

guide to RESUMES



WHAT GOES INTO A RESUME

Consider a resume as an advertisement for yourself – a crafted document that shows off your education, experience, strengths, and transferable skills.

CONTACT INFO

- Name should stand out (18-24 pt. font)
- Include at least email and phone
- Add your personalized LinkedIn URL

EDUCATION

- Use the official name of degree (<http://majors.missouri.edu>)
- Add grad date (month and year)
- Include minor and/or area of emphasis, certificates, or additional training
- List GPA if job/internship is requiring one (usually 3.0 or above)

EXPERIENCE

- Use bullets that show off strengths, skills, numbers, and important details
- Keep headings consistent: employer name, job title, city/state, date range

VOLUNTEER OR INVOLVEMENT

- Include bulleted descriptions about mission/population served and what role you played
- Detail extracurricular activities and leadership on and off campus

ADDITIONAL OPTIONS

- **Summary:** consider a section at the top to summarize your experience and attributes
- **Honors:** add if you have received recognition for achievements
- **Skills:** technical, language, research, or general skill sets
- **Custom sections:** add sections unique to you

TRUMAN TIGER

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EDUCATION

Bachelor of Arts in Communication May 20__
• Minor in Psychology GPA: 3.7/4.0
University of Missouri 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 Mid-Missouri Music Fest, a three-day outdoor event attracting 10,000 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 and email from local news outlets, businesses, and individuals

Mizzou PALS Tutor September 20__ – May 20__
Career Center, University of Missouri 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 6 team members to plan interactive activities centered around weekly book theme
- 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

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

Community Engagement Volunteer January 20__ – Present
Habitat for Humanity Columbia, Missouri

- Represented the organization at community events 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



Career Center
University of Missouri

Lower Level
Student Success Center

☎ (573)882-6801
🖱 career.missouri.edu
✉ career@missouri.edu



CREATE BULLETS THAT STAND OUT TO EMPLOYERS

Reflect on experience: For any work experience, campus involvement, volunteer work or leadership roles, consider the following:

WHAT DO YOU DO? *Your job description: break down the various tasks of your position*

HOW DO YOU DO IT? *Your unique strengths: your approach to your tasks and how your strengths come out*

WHO IS INVOLVED? *The people: consider those you help/serve, those you work with, and those you work for*

WHY DO YOU DO IT? *Outcomes: add what skills you learned and the results of your tasks and responsibilities*

WHERE IS THE CONNECTION? *Connect what you learned in your role to what you want to do*

Create or enhance your bullet points: Start arranging your what, how, who, why, and where of each experience into bullets. Each experience should provide evidence and articulate your impact. You should quantify (add numbers) and qualify (add important details) to enrich content.

STANDARD	GOOD	IDEAL
• Tutored students	• Tutored four 3 rd grade students	• Tutored four 3 rd grade students individually in math twice weekly

Verbs	Tutor	June 20__ - December 20__
Context	Sample Organization	Columbia, Missouri
Strengths	• Tutored four 3 rd grade students individually in math twice weekly	
People	• Engaged students in activities that focused on individual learning styles and maintained a positive approach to challenges	
Outcomes	• 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	

USE AI TOOLS TO ENHANCE YOUR CONTENT

Draft first: Start with your own documents and then use the AI tools to improve and modify

Be specific: AI is better with specificity. Push back on responses with follow up prompts.

Edit: Carefully review the tool's output to find info that may be incongruent with your experience or the position

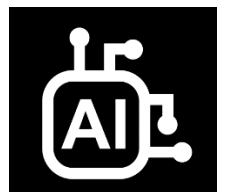
Prompt Ideas for building resumes

"Can you help me optimize this description for a [position]?"

"Suggest relevant skills and important buzzwords for a marketing intern resume."

"How can I tailor my resume [resume with no contact info] for [job description] role in [industry]?"

"Improve my resume [resume with no contact info] to increase my chances of passing through the applicant tracking system screening process for [job description]."



CUSTOMIZE YOUR DOCUMENT

Tailor your content: Research employers to find who they serve and what is important to them.

Carefully review the job description and use keywords on your résumé from the position's description.

Highlight your best stuff, make everything relevant, and put the most important information first (paid or unpaid).

Reflect on what you will be doing as part of a future position/career, and then review your experiences: where do you see connections?

Connect your experiences to the NACE Career Competencies.



APPLICANT TRACKING SYSTEM TIPS

ATS software is used by most employers to manage applicants and scan resumes to determine qualifications before recruiters can review them. Many use AI to scan application documents to determine if words and phrases match desired job qualifications.

To make sure you are getting through, **consider using:**

- **Keywords and exact phrases** from job descriptions on your document and online application
- **Simple formatting**, avoiding tables, headers/footers, symbols, boxes, columns, and designs
- **Generic fonts** like Arial, Calibri, or Times New Roman
- **Common names** for your section headers (Education, Work Experience, Leadership, Skills)

Extra tip: As you apply to jobs, check your junk mail as automatic emails from ATS's often go there

RESUME DO'S AND DON'TS

- ⊕ 11-12 point font
- ⊕ 1-2 full pages (1 page preferred)
- ⊕ Narrow margins for more space
- ⊕ Bold, italics or underline to key text
- ⊕ Word doc original (avoid templates)
- ⊕ Save and submit as a pdf



- ⊗ Typos and grammatical errors
- ⊗ Pictures, personal info: d.o.b, gender, ssn
- ⊗ I/me/we statements
- ⊗ Bright colors (unless in creative industry)
- ⊗ Abbreviations
- ⊗ Hobbies and interests



ACTION VERBS

Management/ Leadership

administered
approved
assigned
attained
chaired
consolidated
contracted
coordinated
delegated
developed
directed
eliminated
enhanced
enforced
established
evaluated
executed
expanded
generated
headed
hired
improved
incorporated
increased
inspected
instituted
managed
motivated
navigated
organized
oversaw
planned
presided

prioritized
produced
recommended
reorganized
reviewed
scheduled
strengthened
supervised
unified

Communication

addressed
advertised
arranged
collaborated
communicated
composed
condensed
contacted
convinced
corresponded
defined
directed
drafted
edited
elicited
expressed
formulated

influenced
interpreted
interviewed
judged
lectured
marketed
moderated
negotiated
observed
participated
persuaded
presented
promoted
publicized
quoted
reconciled
recruited
referred
reported
resolved
responded
spoke
suggested
synthesized
translated
wrote

Research

analyzed
clarified
collected
compared
conducted
determined

evaluated
examined
extracted
formulated
gathered
identified
interpreted
interviewed
invented
investigated
located
measured
organized
researched
reviewed
solved
summarized
surveyed
tested

Technical
applied
assembled
built
calculated
conserved
constructed
designed
determined
developed
installed
maintained
operated
programmed
resolved
specialized
upgraded

Teaching

adapted
advised
clarified
communicated
conducted
coordinated
critiqued
developed
enabled
evaluated
explained

facilitated

guided
individualized
instructed
motivated
stimulated
taught
trained
transmitted
tutored

Creative

acted
composed
conceptualized
created
designed
directed
displayed
entertained
fashioned

formulated

founded
illustrated
introduced
invented
modeled
originated
performed
photographed
planned
revised

Helping

advocated
aided
answered
assisted
cared for
clarified
contributed
counseled
diagnosed
educated
encouraged
explained
facilitated
familiarized
furthered
helped
influenced
insured
mediated

mentored

provided
referred
rehabilitated
resolved
simplified
supplied
supported
volunteered

Financial

analyzed
appraised
audited
balanced
budgeted
calculated
computed
estimated

forecasted

managed
projected
reconciled
transferred

Achievement

achieved
completed
developed
implemented

maximized

perfected
pioneered
reduced
sparked
spearheaded
succeeded
surpassed

Organizational

arranged
catalogued
categorized
charted
classified
coded
collected
compiled
corresponded
distributed
filed

generated

inspected
maintained
monitored
operated
organized
prepared
processed
recorded
reviewed
scheduled
sorted
standardized
submitted
systemized
updated
validated
verified

next steps:

Talk with a Career Specialist for one-on-one assistance: <https://career.missouri.edu>
Check out more resources at <https://career.missouri.edu> > Resources tab