

Resume and Online Image



Career Center
University of Missouri

4 things to know about resumes

1

SECTIONS

Know what to include in your document, customized to you.

2

CONTENT

Know to how to reflect your experience and strengths in an impactful way.

3

MATCH

Know what the employer needs, and how to target your content to those needs.

4

FORMAT

Know how to display your content in an attractive and functional way.



Have your resume ready on a device or on paper.

No draft yet? No problem!

Please make notes of what you would include to make it easier to start later.

RESUME

sections

Know what to include in your documents,
customized to you.





What are the sections of your resume?

ALWAYS

Contact information
Education

CUSTOM TO YOU

Summary
Work experience
Activities/involvement
Volunteer/service
Leadership
Skills
Other

*References belong on a separate page

Truman Tiger
1839 Zou Road
Columbia, Missouri 65202
(555) 555-5555
ttr123@umsystem.edu

enhance your resume from this...

Education

Major in Communications
Minor in Psychology

August 20__ - May 20__
GPA: 3.7/4.0

Experience

Public Relations Intern

May 20__ – September 20__

- Interned for Account Director
- Ran social media accounts
- Media pitches and wrote news releases
- Answered questions about festival

Jumpstart Corp Member

September 20__ – May 20__

- Implemented early childhood curriculum to tutor students
- Built relationships
- Completed yearly training

Sales Associate

May 20__ – August 20__

- Provide customer service
- Worked with other people
- Handled cash, credit card, and returns

Activities

Program Chair of iCOM

May 20__ – Present

- Go to meetings once a week
- Planned organization events and social activities
- Generate professional development workshops for members
- Budget

Volunteer for Habitat for Humanity

January 20__ – Present

- Stood at tables and talked to people about Habitat for Humanity
- Helped businesses think about events
- Handed out information

TRUMAN TIGER

(555) 555-5555 • trt123@umsystem.edu • www.linkedin.com/in/mizzoustudent

EDUCATION

Bachelor of Arts in Communication

May 20__

• Minor in Psychology
University of Missouri

GPA: 3.7/4.0
Columbia, Missouri

PROFESSIONAL EXPERIENCE

Public Relations Intern

May 20__ – September 20__

Columns Advertising Agency

Columbia, Missouri

- Collaborated with Account Director to develop media campaign for the annual Treeline Music Fest, a three-day outdoor event attracting 25,000 fans for concerts, food, and festivities
- Increased Instagram and TikTok engagement by 10% over last year by posting videos about upcoming events, promoting contests, and adding innovative content related to music and food
- Conceptualized media pitches and wrote news releases for local and national news outlets highlighting specific performances and key people involved with the event
- Answered questions via social media, email and phone from local news outlets, businesses, and public

Jumpstart Corp Member

September 20__ – May 20__

Jumpstart

Columbia, Missouri

- Implemented early childhood curriculum to individually tutor preschool student for five hours weekly, fostering language, literacy, and social skills
- Developed relationships with partner child, child's parents, preschool teachers, and fellow team members to provide support and feedback regarding progress and successes
- Collaborated with six Corps members to plan twice weekly interactive activities for a class of 12 children
- Completed 300 hours yearly in training and professional development in early childhood theory and practice, language and literacy development, leadership skills, and communication with families

Sales Associate

May 20__ – August 20__

Stripes Store

Chesterfield, Missouri

- Provided consistent positive service by aiding customers with product information, merchandise location, and general questions, and was recognized as Salesperson of the Month on three different occasions
- Served as enthusiastic team member, from covering extra shifts to learning new products and departments to provide help where needed
- Handled cash, credit card, and merchandise return transactions accurately

ACTIVITIES & LEADERSHIP

Program Chair

May 20__ – Present

Intercollegiate Communication Organization of Mizzou (iCOM)

Columbia, Missouri

- Managed 4-person committee who met weekly to schedule, plan and execute organization events centered around speakers, fundraisers, and member social activities
- Generated successful, well-attended professional development workshops on topics such as effective networking, preparing for an internship search, and an alumni speaker series
- Administered and carefully tracked \$5,000 event budget allocation

...to this

Community Engagement Volunteer

January 20__ – Present

Habitat for Humanity

Columbia, Missouri

- Represented the organization at community events and info booths to recruit volunteers and raise awareness
- Built partnerships with residents and businesses to engage in possible promotional and fundraising events
- Answered questions regarding the various volunteer positions available and handed out information

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Contact Information

Big name

At least email and phone

Add LinkedIn if applicable

Education

Major in Communications
Minor in Psychology

August 20__ - May 20__
GPA: 3.7/4.0



EDUCATION

Bachelor of Arts in Communication

- Minor in Psychology

University of Missouri

May 20__
GPA: 3.7/4.0
Columbia, Missouri

Education

Correct degree title

University of Missouri/college from which you received a degree

Expected grad date

GPA optional

Add minors, certificates, study abroad, academic honors, etc

Experience

Public Relations Intern

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PROFESSIONAL EXPERIENCE

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Experience

Bullet points

Consistent headings:
title, employer, dates,
location

Strong content:
tasks, strengths,
outcomes, numbers

Activities

Program Chair of iCOM

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ACTIVITIES & LEADERSHIP

Program Chair

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Activities

Add bulleted content

Consistent headings:
title, organization,
dates, location

Add content:
this experience just as
valuable as work experience

RESUME

content

Know to how to reflect your experience and strengths in an impactful way.



Discuss an experience.

Involvement
Work
Volunteer
Academic

What did you do?

The basics

How did you do it?

Unique strengths

Who was involved?

People and groups

Why did you do it?

Outcomes and results

Where is the connection?

Transferable skills



Start with that information, and then start writing or enhancing your bullets.



ACTION

Start each bullet with a strong action verb.



CONTEXT

Add details and numbers where necessary:
how many,
how often,
how much.



STRENGTHS

Add language to show off your skills,
how you approached a task, or what you learned.



PEOPLE

Mention who was on your team,
who were the people you helped,
or who you served.



OUTCOMES

Provide the result of your experience and contributions where possible.

Let's enhance a bullet point for a sample tutoring position.

- Tutored students

What else does the reader need to know to get a better picture of this experience?

How many?

How often?

What subject?

What age?

- Tutored four 3rd grade students individually in math twice weekly

Keep building the experience.

- Tutored four 3rd grade students individually in math twice weekly

- Engaged students in activities that focused on individual learning styles and maintained a positive approach to challenges

- Communicated with students' families of about progress and consulted with teachers about subject areas on which to focus

- Increased students' math comprehension from grade deficient to age-appropriate curriculum levels

CONTEXT

STRENGTHS

PEOPLE

OUTCOMES

RESUME

match

Know what the employer needs, and how to target your content to those needs.





Meet the
employer's
needs.

Relate your experience to the job description's
tasks and qualifications

Keywords

Strong section headers

Organize section by relevance

RESUME

format

Know how to display your content in an attractive and functional way.



6 seconds.



EASY TO SCAN

Bold, italics, underline

Bullet points, not paragraphs

Reverse chronological order

EASY TO READ

11-12 point font

1 full page or 2 full pages

Balance text and white space

Adjust margins and spacing

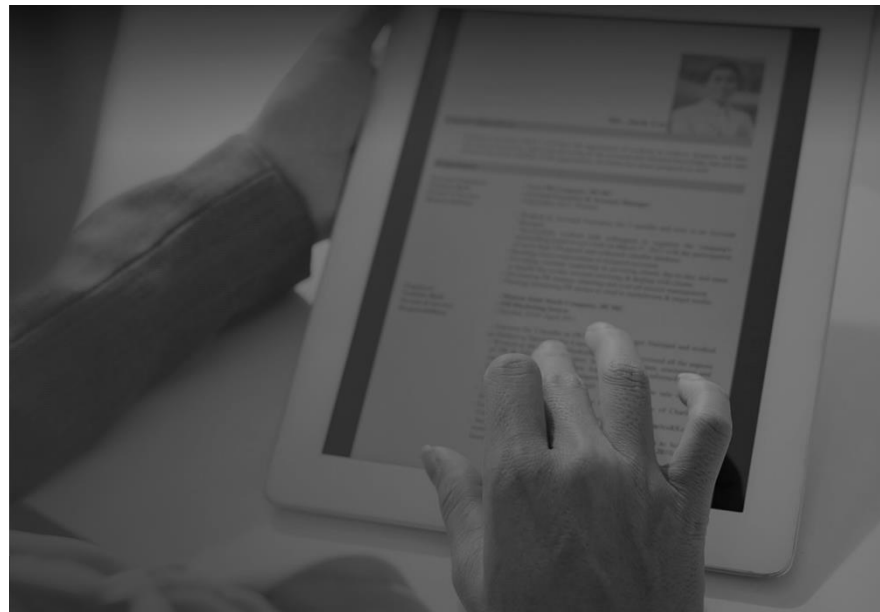
EASY TO VIEW

Avoid templates

Check out samples:

HireMizzouTigers.com > Job Seekers > Sample Resumes and CVs

Avoid resume killers.



UNNECESSARY INFO

Hobbies
Pictures
Personal info
I/Me/We



SHORTCUTS

Abbreviations
MU Jargon
Underselling



RED FLAGS

Incorrect or
embellished info
Grammar/spelling errors

3 things to know about your online image



Employers use online tools to connect with candidates



LinkedIn can be incredibly useful



You can use many social platforms for career reasons



ONLINE IMAGE

employers

Employers use online tools to connect
with candidates



Social media

For you →

LEARN: What is out there?

CONNECT: Who is out there?

MARKET: Who am I? What can I do?

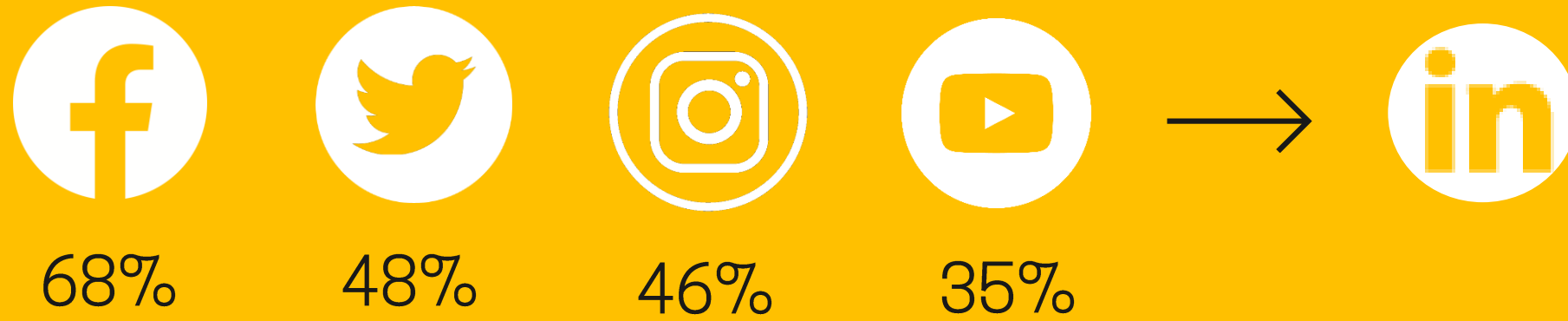
For employers →

FIND: Who would be a good fit?

VET: Can I learn about this candidate?

CONTACT: Are you interested in us?

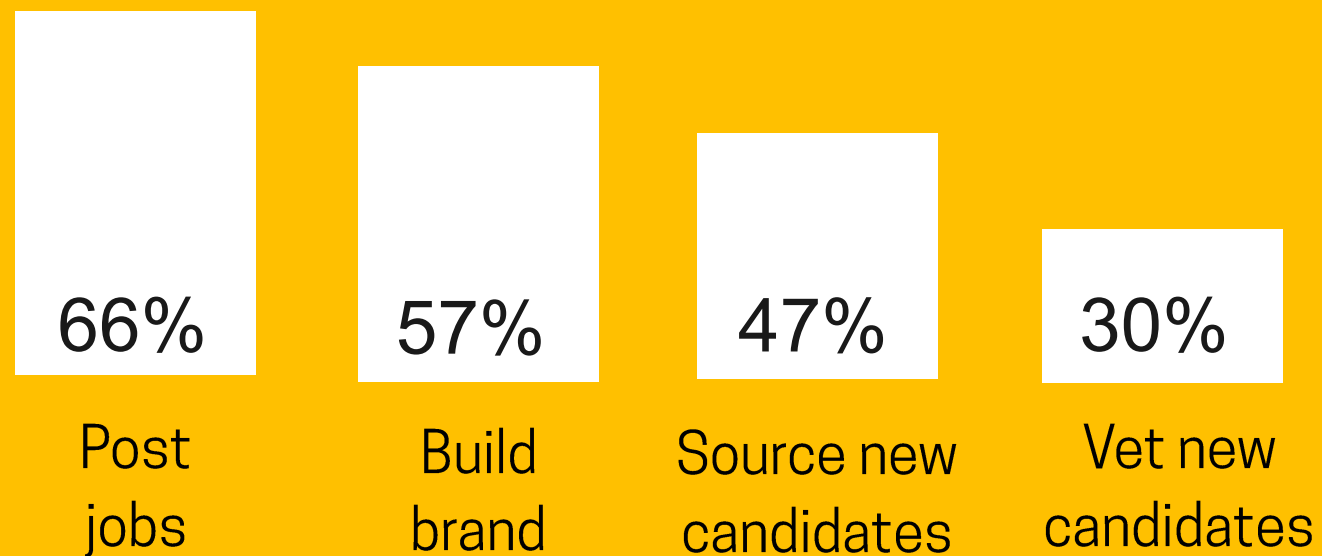
SOCIAL MEDIA CHANNELS USED MOST FOR RECRUITING



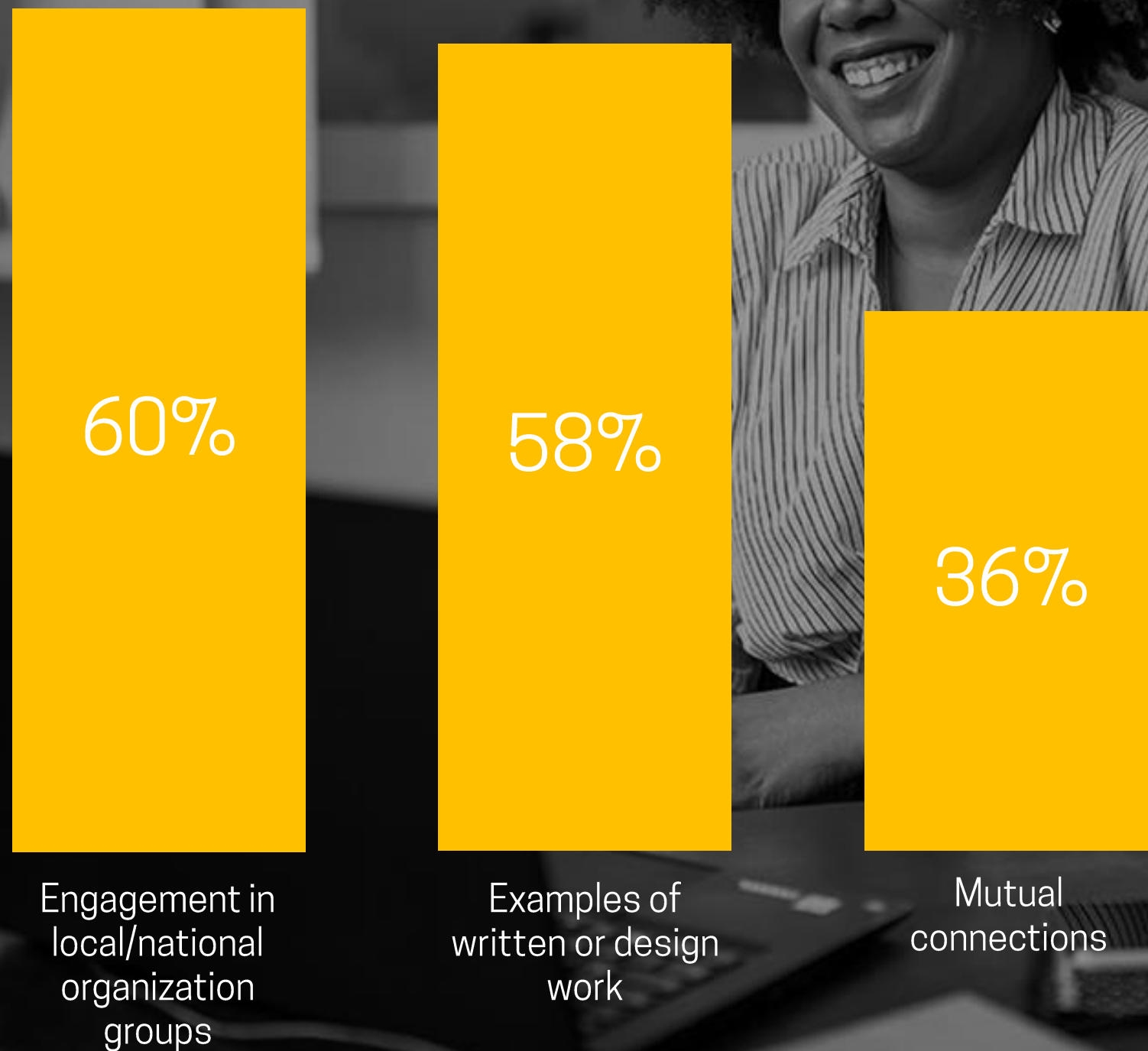
87%

of recruiters regularly use LinkedIn

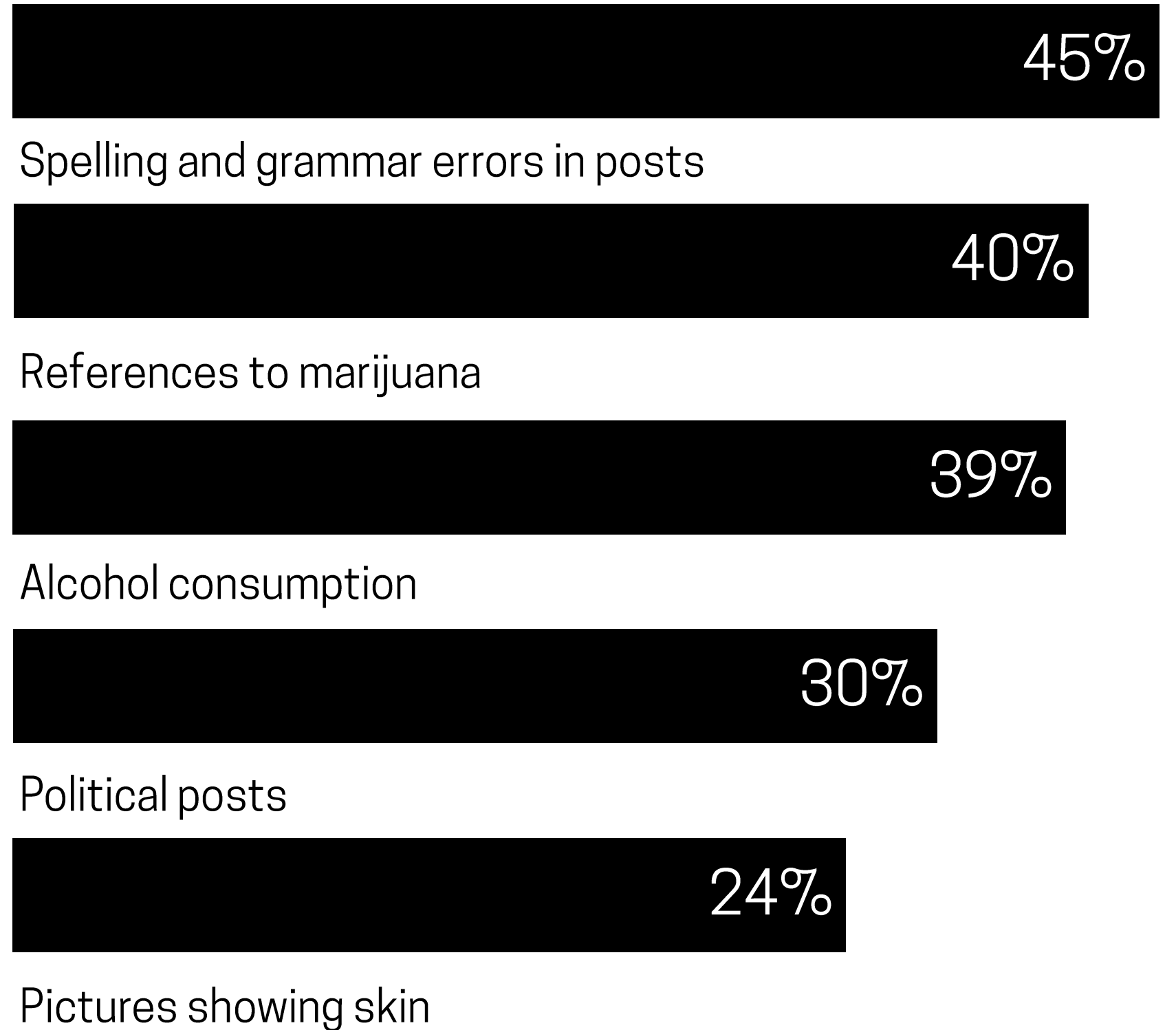
HOW RECRUITERS LEVERAGE SOCIAL MEDIA



Employers look for:



Employers look away:





Considerations

When employers are making hiring decisions:

You may not be more qualified than other candidates

BUT...

You stand out when your information is

Easy to find

Positive and professional

Shows off your strengths and interests

A polished image shows your initiative and motivation



ONLINE IMAGE

linkedin

LinkedIn can be incredibly useful



Your LinkedIn profile

Build your sections to show off who you are.

Bring up LinkedIn.com on a device if you have a profile, or take notes if you haven't started yet!



Edit public profile & URL



Sample Profile

CEO Inside Columbia Magazine
M University of Missouri-

Communications Specialist | Seeking Marketing/PR Internship

123 connections

- Open to
- Add profile section
- More

Add profile in another language

Mizzou Student, Supporting the Evolution of Cutting-Edge Technology




Mizzou Student, keep up with the latest insights from KYOCERA Global

Follow

People Also Viewed

photo

title

link

Get your profile pic at our

SELFIE STUDIO

Come by and get a FREE LinkedIn profile headshot

Weekdays 9am-4pm

Lower level, Student Success Center



Add to profile

Core



Education, Experience (position), and Skills

Recommended



Featured work, Certifications, Courses at Mizzou, and Recommendations

Additional



Volunteer, Projects, Honors, Languages, Organizations, and more

Add profile section

Add to profile



Add to profile



Additional



Add even more personality to your profile. These sections will help you grow your network and build more relationships.

Add volunteer experience

Add publications

Add patents

Add projects

Add honors & awards

Add test scores

Add languages

Add organizations

Add causes

Actually using LinkedIn

**Research people and
employers to gain
knowledge and connections**



CURRENT NETWORK/CLASSMATES:
who are they connected to and what do
their profiles look like?



PROFESSIONALS YOU HAVE MET:
follow up with a connection/message



HIRING MANAGERS and RECRUITERS:
anything unique to connect with them on?



ORGANIZATION LEADERSHIP/EMPLOYEES:
what was their career path?

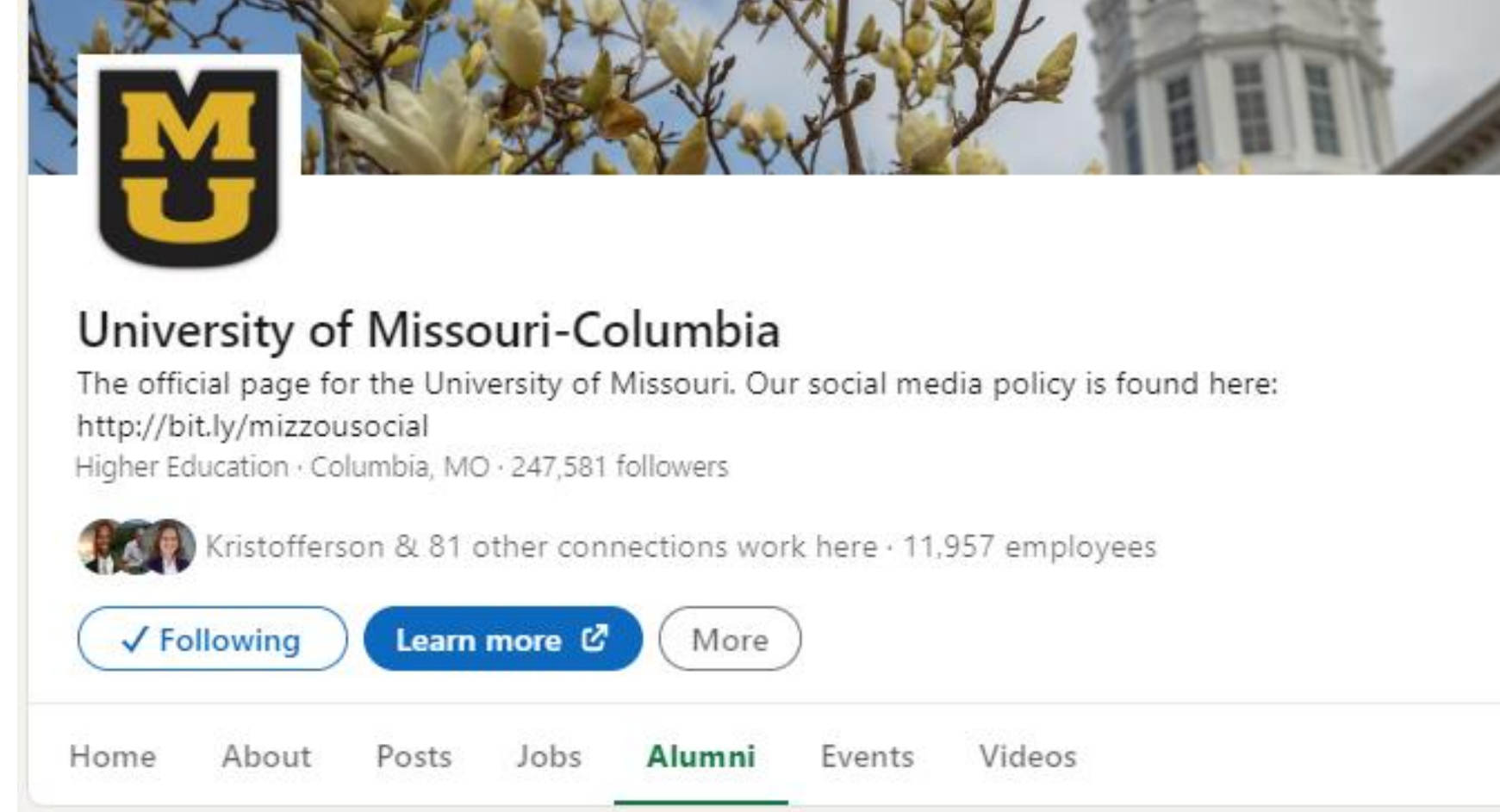


COMPANY PAGES:
about, jobs, people, feed



Search Mizzou alums

Identify former students who can provide ideas about career paths and advice about how to best prepare



Search for “University of Missouri”

Select the Alumni tab

Filter

Filter alums by
Where they live
Where they work
What they do
What they studied

Review Alums

Filtered list will provide any alums who have followed a path interesting to you. Click on profiles to read their experiences and other profile information.

Connect with professionals

If interested, click “Connect” to reach out. Include a customized message to introduce yourself as a student and why you want to connect.

Request information

Ask a question, simply introduce yourself, or ask about setting up some time to do an informational interview.



Informational interviewing



What is it?

A conversation with someone working in an area of interest. A student initiates contact and prepares questions to learn more about the industry or position.

Why do it?

Highly effective way to gain knowledge, become connected, and develop confidence approaching others.

How do you do it?

Ask for 15-30 minutes of their time to speak in person or Zoom
Ask questions you are genuinely interested in knowing about
After: send a thank you and continue cultivating the relationship

What would you ask a professional?

What has your career path been?

What do you enjoy most and least about your job?

What qualifications are necessary? What should I be working on?

What advice do you have for me?

What do they wish they would have known as a college student?

Other LinkedIn Features



Job Board →

LinkedIn is a huge job and internship hub, where there are thousands of opportunities waiting for you to check out.

Groups and Hashtags →

Follow industry information and trends by joining groups, following hashtag topics of interest, and following influential people.

Feed →

Read what others in your network are currently doing, and once you get comfortable, start contributing to your feed with career related information and ideas.

ONLINE IMAGE

other platforms

You can use many social platforms
for career reasons





Employers use platforms to
**research, engage,
and attract** candidates.

FOLLOW brands, orgs, companies

POST career-relevant info

HIGHLIGHT interests/accomplishments

ENGAGE professionals and join conversations

UPDATE profile and about section: positive pics, work and education

AUDIT and post smart: check for typos, privacy settings, pictures

Use Handshake to connect

HireMizzouTigers.com
Missouri.joinhandshake.com
Mobile App

Fill out profile fully (including career interests)

Search and apply for jobs and internships

Research employers and contacts

Peer and employer messaging

Attend events and engage

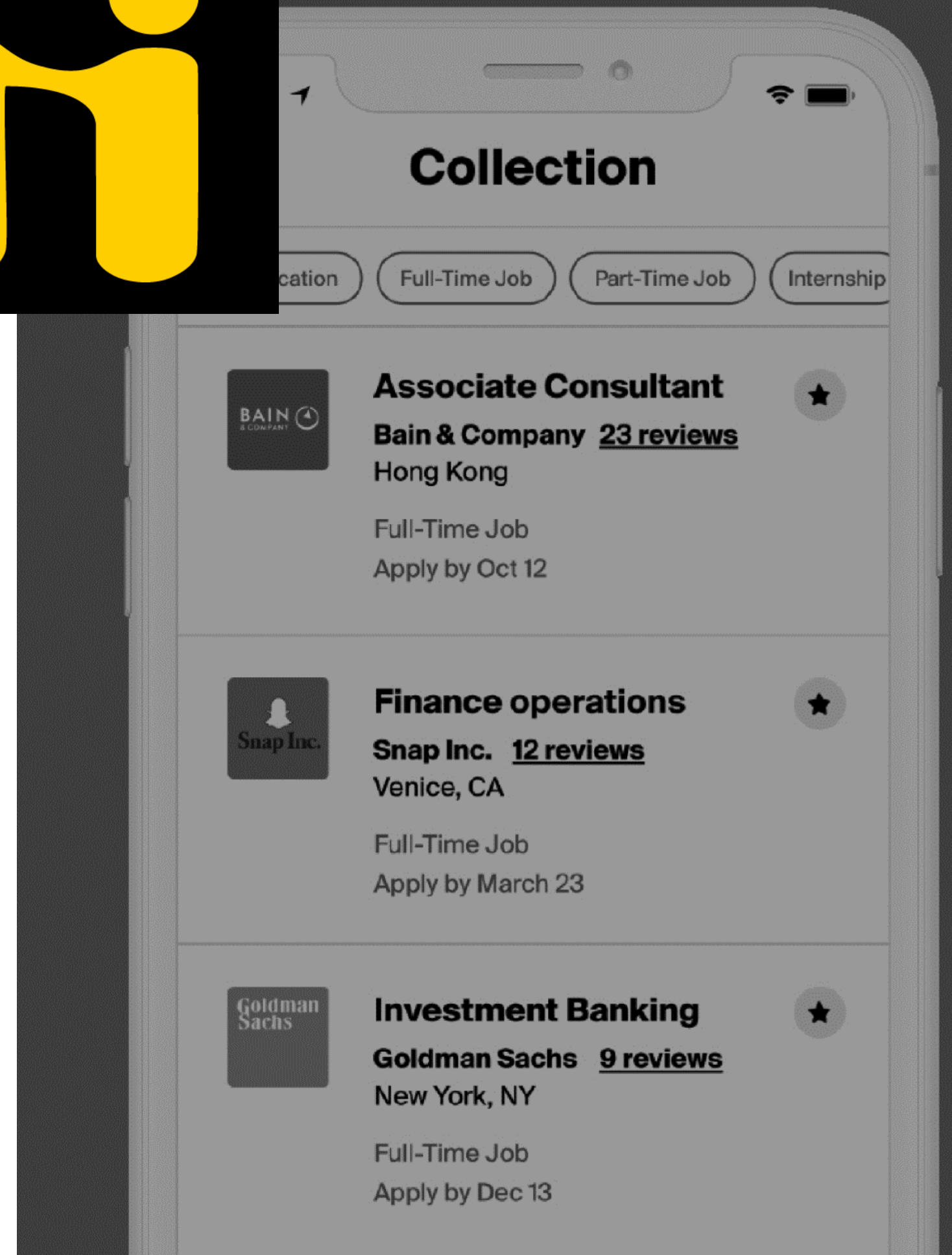
*Beforehand, use LinkedIn, Google, or Handshake to:

- Look up info on speakers

- Research positions

- Find information that you can speak to them about

- Follow up afterwards



MU CAREER CENTER

PHONE
(573) 882-6801

WEBSITE
Career.Missouri.edu
HireMizzouTigers.com

EMAIL
career@missouri.edu

CAREER EXPLORATION

Assessments
Major/Career Resources
Career Specialist Consultation

CAREER READINESS

Resume & Cover Letters
Interviews
LinkedIn Profiles
Job Search Strategies



Please **check in** to let us know you were here and tell us how we did!

