



Liv It Up Resume Guide

Tips:

- A resume is a personal “highlight reel” of your professional history and accomplishments. It is not a list of every single thing you have done.
- Use correct tenses for present or past jobs and skills learned.
- Think beyond the initial job description. If you were an outside sales intern, one would assume you made cold calls/emails. Instead, demonstrate how you stretched, strengthened, redefined, or pushed the tasks at hand to the next level.
 - Don’t waste space on generic job descriptions for example: “Participate in team meetings.” This does not add value to your resume or skills.
- For each position or experience, focus on a concise 4-5 bullet points MAX — fewer for positions that aren’t relevant to your current goals.
 - Think about the order you put your bullets in. Don’t jump between hyper-specific examples then to your general role at the company. Be purposeful in how you explain each job experience.
- Wherever possible, show the impact of your work. This can be done by referencing numbers (example: “Tripled social media followers,” “Doubled client accounts”) or responsibility you were entrusted with (“Tapped by supervisor to lead X project”).

Format:

Design – The key is looking professional and drawing attention to important info.

- In a design-related field, your resume serves as a sample of your design skills.
- For everyone else, the focus should be on professionalism and efficiency. Professionalism means using a modern, legible font like Times New Roman or Arial. Format is clean and consistent, and all information can be found at a glance.

Structure – Again, your goal is to draw attention to the important information!

- Chronological vs. Functional Format: Recruiters overwhelmingly prefer chronological format as it's easier to digest.
- Summary Statement vs. Objective Statement – Don't open with a bland Objective Statement in this prime resume real estate. Instead, begin with 1-2 sentence Summary Statements which are similar to an elevator pitch. It grabs the reader's attention and shows how you bring value. The summary statement serves as a mini introduction to the reader that seeks to answer the question “Tell me about yourself.”



- Education Section – If your primary selling point is your education (often the case for new grads), lead with your educational achievements. Including relevant courses completed gives your reader a greater sense of the value of your education.
- Subheadings – Use a subheading—*Awards, Published Writing, Club Leadership*—to grab attention and guide the eye.

Impact:

Low Impact: “Responsible for sales team performance.”

High Impact: “Surpassed yearly team sales target by 22% through implementation of new incentive programs.”

→ Executed plan to get flagship recruiting program up and running in 45 days. → Redesigned document review process to increase efficiency and improve accuracy. → Negotiated software packages and reduced IT costs by 30%. → Developed 8-week training curricula used in 14 branch offices nationwide. → Oversaw logistics for 10 alumni weekends in Europe & Asia. Attendance increased by 55%. → Increased student engagement by launching the first-ever campus day of service event.

Credibility:

Facts — Details that set you apart.

Examples: rated top performer in the department, delivered project on time and under budget, established first-ever internship program.

Numbers — Whenever you have impressive numbers, flaunt them.

Examples: Increased sales by 20%, reduced turnover by 50%, saved department \$20,000, managed team of 8, handled over 400 daily requests.

Authority — If you got positive validation from someone in authority, mention it. Examples:

Selected by CEO to manage project, Winner of the company Innovation Award, Chosen for prestigious Young Leaders Council.

Promotion — Be sure to emphasize any promotions or taking on new responsibilities. These facts validate that you were considered a top performer.



Do's & Don'ts:

Do-

- Use strong action verbs (*Directed, Led, Managed, Oversaw, Cultivated*). Action verbs allow you to focus on what you did, emphasizing *RESULTS*. Use this guide: <https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>
- Use short, concise sentences.
- Take ownership of your actions and accomplishments, present yourself as active and not passive.
- Show impact with numbers, metrics, and statistics.
- Choose the correct tense and use it consistently.
- Send your resume as a PDF to preserve your formatting.

Don't-

- Do not use the pronouns (I, me, my, etc.) Instead of “I led my team to a 28% increase in sales revenue...” simply say “Led the team to 28% increase in sales revenue.”
- Do not include an Objective section. Consider a Summary Statement instead (your pitch).
- Do not clutter your resume with nonessential information (ex. interests include *Breaking Bad, running, tennis*) - This is up for debate though!
- Do not include personal information (SSN, age, sex, height, weight, marital status, photograph, etc.)



Example Format:

FULL NAME

Location | Mobile # | email@.com | linkedin.com/PersonalURL

Executive Summary

This is where you can input a 2-3 sentence executive summary based on your strengths/skills. This is not always necessary for everyone.

Education

- University / education here Date

Experience

- L Date
- I
- V

Certifications and Trainings

- I Date
- T

Awards and Recognition

- U Date
- P

Technical Skills

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