



RESUME GUIDE

This guide was designed to provide you with an example and highlight some best practices. Resumes are subjective and will vary based on personal and industry preferences.

Desiree Duck

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EDUCATION

Bachelor of Science in Business Administration, Marketing
University of Oregon
GPA: 3.53

June 2025
Eugene, OR

RELEVANT PROJECTS

Marketing Management
University of Oregon

October – December 2022
Eugene, OR

- Performed market analysis for assigned real-world company as part of 4-member team, researching competitors, determining product mix, and performing SWOT analysis to inform decision making process for new product
- Developed social media marketing strategies and proposed partnering strategies to increase product distribution
- Delivered PowerPoint presentation to classmates, earning a high grade while honing pitch/presentation skills

Leadership and Communication
University of Oregon

April – June 2022
Eugene, OR

- Conducted extensive research on elementary school performance within the Portsmouth school district to better understand where students' needs lie
- Created and presented a detailed plan to implement an after-school program, working with a team of 6 peers to develop a strategy to support student academic performance

EXPERIENCE

Career Peer Educator
Mohr Career Services

September 2022 – Present
Eugene, OR

- Educated fellow students on industry standards for resumes and cover letters using the Career Center's teaching ideas to help create professional documents
- Analyzed past experiences and future goals of students to provide coaching on building effective resumes and cover letters

Children's Coach/Counselor
High 5 Sports Camp

July 2018 – August 2019
Menlo Park, CA

- Managed and led groups of up to 20 first graders while maintaining control of the kids, being a good role model, and keeping a professional and positive attitude
- Made accommodations for kids with varying developmental abilities by judging situations and creating an inclusive environment

SKILLS

Excel (proficient) | HTML | JavaScript (basic)

Keep your resume to 1 page in length

Add your LinkedIn URL

Be consistent in formatting throughout resume

Past tense bullet points

List the date & location of each experience in reverse order

Aim for 2-5 bullet points per experience

What you DON'T see on a US business resume:

- A photo
- Pronouns (within the text of the resume—but students may include their personal identifying pronouns up with their names, if desired)
- Personal information

Use your matching header for Cover Letter

Your GPA is *optional* (expected in accounting)

Consider a Projects section to show related experience

Begin each bullet point with an action verb

Use the WHO method* to write bullet points

Use optional resume sections when applicable*

*See reverse side for more details

Resume Sections

REQUIRED

- Contact Information
- Education
- Experience

OPTIONAL

- Profile/Highlights
- Skills
- Club Involvement
- Leadership
- Coursework/ Projects
- Interests/ Activities

Write strong, evidence-based bullet points following this method:

Verb

Start with an **Action Verb** (past tense, a different verb for each point)



W

What did you do? (tasks and activities you enjoyed)

H

How did you do the work? (skills, methods, strategies, attitudes)

O

Outcome of the work? (results, impact, contribution, scope, intention)

Fast Food Example:

BEFORE using the WHO method:

- Provided customer service at fast food counter during peak hours

AFTER using the WHO method:

- Collaborated with team members to serve 40+ customers during lunch rushes,

= WHAT

using communication skills to ensure a positive customer experience

= HOW

= OUTCOME

Club Example:

BEFORE using the WHO method:

- Attended Warsaw Sports Business Club and listened to guest speakers

AFTER using the WHO method:

- Coordinated setup for Warsaw Sports Business Club's annual Hoopfest event, collaborating with 5-member team to create a safe environment for kids to learn basketball skills

Next Steps

Tailor your resume to each job you apply for. Identify the qualifications, skills, strengths, and responsibilities listed in the job posting, and be sure to include them in your resume through your past experience.

Submit your resume for review through bit.ly/LCBVirtualReview or have it reviewed by a Career Peer Educator in our office. Also, have your resume reviewed by multiple people in your network to get different opinions and advice (professors, friends, colleagues).

Review all your feedback and make decisions about how to best promote yourself through your resume to your audience.