

Resume Writing Guide

Do

- Align your resume with keywords from the job description for ATS (Applicant Tracking System) optimization
- Use dynamic action verbs and quantifiable results to maximize impact
- Tailor your resume for each application, maintaining multiple targeted versions
- Use simple, professional formatting with clear section headings and consistent alignment
- Submit in PDF format to protect layout consistency across devices
- Name document yourname.pdf
- Use present-tense action verbs for current roles and past-tense for previous roles

Don't

- Use non ATS-friendly resume templates
- Include an Objective Statement
- Use phrases like “References Available Upon Request”
- List high school education unless highly relevant (e.g., specialized technical training)
- Use personal email addresses that sound unprofessional
- Have spelling errors
- Use colored text
- Use acronyms to abbreviate

Content and Formatting Tips

- Proofread out loud to eliminate spelling/grammatical errors. Spell check does not catch all errors
- List education and experiences in reverse chronological order (beginning with most recent)
- Showcase quantifiable achievements in short phrases rather than generic skills.
- Do not include personal demographic information
- Make sure all information is honest and accurate and can be discussed with an employer
- One page (front and back) is ideal, but two pages are acceptable for experienced professionals
- Stick to professional fonts (Arial, Calibri and Times New Roman) between 10-12 pt, and keep margins ½ to 1 inch wide

Swoop Smith

Do not include full address, only city and state

800 Country Club Rd • Waterbury, CT 06067
(860) 242-7622 • ItsyourguySwoop@gmail.com

Avoid inappropriate email addresses

OBJECTIVE

~~Summer internship in a retail environment~~

Objectives should be short and are not necessary unless offering clarifying information. (ex. career change, applying for semester in the future)

EDUCATION

Post University
Bachelor of Science in **Business Administration**
Concentration: **Finance**

Waterbury, CT
Expected May 2028

~~Holy Cross High School~~, Waterbury, CT

~~May 2024~~

Delete high school unless you do not have other experiences

EXPERIENCE

YMCA Summer Camp
Group Leader

Waterbury, CT
Summer 2023 and Summer 2024

- Led daily recreational programs for groups of 10–15 children, fostering engagement and skill development Assisted customers by locating merchandise
- Designed and implemented structured activities, increasing camper retention by 15%
- Communicated with parents to address camper needs, ensuring a positive experience

Use either bullets or paragraph style

Target
Retail Associate

Waterbury, CT
September 2020 – May 2023

- Processed cash and credit card sales transactions, returns, and exchanges
- Assisted customers by locating merchandise
- Monitored inventory and re-stocked items

ACTIVITIES

Post University NCAA DII Men's Soccer, August 2024 – Present
Finance Club, Treasurer, January 2025 – Present
Holy Cross High School Varsity Soccer, Captain, 2022-2023

During the first two years of college, it's fine to include high school activities

SKILLS

Languages: Fluent in ~~English~~ and Spanish; conversational Portuguese
Computer: Microsoft Office, QuickBooks, Canva
~~Strong leadership and interpersonal skills, organized and detail oriented~~

Unless applying outside of US, do not list English

"Soft skills" should be described in your cover letter, not in your resume

Make sure you have the exact title of your degree. Post does not have a BS in Administration

John Eagle

Waterbury, CT 06723

(860) 225-1581 – John.Eagle@students.post.edu

EDUCATION

Post University, Waterbury, CT

Bachelor of Science in Administration, Concentration in **Marketing**

Expected May 2026

GPA: 3.6, Dean's List (every semester)

Honor's Program

Relevant Coursework

Marketing Metrics and Analytics, Brand Strategy, E-Marketing, Social Media and Digital Strategies, ~~Intro to Marketing~~

Include 4-6 upper-level classes

MARKETING EXPERIENCE

Post University Marketing Club

October 2023 - Present

President

Waterbury, CT

Organize monthly meetings for 10+ member club; manage budget of \$2,000, allocate funds for events, conferences and memberships; plan 3 events including a marketing competition for student clubs with over 100 entries

Connecticut Small Business Alliance

November 2022

Marketing and Events Intern

Middlebury, CT

Planned 3 large scale fundraising events for local small business'; established relationships with select past supporters to increase yearly funds raised by 20%; developed content for social media platforms; assisted with donor outreach, securing \$1,200+ in donations

Advertising & Promotion Project

Spring 2024

Student Team Member

Post University, Waterbury, CT

Collaborated with 4 member advertising team to develop strategic, creative multi-media marketing campaign for a mock technology company; met weekly with group and conducted audio-visual presentation for class of 28 students

Academic projects are a good way to illustrate real world skills: teamwork, research, presentation and technical skills

Managerial Communications Projects

Fall 2023

Student Team Member

Post University, Waterbury, CT

Evaluated and contrasted corporate responsibility information provided on websites of oil companies (ExxonMobil, Caltex, Dana and Anadarko Petroleum)

ADDITIONAL EXPERIENCE

Union Café, Busser, Waterbury, CT

June 2021 - Present

Boys and Girls Club of Greater Waterbury, Mentor, Waterbury, CT

Jan. 2019 – June 2021

PetSmart, Sales Associate, Naugatuck, CT

May 2018 – March 2020

Less relevant jobs can be listed without descriptions

COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint, Publisher, Access, and Outlook,

Social Media Marketing: Facebook, Twitter (X), LinkedIn, Instagram, TikTok, Canva, Adobe

ACTION VERBS

Why should I use action verbs on my resume?

Using action verbs to start each bullet point on your resume makes your accomplishments clear, impactful, and engaging.

- ✓ Action verbs immediately communicate confidence and capability, helping hiring managers see your contributions.
- ✓ Instead of vague descriptions, action verbs define exactly what you did, making your experience easy to understand.
- ✓ Action verbs show initiative and results, making your achievements more compelling.
- ✓ Many companies use Applicant Tracking Systems (ATS) that scan for keywords. Action verbs align with industry terms, increasing your chances of getting noticed.
- ✓ A structured format with strong action verbs makes your resume polished and professional.

Communication

Addressed, Directed, Marketed, Negotiated, Presented, Recruited, Summarized, Wrote, Consulted, Collaborated, Explained, Persuaded, Spoke, Corresponded, Reported, Conveyed, Mediated, Articulated, Interpreted, Drafted, Publicized, Moderated, Proposed, Influenced, Advertised

Creative

Designed, Developed, Illustrated, Invented, Modified, Planned, Conceptualized, Created, Formulated, Integrated, Innovated, Composed, Adapted, Revised, Customized, Initiated, Fashioned, Established, Generated, Shaped, Structured, Modeled, Projected, Enhanced, Researched

Organizational

Arranged, Compiled, Filed, Maintained, Monitored, Ordered, Prepared, Processed, Recorded, Scheduled, Systematized, Classified, Streamlined, Verified, Registered, Submitted, Organized, Charted, Executed, Updated, Screened, Categorized, Distributed, Inspected, Logged, Collected

Data/Financial

Analyzed, Audited, Budgeted, Forecasted, Managed, Measured, Projected, Researched, Evaluated, Assessed, Computed, Reconciled, Balanced, Calculated, Reviewed, Extracted, Predicted, Estimated, Appraised, Allocated, Controlled, Determined, Tracked, Quantified, Reported, Synthesized

Technical

Assembled, Built, Debugged, Engineered, Installed, Operated, Programmed, Repaired, Standardized, Upgraded, Fabricated, Optimized, Remodeled, Configured, Automated, Tested, Designed, Developed, Maintained, Rectified, Restored, Calculated, Conserved, Regulated, Utilized, Enhanced

Professional Resume-Building Checklist

Contact Information:

- ☐ Include First Name and Last Name
- ☐ Address (only need city and state)
- ☐ Email (Use .edu email when possible, avoid inappropriate emails)
- ☐ Phone number set up with a professional voicemail
- ☐ LinkedIn profile link (if applicable)
- ☐ EPortfolio/website (for creative roles)

Professional Summary:

- ☐ 3-4 sentences summarizing resume
- ☐ Highlight your top skills, experience, and career goals
- ☐ Use relevant keywords from the job description

Education:

- ☐ University Name, Degree and graduation year (If a current student, use expected graduation)
- ☐ Mention relevant coursework or honors (if applicable)

Skills Section:

- ☐ List relevant technical skills (software, industry tools)
- ☐ Match industry-specific keywords from job descriptions

Work Experience:

- ☐ Reverse chronological order (list most recent experience first)
- ☐ Include Job Title, Employer Name, City, State, and dates of employment
- ☐ Bullet points for clear readability (3-5 per experience)
- ☐ Start each bullet with a strong action verb
- ☐ Use present-tense action verbs for current roles and past-tense for previous roles
- ☐ Quantify your work – show scope and impact (e.g. increased by 25%, team of 8, 50+ customers daily)

Additional Sections (Optional):

- ☐ Relevant certifications, licenses
- ☐ Volunteer experience, leadership roles
- ☐ Publications, awards, or major projects

Formatting & ATS Compliance:

- ☐ Use a simple, professional 10-12 font (Arial, Calibri, Times New Roman)
- ☐ Keep the resume to one page (two pages if 5-7 yrs. experience, applying to grad school, federal jobs or research positions)
- ☐ Keep margins ½ to 1 inch wide
- ☐ Avoid images, graphics, and excessive styling (ATS cannot read them)
- ☐ Use standard section headings (Experience, Education, Skills)
- ☐ Save and submit as PDF

Proofreading & Final Review:

- ☐ Check for spelling and grammar errors
- ☐ Ensure consistent formatting throughout
- ☐ Get feedback from a mentor or career advisor
- ☐ Customize each resume for different job applications

Next Steps: Careerflow.ai

Once you understand the key principles of strong resume writing, you can take advantage of the **Careerflow.ai** platform available to Post University students to simplify and accelerate the process.

Careerflow.ai can help you build a base resume, enhance your content, tailor your resume for a specific job and track all applied positions.

Start creating your resume now:
<https://careerflow.post.edu/login>