A resume is part of your professional brand. You'll know your resume is in good shape if you are getting contacted for interviews. A recruiter typically screens a resume within a matter of seconds; therefore, it's important to strategically position your content in an appealing format.

Keep the following in mind as you develop your document:

FORMAT

- Margins: Use .5" (smallest) to 1" all around
- Font Size: Aim for no smaller than 10 point for text in the body of the resume, larger font size recommended for name and section headings
- Font Style: Vary the style of the section headings by using bold, all caps, or italics and choose a sans-serif font when possible (includes Arial, Calibri, Franklin Gothic Book, and Helvetica)
- Use of templates: Avoid pre-made templates available on Microsoft Word, Canva, etc. as these may not be screened properly by Applicant Tracking System (ATS) software
- Length: 1 page recommended for most new grads; academic resumes or CVs and federal resumes can be longer
- Order of sections: Consider relevance to job posting (most important placed toward the top)
- Type: Most employers prefer a reverse chronological resume (lists most recent experience at the top of each section); in some cases, a functional or skills-based resume may be appropriate (please review with a career counselor to determine best format for your needs)
- Numbers: Write out all numbers below 10 (one, two, three, etc.) and use digits for 10 and above. Or you can use digits throughout (1, 2, 3, etc.)
- Dates: Use the longer en dash between dates as opposed to a hyphen

CONTENT

DO:

- Maintain a master resume so that you have a complete record of your past experiences
- Consider your resume a marketing document and modify your resume as needed according to position type
- Write in first person without using "I": "Promote events through social media channels (Instagram, Facebook, LinkedIn) by posting marketing material 3 times per week" vs. third person "Promotes events…")
- Showcase Education towards the top of your resume, especially if applying for an internship
- Use short, bulleted phrases with a focus on identifying action steps and quantifying outcomes (refer to the STAR method to describe Situation, Task, Action, Result)
- Incorporate keywords consistent with job posting

DON'T:

- Use passive phrases such as "Responsible for", and "Duties include"
- Avoid using personal pronouns ("my," "our," etc.)
- Include an objective statement; a summary statement is a more effective tool
- Use uncommon abbreviations, jargon, or slang
- Repeat the same verb many times (use the Career Guide's list of action verbs for reference)

Note: These suggestions refer to resumes used for most jobs within the U.S. marketplace. If applying for a position abroad or within the federal government, please meet with a career counselor for additional guidance.

Name should be slightly larger font size than body of resume

Kendra Communication

760-777-7777 • kc@cougars.csusm.edu • San Marcos, CA 92078 • www.linkedin.com/kc/

Use a professional email address and have a professional voicemail; include LinkedIn url if profile is up-to-date and comprehensive

Career Target: Public Relations

Recent Communication graduate pursuing entry-level opportunities in Public Relations. Effective communicator with experience building media lists, writing press releases, and conducting creative research. Enthusiastic team player who is driven and collaborative. Key strengths include:

Consider adding a branding statement or qualifications summary aligning with job postings and skills/abilities

- Content Creation
- Research
- Client Communications

- Public Relations
- Social Media Management
- Event Planning

Education

Bachelor of Arts in Communication 05/18
California State University San Marcos (CSUSM)

Write full name of degree(s) and date of expected graduation; may also list academic honors, GPA (3.0 or greater in most cases), and/or relevant coursework

Communication Experience

Group experience by sections according to relevance to job posting

Arts and Entertainment Editor 09/17–05/18
The Cougar Chronicle, CSUSM, San Marcos, CA
- Covered campus arts events and reported on happenings; produced two articles per week
- Developed engaging content for campus newspaper including movie and book reviews
- Adhered to internal edit/review policy by soliciting constructive feedback on content

Start each bullet point with an action verb, being mindful of verb tense

Public Relations Intern 06/17–08/17
Fidelitas Development, San Diego, CA
- Maintained media list and updated database for upcoming stories
- Helped write press material, creative pitches, blog content, and other client communications
- Fielded publicity requests and general inquiries for the Public Relations department
- Conducted creative research for client campaigns

Other Experience

Quantify accomplishments when appropriate

Server 09/15–Present
Tabu Sushi, San Marcos, CA
- Provide patrons with a comfortable and friendly dining experience in fast-paced environment
- Demonstrate knowledge of menu and communicate options to patrons

Consider paid and unpaid opportunities

Volunteer Experience

Alternative Spring Break, Habitat for Humanity, Wilmington, DE 03/18
- Collaborated with student group to build home for family in need

Leadership Activities and Affiliations

Vice President 09/17–05/18
American Association of University Women (AAUW), CSUSM
- Coordinated logistics, including event set-up/breakdown, registration, and tabling for career exploration workshop at local high school
- Assisted in planning a speaker series featuring local community leaders; marketed event via Facebook and Instagram, attracting 50% more participants than previous year

Don't forget to add campus involvement or leadership activities, on or off campus

Member 09/16–05/18
Communication Society, CSUSM

Computer Skills

Social Media: Facebook, Instagram, Twitter
Software: Adobe InDesign, Microsoft Office

Highlight skills based on relevance to job posting

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