



Tailoring Your Resume

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RICE | BUSINESS

CAREER DEVELOPMENT OFFICE



Agenda

- Why resumes are still relevant
- General rules
- Tailoring techniques
- Group work



Connecting Virtually

- New world of work, new rules
- More access and comfort with technology and platforms
- More ways to share who you are with peers and recruiters


About last year...



TikTok resumes

Find your next job!

Discover brands accepting TikTok Resumes
Currently only U.S. openings





Resumes still have an important function

- Often the first impression
- Required as part of the application process
- Part of your narrative (brand) - especially if you are making a pivot



General Rules

- Clean and good use of white space
- Smart formatting
- Word choice
- Rice recruiting - must use the Rice MBA format!

MBA STUDENT

Houston, TX 77005

mba@rice.edu • 713.555.5555 • www.linkedin.com/in/FirstLastName

EDUCATION**RICE UNIVERSITY, JONES GRADUATE SCHOOL OF BUSINESS****HOUSTON, TX**Master of Business Administration (MBA), add concentration (if applicable). **GMAT** [if 680+]. **GPA** [if 3.5+].

May 202X

List honors, club memberships, extracurricular activities.

NAME OF SCHOOL**CITY, ST/COUNTRY**Degree awarded. **GPA** [score if above 3.5].

June 20XX

List club memberships, honors, scholarships, and/or other activities.

EXPERIENCE**NAME OF COMPANY****CITY, ST/COUNTRY**

Give a brief company description--only for smaller, unknown companies, in italics.

Position Title

202X – 202X

- Accomplishment, result, or activity demonstrating a key skill.
- [Quantify bulleted statements, if possible (% , 5, etc.) May have more than one sentence per bullet].
- Accomplishment, result, or activity demonstrating a key skill.
- **Financial Position Examples:** Developed financial models such as DCF, Net Asset Value, Dividend Growth, and other equity valuation models or • Managed investment portfolio of \$150M.
- **Business Dev. Position Example:** Generated 15% revenue increase in 2009 by targeting new market for expansion through introduction of novel technologies.
- **Marketing Position Example:** Conceptualized and directed development of new corporate logo and brand logo of additional subsidiary companies. Developed brand identity manual to enforce standards within company.

NAME OF COMPANY**CITY, ST/COUNTRY**

Give a brief company description--only for smaller companies, in italics.

Position Title, [if located in different city/country, you can list it here after position title].

202X – 202X

- Accomplishment, result, or activity demonstrating a key skill.
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Position Title

202X – 202X

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NAME OF COMPANY**CITY, ST/COUNTRY**

Give a brief company description--only for smaller companies, in italics.

Position Title

202X – 202X

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ADDITIONAL INFORMATION**Career Interests:** List your aspirational areas of interest and relevant keywords.**Languages:** List any languages besides English and your proficiency (fluent, conversant, or basic) in the language.**Certifications:** List any certifications or licensures currently held or that are in progress. (Such as Series 7, Wall Street Prep course: Financial modeling – Investment Banking).**Skills:** List any business specific/technical skills. (Such as SPSS, NPV, Monte Carlo, Java, MRP, C and C++ Programs, etc.)**Leadership:** List leadership roles.**Activities:** List outside activities not related to Rice University. (Or member participation, such as YPE or AMA)

List any hobbies or other interests that you have. (Examples might include: managing own stock portfolio, playing tennis, skiing, traveling internationally, etc. –consider activities as they relate to career, team-building, etc.)

*Note: if you do not have information for a sub-section (i.e., languages, leadership, etc.) under "Additional Information," then do not include it as a sub-section.



Writing Tight

- Remove use of a, the, an
 - Can you say it in fewer words without losing meaning?
-
- Worked to design a strong curriculum and led a team of 10, for a new asynchronous e-learning course, including module structure, script development, and graphic content along with the team members
 - Designed curriculum and led team of 10 for new asynchronous course, including structure, script development, and graphics

Tailoring Techniques



One Size Does Not Fit All



How Many Here to Make a Pivot?



Entry level job requirements



Transferable Skills



Keywords Matter





ATS

The Applicant Tracking System, or ATS, refers to software that hiring managers use to weed out resumes that don't fit the parameters of the job description

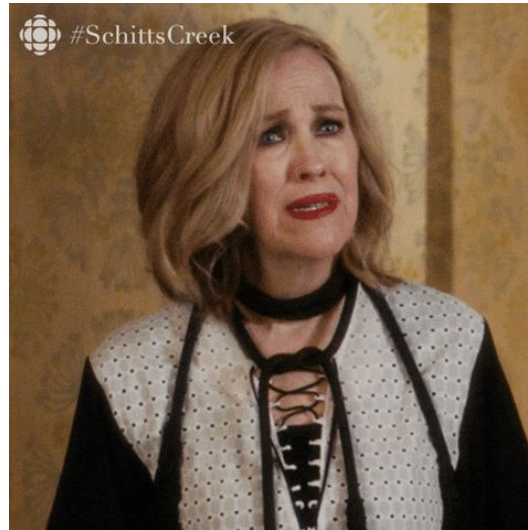
Applicants should identify industry or position-specific words or phrases that will help their resume make it past the first stage of application




Buzzwords vs. Keywords

Remove jargon, especially if you are targeting a new industry

Don't Tell Me What You Did...





Created and developed 4th grade Science curriculum for the district in alignment with pedagogy best practices which motivated teachers to integrate science with content areas and was adopted by the district contributing to the increase of district performance in Science by 10%.

Analyzed qualitative and quantitative data to assess needs and recommended strategic plans to leadership teams, with timelines and benchmarks, to evaluate progress; resulted in 10% improvement in all critical performance measures.



Worked on new product resulting in \$5M in sales

Vs.

Developed strategy and made recommendations to leadership for new product line launch after analyzing competitor data and collaborating with marketing. Sales reached \$5M in year one



Responsible for \$4M in equipment across Germany.

Vs.

Managed operational flow and logistics of over 300 vehicles, keeping operational rate of over 98%.



Target Your Goals

- The more you are changing industry/role, the more work is needed to tailor
- Understand what they are looking for - bridge your transferable skills
- Identify any skill gaps
- People read resumes top to bottom, left to right



Sources

- Job descriptions
- Info sessions
- 2nd years/alumni (informational interviews)

Do your due diligence!

We are:

A Strategy practice shaping the future of business and technology to **create the roadmap** for our clients. Every day we change the way the world works, for the better. Combining functional and industry expertise with an unrivalled **understanding of technology**, we use **data analytics, human centered design, and digital tools** to create **business insights** and **drive change**. We call it the Art and Science of Strategy and we are the market leader at this intersection. [Visit us here to find out more about Accenture Strategy.](#)

As part of our Strategy Summer Program, you'll have a 10-week experience that mirrors the learning, networking and social events our Senior Strategy Consultants enjoy along with contributing on a **project team** and working with our clients on their most strategic **challenges and opportunities**.

You are:

A business pro. You know that the world is changing and that there are opportunities everywhere. You like working across different types of business to tackle their challenges with **smart solutions**. You are a **hard worker**, rolling up your sleeves with clients and colleagues to **ask the hard questions** and **push the envelope** on what's possible. Most of all, you're ready to put to work all that you've learned and all that you've experienced to help **drive great strategies**.

The work:

- Kick-start your summer in our Strategy Consultant Development Program to learn the latest **strategy skills**
- **Mentor** and develop junior team members
- Work closely clients to **analyze** how their business is working today and how it could be **improved** for tomorrow
- Partner with your **teammates** to show **support for their projects** and lend your knowledge
- **Dig in deep** to **research**, **analyze** **data charts** and come up with great **recommendations**
- Practice **sharing your vision** with strong **presentations** and well-written **reports**
- Use **data visualization skills**, charts, graphs and other data models to **bring your analysis to life**
- Be an **ambassador** of our worldwide organization that promotes respect for the individual and recruitment of top talent

Qualifications

Here's what you need:

- Master of Business Administration degree
- Graduating by September 2022
- Comfort working with visualization tools (PowerBI, Tableau, Alteryx) and/or programming languages (R, Python, Julia, SQL)

Bonus points if you:

- **Think critically** and have worked with **statistics or data analytics**
- Feel comfortable **leading workshops**, asking others for input and **telling stories** as a presentation style
- Know you still have a lot to learn and are willing to be a **lifelong learner**



Word Cloud





Time to Practice!

- 15 minutes
- Find a partner
- Share your target role/industry
- Swap resumes and critique - did you know what they were targeting?
- Ask yourself - do you feel like your resume tells your story?



Tailor

- 20 minutes
- Partner up again
- Google search and find a target job description (work from the same description)
- Go through together and find keywords
- Where in the resumes can you integrate these keywords/transferable skills?
- Can you rewrite bullets to be shorter without losing meaning?

So...

- Thoughts?





Living Document

- Refresh regularly
- As you learn, adapt the language
- Spotlight what fits your narrative
- Keep getting feedback from peers and mentors
- Use VMock and JobScan



Questions?