb) something I did or learned
- (action verb) something I did or learned

Position Title January 2000 – May 2002
The Company Before That Spearfish, SD

- (action verb) something I did or learned
- (action verb) something I did or learned

Replace the Objective Statement with a Skills & Qualifications section, which acts as a Table of Contents for your resume. In five to seven bullets, explain what you're great at, most interested in, and how you can provide value to a prospective employer. It's a quick way for the reader to get a sense of your skill sets and areas of expertise.

93% of recruiters will look at a candidate's social media presence, so make it easy on them by including a URL along with your contact information. For most, this means a link to your LinkedIn profile. This will prevent recruiters from having to guess or mistaking you for someone else.

**"Related Coursework" category is normally used by undergraduates seeking a summer job/internship to show courses completed to date. Graduating students do not use this category unless there is a specific advantage in doing so, i.e., liberal arts major showing business courses completed.

Use keywords like "forecasting" and "strategic planning." Many companies use some kind of screening process to identify the right candidates. You should include the keywords mentioned in the job posting throughout your resume. A list of action verbs can be found in this document.

OTHER WORK 1996 – 2000

**Previous work experience includes construction labor, bartender, waitperson, and grocery clerk. Things not related to the field you are going into now.*

MILITARY 1993 – 1995

Your Position(s) Held

**You should treat this as a job and place under work experience if relevant to the position.*

VOLUNTEER/COMMUNITY INVOLVEMENT

**Format just as you would for work experience if career related or significant.*

LICENSES (In some situations, this may be closer to the top.)

**List any relevant licenses you hold. Teaching? CPR? Equipment? Real Estate? Securities License?*

PROFESSIONAL ASSOCIATIONS

World Yellow Jacket Association: Public Relations Chair, Program Committee; National Insect Association; Note: Membership in student chapters of associations should be listed under activities.

PUBLICATIONS & PRESENTATIONS

Tell us of your latest publication or presentation done outside of work or classroom.

Tell us about the one before that.

It is also to include significant class accomplishments.

You may have other sub-headings under this section as appropriate, i.e. Grants Received, Creative Performances, or ???

Show these here on your resume if there are only a few. Show on separate page(s) if significant number.

PROJECTS

The projects included in the college resume of a STEM student should be non-trivial projects. When writing about projects, be sure to include any specific lab equipment, processes or outcomes from STEM related projects. In addition to the lab skills, mention any project work in teams with other college students.

RESEARCH

Many college students in STEM majors partner with faculty on significant research while they are in college. This research involvement is great content for college resumes from STEM students. Include research experiences, on or off campus, poster presentations or research methodologies.

INTERNSHIPS AND CO-OPS

Internships and co-ops are important for all college students regardless of major. For STEM majors, it can be really significant and could be the competitive advantage that one college student has over another. Employers want to see that STEM majors are not just interested in their college coursework, but also in the practical applications of their studies in real work environments.

SUMMER FELLOWSHIPS

College students with STEM majors considering graduate school, should use summers to participate in academic fellowships at research universities.

ADDITIONAL INFORMATION

Computer skills include (list them)... (If extensive, you may choose to make computer skills its own category). Extensive travel experience? Including international? Language skills? Lived abroad? Open to travel and/or relocation? Citizenship status? Passport status?

**Rule of thumb for including high school experience
is to remove it after your first semester here at Black Hills State University.*

CONSTRUCTING AN ACHIEVEMENT STATEMENT (BULLET POINT)

Under each position you have on your resume, list bulleted accomplishment statements. These statements should explain what you did in the position, how you did it and the results of your actions. The skills you feel you have gained from your teaching related experiences should be represented through your accomplishment statements. Brainstorm each experience/position and create bullet points unique to you.

Bullet Point "Formula"

Action Verb + Example + Result

Action Verb: Always begin a bullet point with an action verb. Use a variety of action verbs to show the variety of skills you have.

Average Bullet Point with Action Verb

- Tutored an eighth grade student

Example: Give specifics as to what you did at that position. This will make you unique.

Better Bullet Point with Action Verb and Example

- Tutored an eighth grade student in pre-algebra

Result: State what you achieved from your example; what was the purpose of you doing what you did?

Perfect Achievement Statement with Action Verb, Example and Result

- Tutored an eighth grade student in pre-algebra, using teacher's curriculum to raise her grade from a C to B+ over the course of a year

ACTION VERBS

When developing your resume, you will want to use **powerful words** to catch the reader's attention. Here are some action verbs that can begin your bulleted statements and demonstrate your contributions to past experiences.

LEADERSHIP

Achieved	Enhanced	Merged	Resolved
Administered	Established	Mobilized	Restored
Analyzed	Evaluated	Motivated	Reviewed
Appointed	Exceeded	Obtained	Scheduled
Approved	Executed	Orchestrated	Secured
Assessed	Expanded	Operated	Selected
Assigned	Guided	Organized	Spearheaded
Assumed	Headed	Pioneered	Streamlined
Attained	Hired	Planned	Strengthened
Authorized	Hosted	Presided	Succeeded
Chaired	Improved	Prioritized	Supervised
Channeled	Led	Produced	Surpassed
Completed	Increased	Recommended	Taught
Consolidated	Initiated	Recruited	Trained
Contracted	Instituted	Reorganized	Unified
Controlled	Mentored	Replaced	Utilized

COMMUNICATION

Addressed	Arranged	Collaborated	Consulted
Advertised	Articulated	Communicated	Contacted
Advised	Authored	Composed	Conveyed
Arbitrated	Clarified	Conferred	Converted

Conveyed
Converted
Convinced
Corresponded
Counseled
Debated
Defined
Described
Developed
Directed
Discussed
Drafted
Edited
Elicited

Enlisted
Expressed
Formulated
Incorporated
Influenced
Interacted
Interpreted
Interviewed
Involved
Joined
Judged
Lectured
Marketed
Mediated

Moderated
Motivated
Negotiated
Observed
Outlined
Participated
Persuaded
Presented
Promoted
Proposed
Publicized
Reconciled
Referred
Reinforced

Reported
Resolved
Responded
Solicited
Spoke
Suggested
Summarized
Synthesized
Translated
Traveled
Wrote

TECHNICAL

Applied
Appraised
Assembled
Built
Calculated
Compiled
Computed

Converted
Debugged
Designed
Engineered
Fabricated
Installed
Maintained

Operated
Programmed
Refined
Regulated
Remodeled
Repaired
Restored

Upgraded
Created

TEACHING

Adapted
Advised
Analyzed
Catalogued
Clarified
Coached
Collected
Compared
Conducted
Critiqued
Detected
Determine

Diagnosed
Discovered
Estimated
Evaluated
Examined
Experimented
Explored
Extracted
Focused
Formulated
Gathered
Hypothesized

Identified
Instilled
Interviewed
Invented
Investigated
Located
Measured
Published
Received
Researched
Reviewed
Saved

Searched
Solved
Stimulated
Studied
Summarized
Surveyed
Systematized
Taught Tested
Tutored
Validated

RESEARCH / SCIENCE

Investigated
Researched
Compiled
Verified
Clarified
Collected
Critiqued

Analyzed
Diagnosed
Evaluated
Examined
Extracted
Identified
Inspected

Interpreted
Organized
Reviewed
Summarized
Surveyed
Systematized
Cataloged

Correlated
Discovered

FINANCIAL

Administered
Allocated
Analyzed
Appraised
Audited
Balanced

Billed
Budgeted
Calculated
Computed
Developed
Earned

Estimated
Grossed
Managed
Marketed
Planned
Projected

Reconciled
Streamlined

Cover Letter Development

While what you say is important, employers find more interest in what the letter “says” about you – your communication skills, professionalism and knowledge of proper business writing etiquette. Your presentation carries 75% of the employer’s evaluation.

- Always enclose a cover letter when you mail out a resume.
- Place your letterhead at the top of your letter.
- Leave a 1-1 ½” margin, equal on both sides.
- Keep the top and bottom margins relatively equal.
- Letter should appear individually typed and signed.
- Use good quality paper, same as your resume paper or as close as possible.
- Summarize and guide the reader to key points in your resume.
- Tell the potential employer how you will be able to either make or save them money.
- Use good grammar, sentence structure, and standard business format.
- Maintain a left justification and block style.
- Only names of states and titles such as Mr./Ms./Dr. should be abbreviated.
- Single space paragraphs. Double space between paragraphs.
- Never go over one page.
- If you say you will follow up, do it. If you don’t plan to follow up, don’t say it.
- ABSOLUTELY no spelling errors. Proofread, proofread, and proofread.

Finally, get a contact name to address the cover letter to if possible. This can be difficult and is not always possible, as many organizations choose not to publicize names and to avoid phone calls. Check various resources, including company web sites and career service contacts, before giving up. If you are certain you have exhausted every resource and still cannot get a name, then address your letter to a specific title, I.E. Director of Recruiting, Manager of Employment, Director of Marketing, Manufacturing Manager, or whatever such title may be most applicable to the position you seek. It is okay to use “To Whom It May Concern” when you simply cannot find anything else.

OTHER TYPES OF LETTERS

Remember to place your personal letterhead at the top of every document you send a potential employer!

Primary Rule

For any type of letter, brevity is always the order of the day. Be short, direct, and to the point. Remember the K.I.S.S. (Keep It Short and Simple) principle.

Thank You Letter for Interview or Site Visit

A thank you letter should be sent to an employer immediately after an interview or employer site visit. Thank them for their time and the courtesies you were shown. If you have no interest in a position with them and wish to withdraw from consideration, you should still write a thank you letter and let them know your decision. If you are sincerely interested, reinforce that interest in your letter. Try to refer to something that was said or a point made in your interview that particularly relates to you and your interests. Briefly show how there is a “match” between the employer’s needs and your skills and interests.

Rejection Letter

You have been given an offer, but you have decided to reject it. Be courteous and professional. Write the organization expressing your appreciation for their interest but that you have decided this is not the right time for you to join their organization. Always be gracious.

Acceptance Letter

The easiest letter to write! If you are offered a position and accept it, always send a letter expressing your appreciation of the invitation to join the organization. Write even if you have already told the company of your acceptance verbally. Confirm your start date, salary, and any other agreed upon terms of employment. If you would like some assistance with such items as housing information, this might be a good time to ask also. Congratulations, by the way!