

CAREER DEVELOPMENT CENTRE

STAND OUT RESUMES



“The secret of joy in work is contained in one word – excellence. To know how to do something well is to enjoy it.”

Pearl Buck

RESUME GUIDE

RESUMES

Whether you are seeking a graduate role, an international role or general employment in your field when you graduate you will need to know how to write a winning resume and cover letter, what employers look for in selection criteria and what to say in an interview to help you get that job.

In this section we will be looking at the recruitment and selection process and how you can maximise your chance of success.

RESUME / CURRICULUM VITAE

What are they? A sales tool. What's their purpose? To get you to interview stage.

In its basic form, resumes are a formal document used to outline your skills, experience and qualifications for prospective employers. However, resumes do so much more if crafted strategically! They emphasise the results of your experiences through specific skills developed that directly match the prospective employer's needs.

The challenge: You have approximately two pages to put it all on paper, while the employer spends about 10 to 20 seconds looking over it and making a decision about whether or not to pursue an interview.

Resume Development Tips

> Analyse the job description and advertisement.

Whether the description is detailed or general, take it apart, highlighting the key skills and criteria employers are seeking. Write them down on one column and on the left provide examples of where you have used that attribute and / or skills.

> Create a list of core strengths

Undertaking the self assessment in the first section of this guide has multiple benefits. In this case, the benefit is with resume development. Here's how:

- Answer the "what am I good at" question and create a list of core strengths which you can place on your resume.
- Complete the accomplishment exercise and create a list of tasks you have enjoyed doing and did well.

> What is the immediate benefit for the employer?

Be strategic about what you place on your resume. In each instance think about the value an employer will perceive from seeing a particular skill or statement.

> Use descriptive phrases

Here, use verbs to describe experiences to highlight your key skills. We have a list of suggestions further on in this guide - feel free to use them.

> Keep a master copy

It may be useful to start with a master copy, which outlines everything you have ever done. From here, you can pick and choose what to include in your resume to tailor it effectively for the prospective employer. It will also help you to recall key skills developed and examples of where you have used these skills in the past.

> You've got the skills!

Frame your experience to suit the particular skills and attributes that are desirable for that role, even though you may have unrelated employment experience.

WHAT TO INCLUDE IN YOUR RESUME

You will find that resumes differ everywhere you go and therefore there are many different opinions on what should and shouldn't be included and where it should be included. It is important to note the following: a resume's primary goal is to sell your skills effectively so you get to interview stage. There may be a number of different ways to do this. In fact, your resume should be modified for each position you apply for whether it be an internship, graduate role or casual / part-time employment.

Here, we have provided a general guide on what to include and how best to outline it with a view of the most common applications we see at the Career Development Centre: internship, graduate / professional and casual employment. Each differs slightly as employers seek distinct criteria from each and will use different selection methods to assess your suitability. Please come and see us at the CDC to assist you in tailoring a resume specific for you.

Internship Resume

- The purpose of your application is to not only show you are dedicated and committed but how you are the best candidate and how you will take maximum advantage of the opportunity.
- Be clear on what you hope to gain from the internship - what are the types of skills you are hoping to refine? What is the area of specialisation you wish to learn more about?
- A prospective employer will want to know why you are interested in applying to their organisation. Here, they would like to see you have researched their business and they may wish to silently assess what you know.

Graduate / Professional Position

- For graduate positions the employer wants to see a comprehensive view of you. They understand you may not possess a significant professional history, yet they need to assess your skills to determine your suitability for the role. These skills can be found in the activities you have undertaken in the past from your education, extracurricular involvement, leadership roles, travel / languages and interests.
- If you are applying for a professional position and you have an existing professional background, the focus of your resume would be on showcasing the skills you have refined through the results and achievements of your activities in previous roles. Leadership and extracurricular activities would not be the most relevant here.

Casual / Part-time Employment

- When applying for casual employment your resume focuses on key abilities and skills relevant to the position. For example, the focus would not only be on key employability skills such as excellent time management but on what types of experience you have had in your past casual roles. Examples may include retail experience, customer service, whether you possess a Responsible Service of Alcohol Certificate, and so on.
- The focus is more on employment history and tangible skills than education, extracurricular involvement and leadership roles so showcase these first.

"As the economy gets tougher, employers expect more from candidates before they hire them. This means more is expected from your resume to make the cut these days... Most resumes lack a sense of urgency. They don't answer the all-important question 'what's in it for the employer?'"

Resume Advice, Four Tips to Power-up Your Resume, Joe Turner, Vault.

THE PARTS OF A RESUME

CONTACT DETAILS

What to include:

- Your name, phone number and email address.
- Your address is optional.
- This can be displayed in a header so you have more space to focus on your skills on the first page (ensure your email address and voicemail message is professional).

Avoid:

- Birth date, marital status or place of birth.
- Religious beliefs and health.
- Family details.
- Political affiliations.

OBJECTIVE / PROFESSIONAL STATEMENT

What to include:

- A short statement, linking your key strengths, skills and experience to what the employer is looking for.
- Focus on what you can offer the employer and be clear about the type of job you are seeking.
- If applying for an internship the objective should focus on acquiring skills and further training that will enable you to gain a position within that industry in the future.

Avoid:

- Long drawn out sentences or a lofty mission statement of hopes, dreams and desired perks.

DEMONSTRATED SKILLS

What to include:

- Top core strengths relevant to what the employer is looking for.
- Go back to the "what am I good at" question on page 12.
- Short, descriptive sentences focusing on your employability skills. Your goal is for the employer to read on!
- If applying for an internship, what are the types of skills that you have that will take advantage of this opportunity?

Avoid:

- General statements like "interpersonal skills, communication, organised" this is too broad and does not describe how this is a key skill.
- Computer applications or driver's license - these can be included further on. Sell only those skills most relevant to the position and how you will add value because of them.

EDUCATION

What to include:

- This is presented in reverse chronological order (most recent, working back) and should clearly outline dates, course, institution and any academic achievements.
- Include any areas of specialisation or majors as well as academic achievements.
- For an internship application you may be requested to list relevant subjects completed.

Avoid:

- Further qualifications and training. For example, Certificate II in Administration, Senior First Aid Certificate - this can be included in a separate heading 'Further Training'.
- If you have a lot of professional experience, you don't need to include your secondary schooling in this section.
- Do not include your primary school history.

PROFESSIONAL EXPERIENCE INCLUDING EMPLOYMENT HISTORY INTERNSHIPS WORK EXPERIENCE CLERKSHIPS

What to include:

- This is presented in reverse chronological order and should outline key duties, responsibilities and skills gained.
- Use bullet points.
- The focus is on relevant skills developed as well as any specific accomplishments or projects you assisted with.
- This could relate to either the unrelated or related employment experience section in the mythical perfect graduate as the focus is on key skills.

Avoid:

- Long paragraphs of a role overview and progression, an employer won't have time to read it.
- Very vague descriptions about your duties where the employer is left guessing how you contributed.

LEADERSHIP ROLES

What to include:

- Any roles you have held that will demonstrate your ability to lead, guide, organise, plan, support and use independent judgement.
- If applying for a casual position, be strategic about whether to include leadership roles.

Avoid:

- Examples dating back many years.
- Examples that do not clearly highlight key leadership skills.

EXTRACURRICULAR ACTIVITIES

What to include:

- Any community involvement, sporting memberships, on and off campus activities.
- Active involvement in professional memberships, Bond club memberships.
- Focus on hidden benefits for the employer.
- If applying for casual employment be strategic about whether to include this section. What value is the employer going to place on the information?

Avoid:

- Activities that date back many years.

COMPUTER APPLICATION SKILLS

What to include:

- Computer skills that are relevant to the position, listing whether you possess intermediate or advanced skills.
- If you possess a specific software skill that would be used in that position.
- If applying for a casual position seeking particular software skills, place them under your Demonstrated Skills heading so they are visible immediately.

Avoid:

- Computer application skills that you are only familiar with.

LANGUAGES

What to include:

- Any additional languages you are proficient in.
- Travel can be included in this area as an accompaniment.
- If applying for casual employment be strategic about whether to include this heading.

Avoid:

- A paragraph about your travels where the employer is left guessing how this may be useful for them.



REFEREES

What to include:

- People from your past employment, work experience, and even study who will vouch for you and provide examples of the desired attributes and behaviour to prospective employers.
- Choose a person who knows you well so you have the best possible chance.
- Provide a name, title, organisation and contact details - phone and email.
- If a person has agreed to be your referee give them a courtesy call, especially if it's been a while, and confirm their contact details and if they are still happy for you to list them as a referee. If you are in the process of applying for a position, let them know they may be contacted.

Avoid:

- Family members or friends as primary referees.
- People who haven't been contacted to be a referee from your past employment.

INTERESTS AND HOBBIES

What to include:

- If you don't possess a wide base of experience, you may wish to include your interests. If being strategic, they may offer some value to a prospective employer or say something about you as a person - a particular attribute that the employer is seeking.
- If the role involves working with a large team, you would include team based interests. If your role is more autonomous, perhaps you can include examples of team based and individual activities.
- Include sporting activities and other items which can indicate you have an interest in what is happening locally and globally.
- If applying for a casual position be strategic about whether to include this heading.

Avoid:

- Mentioning activities such as shopping, the movies and socialising, which doesn't immediately translate to the attributes an employer may be looking for.

POSTGRADUATE STUDENTS

Come and see us at the CDC to personalise where to place this section.

RESEARCH AND PUBLICATIONS

What to include:

- Describe relevant research projects, published articles, papers or books and conferences.

Avoid:

- Long paragraphs - keep it to a brief summary and outcome.

RESUME DO'S AND DON'TS

DO	DON'T
Identify your key strengths and skills you have to offer that are relevant to the specific role and highlight these attributes when composing your work and education histories. Draw upon all relevant experience: paid and unpaid.	Use a Wizard template. Although tempting, your resume won't stand out and furthermore, an employer may think you haven't personalised it for the role they have on offer.
Remember the 'what's in it for me?' rule: What is the immediate benefit an employer will gain from this information?	Include any potentially discriminatory information such as date of birth, religion or marital status.
Modify your resume for each position you apply for to reflect relevant knowledge, skills and attributes for the role.	Include routine tasks such as faxing or photocopying.
Use action verbs to describe your experience, for example: created, managed, evaluated.	Lie. By all means, you need to present yourself in the best light, but be prepared to talk about (sometimes in depth) what you place on your resume. Be honest about your skills!
Keep the information 'to the point' as employers don't have time to read through large amounts of text. Keep your resume at about two to three pages.	Place exact dates for your employment - months and years are fine.
Make your resume visually appealing in a way that is suitable for the job or industry in question. For example, ensure it is creative for creative industries and clean and professional for corporate roles.	Use long sentences and paragraphs - less is more.
Get feedback from people you trust to ensure there are no grammatical errors - re check!	Write 'responsibilities and duties included' under each item in your employment history. An employer will assume they are tasks from your previous role.
Use readable and common fonts for example: Arial, Tahoma, Calibri.	State your reason for leaving previous employment. It isn't open for discussion yet - get to the interview first before discussing.
Bullet point your duties.	Place a photo of yourself in the top corner of your resume. In some cultures this is a requirement but it is not needed in Australia.
Email or make an appointment with the CDC to review your resume before you send it.	Cram information in your resume where it's difficult to distinguish one heading from another. Keep it neat and clean, so it is easy to read.

ACTION VERB LIST FOR RESUMES AND LETTERS

Administrative	Communication	Creative	Financial	Leadership	Problem Solving	Research
Arranged	Addressed	Acted	Appraised	Administered	Analysed	Assessed
Collect	Arranged	Created	Assessed	Appointed	Calculated	Condensed
Coordinated	Clarified	Conceptualised	Audited	Authorised	Compared	Collected
Compile	Composed	Created	Budgeted	Chaired	Conducted	Critiqued
Compose	Conveyed	Customised	Calculated	Consolidated	Diagnosed	Delved
Designed	Convinced	Designed	Corrected	Coordinated	Evaluated	Enquired
Distribute	Debated	Developed	Estimated	Decided	Explored	Examined
Generated	Developed	Directed	Forecasted	Delegated	Formulated	Explored
Implement	Discussed	Established	Measured	Directed	Gathered	Evaluated
Inspected	Explained	Formulated	Planned	Enhanced	Interpreted	Identified
Managed	Formulated	Founded	Projected	Established	Investigated	Inspected
Monitored	Influenced	Illustrated	Reconciled	Executed	Organised	Interpreted
Organised	Interviewed	Initiated	Reduced	Generated	Reviewed	Investigated
Prepared	Lectured	Instituted	Researched	Headed	Searched	Reviewed
Planned	Marketed	Introduced	Retrieved	Hosted	Solved	Surveyed
Recorded	Mediated	Modelled		Improved	Systemised	Summarised
Screened	Negotiated	Originated		Increased	Tested	
Systemised	Observed	Performed		Initiated		
	Participated	Planned		Managed		
	Persuaded	Revitalised		Organised		
	Promoted	Shaped		Pioneered		
	Reported			Planned		
	Resolved			Recommended		
	Reconciled			Selected		
	Suggested			Strengthened		
	Translated			Supervised		

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OBJECTIVE

I am seeking a challenging graduate opportunity in the field of Human Resource Management where I can transfer key strengths in client communication, recruitment and selection that I have developed throughout my tertiary studies and professional employment.

DEMONSTRATED SKILLS

- In depth knowledge in all aspects of Human Resource Management with a focus on recruitment and selection
- Highly developed communication and interpersonal skills with the ability to relate well with people from diverse backgrounds
- High level organisation, administration and planning skills
- Advanced research, analysis, reporting and presentation skills
- Ability to meet targets in a fast paced commercial environment

EDUCATION

- 2010 - 2011 Bachelor of Business Management - Major: Management**
Bond University, Gold Coast
- Grade Point Average 3.2 (1-4 Scale)
 - Dean's List for Academic Excellence: Semester 2, 2010 and Semester 3, 2011
- 2009 Victorian Certificate of Education**
Willow Vale Secondary College, Melbourne
- Tertiary Entrance Rank 78%
 - Principal's Award for Community Service

EMPLOYMENT HISTORY

- 2011 Internship - Human Resources Department**
Gold Coast City Council, Robina
- Undertook all aspects of research, analysis and reporting for recruitment audit
 - Liaised with Human Resources Staff and Department Managers
 - Participated in Human Resources Strategic Planning Day
 - Use of internal databases and systems

2010 - Present Food and Beverage Restaurant

ABC Restaurant, Gold Coast

- Provision of a high level of client service within a fast paced environment
- Management of bookings, seating guests and handling enquiries
- Training and supervising new staff
- Oversee restaurant sections during peak trading periods
- Cash handling, accounts and open and closing procedures
- All aspects of food and beverage service
- Work collaboratively within a team environment

COMMUNITY INVOLVEMENT

2010 - Present Volunteer The Aged Care Facility, Ashmore

- Conduct weekly visits with elderly residents
- Participating in centre events including Christmas and Easter activities

FURTHER TRAINING/MEMBERSHIPS

2010 - Present Student Member, Australian Human Resources Institute
2009 Senior First Aid Certificate, St John's Ambulance
2009 Workplace Health and Safety Officer
2007 Introduction to Hospitality Management Certificate

COMPUTER APPLICATION SKILLS

- Advanced: MS Word, Outlook and Publisher
- Typing Speed of 85 WPM with 90% accuracy
- Intermediate: MS Excel, PowerPoint and Project

REFEREES

Mr Daniel Cullen
Owner ABC Restaurant
07 5564 2345
danielcullen@abcrestaurant.com.au

Mrs Kay Matthews
Manager, Human Resources, GCCC
07 5599 2222
kmatthews@goldcoast.com.au

CHECKLIST - RESUMES

- Have you had your resume critiqued by an expert? Come and make an appointment with the CDC to have your resume reviewed
- Is your resume layout easy to read with appropriate headings, font and bullet points to summarise and describe experiences?
- Have you checked your spelling and grammar, particularly noting slight differences between countries, for example 'organise' and 'organize'.
- Are your contact details easily displayed on each page?
- Is your information, particularly your demonstrated skills, listed in order of importance and relevance to the role?
- Have you been able to incorporate action verbs for most phrases?
- Are your experiences reflected truthfully in your resume?
- Is your resume at an appropriate length? (No more than 2 - 3 pages)
- Will an employer be able to see that you have made the effort to personalise your resume for their position?
- Ask yourself and whoever is critiquing your resume, if you (they) were the employer would you (they) call for an interview?

Top tip:

For international students or Australian students seeking to place themselves internationally resume layouts and expectations differ from country to country. Log into SCOUT and look at Going Global for resume samples and tips in the country guides provided.

