



LETOURNEAU UNIVERSITY

CAREER SERVICES

*Resume Workbook: A Guide to
Crafting Strong Resume Content*



THE RÉSUMÉ

The résumé is rumored to date back as far as Leonardo Da Vinci providing a written letter of his qualifications to Ludovico Sforza, the regent of Milan in 1482. The concept of the résumé saw a surge of use during the industrial revolution when businesses could no longer rely on family for enough work hands but needed to seek additional laborers from among the masses.

Over the years, new trends and expectations have come and gone. In this workbook you will learn how to:

- Present content in “résumé language”
- Write for ATS software
- Craft a résumé title
- Build an attention-commanding Professional Summary
- Identify industry-specific skills
- Quantify results for powerful bullets
- And more...



CONTENT STRATEGY

Because the majority of today’s job search occurs online, we need to be certain that our résumé can easily be scanned by software called applicant tracking systems (ATS).

ATS does what a human resources department can’t; weed through thousands of candidates’ documents to find the top 20 or so that actually have what they’re looking for. Only then do hiring managers and recruiters look at a document.

ATS reads your résumé for **KEYWORDS** that they’ve included in their search request; an algorithm set to place documents in the *yes* pile or the *no* pile.

When it comes to curating great content for your document, ATS algorithms should be strongly considered. Making an ATS-friendly résumé will also afford you a better overall résumé with essential, industry-specific terminology aligning you with the role.



CAN

Scan your résumé for essential keywords like:

- CPA ▪ Manage ▪ Certified ▪ GAAP ▪ Python
- Project Management ▪ Direct ▪ MS Office Suite
- Etc.

CANNOT

Read items labeled “decorative” such as:

- Unusual Fonts ▪ Colors ▪ Shapes
- Atypical Symbols ▪ Text Boxes

This means we **SHOULD NOT** put essential items that need to be read by ATS inside of text boxes or in abnormal fonts.

RÉSUMÉ TITLES

Branding is not only an aspect of our résumé creation, but a crucial part of our complete career marketing campaign. Keywords are essential to branding ourselves to the role within our document, but an even more visually impactful way to achieve alignment is by employing a header (aka "résumé title"). At the very forefront of our efforts, we want the reader to connect our name to the very position they are seeking to fill.

Here are a few examples of what that can look like:

J. CASH PENNY **ACCOUNTANCY**

✉ Cpenny01@notmail.com | Cleveland, MS 38733 | 📞 555.555.5555
[Linkedin.com/jcashpenny](https://www.linkedin.com/jcashpenny) | thefinancereport.net

WILLIAM JOEL
wjoel@notmail.com ● Cleveland, MS 38733 ● 555.555.5555 ● [linkedin.com/wjoel](https://www.linkedin.com/wjoel)

ARTIST & LABEL STRATEGY

Label Creation | External Partnerships | Event Planning & Development

RACHEL REALGREAT
Someplace, MS 39759 | 555.555.5555 | rachelreal@notmail.com | [linkedin.com/in/rachelrealgreat](https://www.linkedin.com/in/rachelrealgreat)

LICENSED PROFESSIONAL COUNSELOR – SUPERVISOR
Certified Health Education Specialist ~ Suicide Prevention Educator ~ Board Certified TeleMental Health Provider

Health and wellness program coordinator for various audiences of office staff, academic faculty, and higher education students. Mental health professional exhibiting **8+ years'** competency in public health and wellness areas including:

Jane Jones
janejonessample@gmail.com | 555 555 5555 | [linkedin.com/janejonessample](https://www.linkedin.com/janejonessample)

EPIDEMIOLOGIST / PUBLIC HEALTH SPECIALIST

---Committed to Optimizing Patient Care Through Peer-Reviewed Research & Education Services---

PROFESSIONAL SUMMARY

Every few years [The Ladders](#) conducts very interesting studies regarding how much time is spent looking at a résumé the first time. For what seemed like ages, it was common to hear the phrase, “five second scan” or “six second scan.” The most recent research puts the time spent on an initial review at **7.4 seconds**.

If all we get is a few seconds of attention, where do the eyes go? The research indicates that we should devote our efforts to curating an aligned résumé title, clear and cogent first piece of experience, and a strong opening summary.

7.4

The Professional Summary replaced the ‘Objective’ section as the desired opening piece to the résumé 5-10 years ago. **Bring your WOW factor here.** This is your elevator pitch for your document to sell the reader at the top of your document.

How to Make Them Want to Read Further

Pain Points

Incorporate keywords that touch their specific needs based off your research.

Value Proposition Statements

What have you accomplished that is unique to your experience that you can also do for them?

Quantified Measurables

Present achievement data that can be measured in numbers, percentages, and/or dollars.

Consider the Value & Keywords in These Examples

Fitness Coordinator

Energetic new professional with **more than five years’ experience** promoting health and wellness within the community. Strength and conditioning specialist devoted to a client-focused model of high result-yielding programs that foster health education and overall well-being.

Artist & Label Strategy

Experienced performing artist and record label owner well-versed in current and future entertainment trends. New industry professional **designing and producing more than 20 events annually** to increase artist engagement.

SKILLS & PROFICIENCIES

It may work to your advantage to include a skills section (possibly a strict technological abilities section if your industry demands it). There are two standard categories of skills referred to today: **SOFT SKILLS** & **HARD SKILLS**. It's great (and practically essential) to include a healthy dose of each throughout your document.

While soft skills are essential to success in the workplace and in demand more than ever today, your résumé gets scanned for hard skills first. Recruiters and hiring managers have repeatedly voiced that their initial review of a résumé has them seeking out those essential competencies before any further consideration.

Here are a few examples of popular Soft and Hard skills today:



Soft Skills

"PEOPLE SKILLS"

- | | |
|-------------------------------|------------------------|
| <i>Self-Motivation</i> | <i>Leadership</i> |
| <i>Creativity</i> | <i>Persuasion</i> |
| <i>Collaboration</i> | <i>Adaptability</i> |
| <i>Emotional Intelligence</i> | <i>Communication</i> |
| <i>Teamwork</i> | <i>Problem-Solving</i> |
| <i>Time Management</i> | <i>Trustworthiness</i> |
| <i>Personability</i> | <i>Cooperation</i> |
| <i>Diligence</i> | <i>Productiveness</i> |
| <i>Efficiency</i> | <i>Reliability</i> |

Hard Skills

"TECHNICAL SKILLS"

- | | |
|-----------------------------------|----------------------------|
| <i>Blockchain</i> | <i>Cloud Computing</i> |
| <i>Analytical Reasoning</i> | <i>UX Design</i> |
| <i>Artificial Intelligence</i> | <i>Affiliate Marketing</i> |
| <i>Business Analysis</i> | <i>Sales</i> |
| <i>Scientific Computing</i> | <i>Video</i> |
| <i>Production Human Resources</i> | <i>PowerPoint</i> |
| <i>Google Analytics</i> | <i>Agile Framework</i> |
| <i>Active Listening</i> | <i>Supervision</i> |
| <i>Team Building</i> | <i>Conflict Management</i> |

VALUE-FILLED EXPERIENCE

Our résumé will seldom be “read” until we’re deeper into the application process. For the most part, we need to write in such a way that our document is easily scannable by frontline recruiters and hiring managers for **the exact terms they’ll be scanning for**. This means that we need to write in clear, concise “résumé language.”

We will not be compiling paragraphs upon paragraphs of lengthy sentences. Instead, we will use nontraditional writing that utilizes **power verbs** and **concision**.

Consider the following two examples for the same position within the Experience section:

May 2018 - Present

Chic Boutique, City, TX

Assistant Manager

I am responsible for business social media accounts and front desk duties for the main office. I help two staffers answer phones, take messages for supervisors when they are absent, and file invoices and contract paperwork.

Chic Boutique | City, Texas
Assistant Manager

May 2018 to Present

Charged with managing five corporate social media accounts marketing goods and services for North Texas small business. Supervise two hourly staff members in completing front-line duties of customer relations and records management.

Rapidly promoted team member assigned to Assistant Manager after only three months.

Marketing and Communications: Curate original daily content based upon popular media trends and insight tracking. Successfully grew company followers **from zero to over 1,300** in less than six months.

Project Management: Spearheaded three-man social media campaign for fall fashion products across Facebook, Snapchat, Instagram, Pinterest, and Twitter platforms resulting in **35%** of customers ordering via online promotional code.

Note the use of **keywords**, important content set off by the use of **bold**, and bringing the context and scope of achievements by incorporating **numbers**.

VALUE EXERCISE



Consider the greatest value offerings you possess by recalling ‘CAR’ stories from your experiences in the following areas:

- | | |
|-------------------------------|--------------------------------------|
| Volunteering | Employment |
| Pro Bono Work | Extra-Curricular Involvement |
| Academic Projects/Assignments | Professional Organization Activities |



C = Challenge (Think of a challenge you faced or problem you had to resolve)

A = Action (What action did you take?)

R = Result (What was the result of the action you took?)



Ask yourself, “How is the organization better off now than when they hired me”

- Did you increase sales? If so, by what percentage or amount?
- Did you generate new business, bring in new clients or forge affiliations with new organizations?
- Did you save your organization money? If so, how much and under what circumstances?
- Did you design and/or institute any new system or process? If so, what were the results?
- Did you meet an impossible deadline through extra effort? If so what difference did this make to the organization/group?
- Did you bring a major project in under budget/early? If so, how did you make this happen? How were the dollars you saved used?
- Did you suggest and/or help launch a new product or program? If so, did you take the lead or provide support? How successful was the effort?
- Did you assume new responsibilities? If so, did you ask for the new projects or were they assigned to you? Why were you selected?
- Did you introduce any new or more effective techniques for increasing productivity? If so, is your approach being used?
- Did you improve communication? If so, with whom and what was the outcome? How did your group benefit from your performance?

VALUE EXERCISE

MY UNIQUE ACHIEVEMENTS & OFFERINGS

(Make as many copies of this page as needed for your experiences section.)

Name of Organization: _____

City/State: _____ Dates of Involvement: _____

Title or Position: _____

Number of People you Supervise: _____

Size of the Organization: _____

What is it that they do, make, or sell? _____

Where do they rank in their industry? _____

Briefly describe your duties, responsibilities, and level of authority: _____

Describe 4-6 accomplishments: _____

PUTTING IT ALL TOGETHER

Now that you've created and compiled amazing résumé content, it's time to piece it into a well-designed document that is eye-catching and capable of gaining you that interaction with recruiters and hiring managers that demands an interview.

My Next Steps

Schedule a Consultation

Meet with Career Services staff at the next setup a one-on-one appointment through [Handshake](#).

Attend the Next Career Services Training

Register in advance to reserve your seat at the next live training session. We offer numerous career development events and tutorials for bolstering your career marketing campaign. Never miss an event by following LETU Career Services on:

LINKEDIN • FACEBOOK • TWITTER

Review Instructive Samples Available at the Career Services Office Browse our library of modern résumés for your own inspiration and technical assistance.



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<https://www.linkedin.com/company/letourneau-university-career-services>



@LETUCareer

