

Resume Writing Guide

Your resume provides recruiters with a brief summary of your education, experiences, and qualifications. Recruiters typically spend *less than 30 seconds* reviewing your resume; therefore, it should be easy to read.

Business Student Resume Basics

Formatting

- Keep it **concise**
 - Limit your resume to 1 page
 - Adjust the margins of the page to allow more content
 - Keep bullet points to one line (maximum two lines)
- Keep it **simple**
 - Use standard fonts like Time Roman, Verdana, and Ariel
 - Main text font should be between 10–12
 - Do not include any graphics, photos, colors, and images
 - Avoid overuse of lines, borders, bolding, italicizing, etc.
- Be **consistent**
 - Keep dates right aligned throughout your resume
 - Format choices should be the same across the entire document

Structure

- Keep it **focused**
 - Customize your resume for each position
 - Use bullets to make your resume easier to read; No paragraphs
 - List each section in reverse-chronological order

Content

- Use **bullet points**
 - Begin each bullet with an action verb in the past tense
 - Each bullet point should be a complete sentence that
 - Share accomplishments and outcomes, not just job duties/descriptions
- Remove Summary of Skills and other paragraphs-like sections

Sections of a Resume

Name and Contact Information

- Your name should be the first and biggest thing on the page (~16 font)
- Use professional email address (e.g. first.lastname@gmail.com)
- Include your customized LinkedIn profile URL

Education

- List most recent education first
- Include the name of the university, the degree, and (expected) graduation date
 - Include GPA if 3.0 or above
- Remove high school starting Junior year

Experience

- List most recent experience first
- Aim for 3-5 bullet points per experience
 - Be specific with examples of accomplishments, skills, and results
 - Quantify results whenever possible (e.g. "increased sales by 10%")

Skills

- List computer, technical, and/or language skills
 - Include specific computer or language skills mentioned in the job description
- Do not list soft skills (e.g. communication and critical thinking)
 - Soft skills have more impact as examples in bullet points of the experience you used them

Additional *optional* sections

Projects, Clubs and Organizations/Extracurricular Activities, Leadership, Volunteer Experience, Awards, and Certificates

General Tips

- Proofread carefully for grammatical and spelling errors
- Do not include personal information (e.g. religion, marital status)
- Customize your resume to match the job and employer
- Upload your resume onto VMock for immediate format corrections and tips for improving your resume: www.vmock.com/CSUNNazarian

For more information on the Career Education & Professional Development Center,
please go to <https://nazariancareers.csun.edu/>.

(818) 677-4697

nazariancareers@csun.edu

CSUN NAZARIAN

COLLEGE OF BUSINESS & ECONOMICS

Do's

- ✓ Keep to one-page (quality not quantity)
- ✓ Use a professional email address
- ✓ Be consistent with the format of your resume
- ✓ Use action verbs
- ✓ Detail out your job responsibilities
- ✓ Use spell check

Don'ts

- ✗ No paragraphs
- ✗ No colors, photos, logos, etc.
- ✗ Avoid overuse of lines, borders, bolding, italicized, etc.
- ✗ Do not include personal information (i.e. religion, marital status, etc.)
- ✗ Don't use templates or tables

Matty Matador

(818) 555-1234 • matty.matador@my.csun.com

EDUCATION

California State University, Northridge

Bachelor of Science in Management

Expected Graduation: December 2013

PROFESSIONAL EXPERIENCE

20th Century Fox International TV Distribution

September 2012 – Present

Marketing, Publicity and Promotions Intern

- Research, compile and distribute TV press clippings to appropriate departments.
- Organize database in order to track online marketing material available to licensed broadcasters.
- Transcribe interviews with talent from various Fox shows for distribution to the press.
- Provide support for staff during press junkets, publicity events, and conferences for 20th Century Fox TV shows.
- Observe responsibilities of other employees in the department to gain insight on different career paths.

Career Education and Professional Development Office

January 2011 – May 2013

Student Assistant

- Organized and updated database of all internship students for the College of Business and Economics.
- Provided courteous and energetic interactions with all students visiting the office.
- Performed front desk tasks such as answering visitors' questions, phone calls, and emails.
- Coordinated with staff to manage large-scale networking and professional events for up to 800 attendees.
- Implemented organization systems to improve communication among office staff.

Keyes Audi Automotive Group

January 2012 – May 2012

Marketing and Social Media Intern

- Created unique and engaging content for Social Media accounts such as Facebook, Youtube, and Twitter.
- Updated descriptions for the used vehicle online inventory to ensure accurate representation of products.
- Designed an email advertisement that facilitated the purchase of a vehicle worth \$200,000.
- Managed two of the main Keyes Audi websites to ensure listings were up to date and the websites were fully functional.
- Implemented the use of Pinterest as the next platform for reaching potential buyers.

LEADERSHIP

Delta Sigma Pi, Co-Ed Professional Business Fraternity

Member

November 2009 – Present

Assistant Pledge Educator

January 2011 – May 2011

- Recorded weekly improvements of pledges in a report and presented to the chapter and pledges.
- Organized various activities to promote professional development within the pledge class.
- Oversaw meetings in the absence of the Vice President of Pledge Education.
- Identified the strengths and weaknesses of the pledge class and presented suggestions for improvement.
- Organized all necessary preparations for pledge events throughout the pledging process.

Chancellor

August 2010 – December 2010

- Coordinated and moderated weekly meetings of 20-35 chapter members.
- Evaluated meetings periodically and implemented techniques to increase efficiency.
- Trained the succeeding chancellor in proper Robert's Rules of Order to maintain meeting efficiency.
- Created a neutral environment to encourage productive discussions among members in meetings.
- Implemented a report system to eliminate deviations from the approved agendas.

SKILLS

- Proficient in Microsoft Office: Word, Excel, PowerPoint, and Publisher.
- Experience with media programs such as CS3 Illustrator and Photoshop.
- Experience with various social media platforms such as Facebook, LinkedIn, Google+, Pinterest, Youtube, Instagram and Twitter.
- Conversational in Tagalog.

MATTY MATADOR

mattymatador@gmail.com | 818-123-5678 | www.linkedin.com/in/mattymatador

EDUCATION

California State University, Northridge
Bachelor of Science in Marketing

Expected Graduation: May 2017

WORK EXPERIENCE

CSUN, Career Education and Professional Development Center

August 2015 – Present

Student Assistant

- Organize professional network of events alongside faculty and employers for students focusing on professional development such as alumni/ professional panels and career fairs
- Update and maintain specialized internal database system of over 7000 users for the internship process, smoothly connect students to employers, and organize office appointments
- Provide information as a professional guide for students who have concerns or questions about the opportunities provided by the Career Education and Professional Development Center

LEADERSHIP EXPERIENCE

Delta Sigma Pi, Co-Ed Professional Business Fraternity

Joined: April 2015

Senior Vice President

May 2015 – December 2015

- Evaluate all officer positions to ensure completion of all necessary Central Office points
- Assist the chapter president and temporarily assume the president's duties in his/her absence
- Organize four to five recruitment events, market the ideals of Delta Sigma Pi, and oversee pledging process of membership

VOLUNTEER EXPERIENCE

Meals on Wheels America

December 2011 – August 2012

- Prepared trays of food so that it would be ready to deliver
- Delivered food house by house while maintaining friendly customer service
- Collected old trays from each household to bring back to Meals on Wheels so that it can be washed.

PROJECTS

Conducted Market Research Field Study to analyze Customer Satisfaction Index

October 2016 – December 2016

- Applied Likert summated ratings method of attitude scale construction to measure unit's attitudes towards brands
- Performed simple descriptive statistical analysis on survey items and factor analysis on only reliable items
- Conducted regression analysis and used statistical graphs to assess the satisfaction levels of the respondents
- Reported customer satisfaction measurements by verbalizing and presenting the results in a professional manner

AFFILIATED ORGANIZATIONS

Passport Program at CSU Northridge

February 2015 – Present

- Participated in the Shadowing Program by visiting marketing companies such as AEG, PMK•BNC, FOX, and Team One and learned about their industries by touring their offices and conducting informational interviews
- Involved in the Mentorship Program by connecting one on one with an industry professional who provides professional guidance and academic advice regarding my career path
- Actively attend networking and professional development events such as career fairs and refining workshops where I spoke in a professional manner to recruiters and professionals

AWARDS

- Awarded with 2014 McRaith Marketing Scholarship
- CSUN College of Business and Economics Dean's List

January 2014

September 2013 – Present

SKILLS

- Bilingual in English and Spanish
- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Adobe Photoshop, iMovie, and Garageband editing
- SPSS Data Software
- Tableau Desktop Software