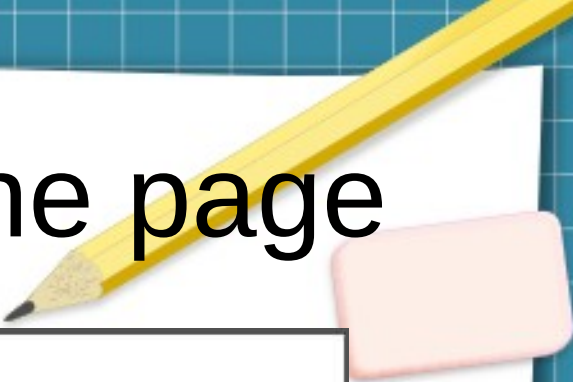




Most Common Resume Mistakes

Prof. K. Kaiser Lee
ENGL 308
NIU

1. Poor use of space on the page



Cora T. Clark

123 Washington Ave.
Murray, UT 84107
Phone: (801) 555-1234
Email: coratclark@email.com

Education

The Ohio State University (Columbus, OH) Apr 2017
- M.A. in Public Policy and Management

Colorado State University (Fort Collins, CO) Aug 2013
- B.S. in English

Relevant Work Experience

University of Utah (Salt Lake City, UT) May 2017 – Present
Director of Annual Giving

- Guided program to reach \$1 million dollar goal by...
- Managed direct reports and staff giving...
- Organized events and the President's board of trustees...

Franklin University (Columbus, OH) May 2017
Senior Advancement Officer

- Exceeded fiscal year goal by 15% for \$600,000, a 42% increase from previous fiscal year
- Created a new statistical analysis report to track student performance and attendance
- Redesigned training program to be more interactive and efficient
- Decreased employee turnover by 60%
- Increased senior class participation from 10% to 43% in first year.

Assistant Advancement Officer Aug 2013 – Jun 2014

- Maintained personal portfolio of 57 donors
- Managed portfolio of 400 alumni solicitations for alumni volunteer efforts
- Cultivated the Parent Leadership Giving Program through parents volunteers and personal solicitations
- Raised \$86,000, including a \$32,000 multi-year commitment for a current use scholarship

Tara Brighton
123 Main Street
Murray, UT 84107
Phone: (555) 555-1234
Tarabrighton@email.com

Objective
Position in a Nonprofit Organization

Summary of Experience
I am a fundraising professional with over five years of experience in college fundraising, with extensive knowledge of telefunds and annual giving. I am detail-oriented and have a proven history of raising donations.

Achievements
Pi Beta Delta Honor Society
Colorado State University Dean's List
Troop Leader, Girl Scouts

Employment History
Franklin University, Columbus, OH
Senior Advancement Officer
Trained employees in fundraising and improve fundraising.

Franklin University, Columbus, OH
Assistant Advancement Officer
Maintained portfolios for donors and solicited donations from alumni.

Education
Colorado State University, Fort Collins, CO
B.S. in English, 2013
Graduated magna cum laude

Good Use of White Space

Bad Use of White Space

1. Poor use of space on the page



- Your goal is to have a balanced amount of empty space; you want more text than empty space
- If you don't have much job experience, one option is to list the courses you have taken in your major; research "skills based resumes"

2. Bad design



STEVIE MARTIN'S

★
★ CV ★

BAR PERSON – THE OLD DAIRY

I love being a waitress because I like helping people and food

BAR PERSON – THE CANONBURY

I like being on the bar because I like beer and helping people

WRITER...HEAT

I write the best celebrity articles news you've ever seen in your life for heat's website. Sometimes they make people laugh sometimes they make them cry but my work always makes them feel an emotion.

WRITER - THE DEBRIEF

I decided to go to The Debrief when they launched and wanted to do some of my classic writing in order to revolutionise the site. I once wrote something about food and then also something about relationships and they're always the best articles on there. My editor once said "Thanks for submitting that article Stevie".

I HAVE ALSO WORKED AT MCDONALDS AND AN INDUSTRIAL ESTATE WHERE I STAPLED PIECES OF PAPER AND PUT THEM IN BOXES AND FREELANCED FOR THE EVENING STANDARD AND PRIMA BABY AND PREGANCCYY MAGAZINE AND COMPANY MAGAZINE AND I WAS IN A MUSICAL AT SCHOOL CALLED GREASE BUT IT WASN'T THE ACTUAL VERSION IT WAS AN ADAPTED VERSION I WAS THE CAR IN THE DRAG RACE. I'M AVAILABLE FOR FREELANCE WRITING JOBS IF YOU'D LIKE.

WRITER GOTHINKBIG

I CURRENTLY WORK HERE
AND AM LOOKING FOR A
NEW JOB

I ALSO
WORKED
HERE



SARA SMITH

1234 4th Avenue
St. Louis, Missouri 63116
374-555-1234

SARA SMITH

1234 4th Avenue
St. Louis, Missouri 63116
374-555-1234

EDUCATION

Bachelor of Arts, Journalism
Eastern Illinois University, 1994

Associate of Applied Science,
Interior Design
St. Louis Community College,
2012

AWARDS

- First place, Team Projects, Boardwalk 2011
- STLCC IDEC representative, 2011
- Selected to judge the Society for News Design's international design competition, 2008
- Selected to judge the College News Design competition, 2008
- Third place, Best Design, Missouri Press Foundation, 2007
- Silver Medal winner, SND, 2004
- Award of Excellence winner, SND, 2001

TECHNICAL SKILLS

- Adobe Creative Suite (InDesign, Illustrator and Photoshop)
- Revit
- AutoCAD
- Microsoft Office
- Google Sketchup
- CCIEuropeNewsdesk
- Prezi Presentations

EXPERIENCE

Marketing coordinator, ABC Architecture Firm
Nov. 2011 to present

- I coordinate marketing materials sent to clients, including proposal submissions, qualification packages and Power Point presentations for the healthcare division of the firm. I also design other products as necessary, such as advertisements, invitations and in-house brochures.

Features designer, Kansas City Post

April 2006 to Nov. 2111

- I designed Feature sections such as Let's Eat, A&E and Explore. I found creative visual solutions to stories difficult to illustrate. I also created original illustrations using Photoshop and Illustrator, as well as art directed photo shoots. Much of this work was highly creative and collaborative, and required working closely with editors, photographers and other designers.

Consultant, KS Decoration and Design

May 2010 to Aug. 2010

- I worked on marketing and promotions by coordinating with printers and designers to put together promotional books for prospective clients. I also assisted with interior design clients by ordering fabric samples, sorting through fabrics and helping with billing paperwork.

Sports designer, Indianapolis Star Tribune

Aug. 2000 to April 2005

- I designed Sports section covers and special sections for many high-profile sporting events. Most of the work is highly deadline driven and requires working closely with editors, photographers and other designers.

VOLUNTEER EXPERIENCE

Golden Senior Center rebuild project

August 2012


- Led a visioning session with the owner's group of the senior center that was destroyed in a tornado. Used the information from the session to produce floor plans and building renderings to help fundraising for a new 8,000-square-foot senior center being built for \$1,000,000.

Window and store display, Potential resale boutique

July 2012

- Designed a storefront window display and helped with merchandising for a resale boutique that benefits Youth in Need.

SARA.SMITH@GMAIL.COM

- 
- Note the tasteful use of color, and elements like lines/rectangles
 - Note how this person has used her resume header as stationery for a cover letter

3. Weak job objective statements



- Objective statements are often bland
- If you aren't going to bother writing a specific statement for each job you apply for, replace it with a summary statement

3. Replace the Statement with a Summary

UPGRADE YOUR RESUME : REPLACE YOUR OBJECTIVE STATEMENT WITH A Skills SUMMARY

Objective Statement

“OBJECTIVE - To obtain a research position as an analytical chemist at a leading biopharmaceutical company”

Example

What a hiring manager sees

- ✗ Tells hiring manager what they already know
- ✗ Focuses on what you want

Executive Summary (“The Elevator Pitch”)

“Meticulous bioanalytical chemist with 7 years of mass spectrometry experience developing applications for novel ionization techniques, specializing in proteomics and chemical analyses”

- ✓ Articulates your value to the employer
- ✓ Ensures clear understanding of your selling points
- ✓ Emphasizes your key strengths



4. Weak Job Duty Descriptions

An acceptable skill statement:

i. Conducted training programs for managers

A better skill statement with more detail:

i. Conducted communications training programs for managers facilitating internal promotions and decreasing staff turnover

Example 2: Assisted in company wide HR decisions

The same skill statement with more detail:

i. Assisted in company wide HR decisions by consulting with department managers to identify opportunities to avoid underemployment of staff increasing productivity by 25% in one year

5. Resume not tailored to the job description



Job Description:

Fake Foundation is a 501(c)(3) seeking a passionate **case manager** professional with two years of **nonprofit** experience. Ideal candidates will have experience managing a **caseload** of 40 individuals and will be familiar with **intake procedures** and **career coaching** activities, particularly in relation to **individuals with disabilities**. **AA/AS** or **BA/BS** in related field related to **social service** or **psychology** required. **Bilingual** abilities are preferred.



Your Resume:

John “Suave Primer Reader” Doe

*Experienced **Case Manager**/Employment Specialist*

With 3+ years in government and **nonprofit** venues. Strong abilities in carrying large **caseloads**, as well as assisting with **intake** and **career coaching** workshops. Experienced in providing dedicated and empathetic service to hard-to-reach populations, including ex-felons, **individuals with disabilities**, and youth. Strong familiarity with **social service**/NASW code of ethics and **procedures**. **BA** in **Psychology**, presently developing **bilingual** abilities through Spanish language coursework.

6. High School Stuff

You're in college now! You don't want the employer
To think of you as a high school student!

If you only have extracurriculars from high school,
it's time to become more active on campus.



7. Clichés



- People person, team player, hard working, results-driven, self motivated, go-getter...none of these tells readers anything about you

- ugh
- Just ugh



8. Incorrect degree

A yellow pencil and a pink eraser are positioned in the top right corner of the slide, appearing to be part of the paper background.

For example:

Bachelor of Business Administration in _____

Minor in _____

You don't want B.S. on your resume!

9. Typos, grammar errors



These are the first things that will get your resume thrown out.

Ask several people to look over your resume.

SPEL Czech is not enough

10. Missing keywords for your industry

A yellow pencil and a pink eraser are positioned in the top right corner of the slide, appearing to be on the white paper background.

Your major advisor and professors can help you with this.

HR departments are relying on programs to sift through applications.

You need to know what the key words are to make the cut.


11. Not easy to read quickly



Your resume is skimmed by employers. They spend three seconds or so the first time they get your resume.

No paragraphs! Bullet points.

Use bold / larger text for section titles.

- 
- Your resume is YOU!
 - It's the very first impression most potential employers have of you
 - Update your resume often – at the end of every semester while you're in school; every six months when you've graduated
 - Keep notes as you encounter new skills, tasks, etc. and update your resume



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