

RESUMES

Purpose: Resumes are essentially sales brochures. Effective sales brochures have two components: clear, concise presentation of product features & benefits and an esthetically pleasing, easy-to-read appearance.

The function of every word and visual in a resume is to be a powerful and positive selling point – to make the reader interested in learning more about the product (job applicant) being sold in the resume.

RESUME HEADINGS

Contact Information

Name, address (current or permanent), phone number, and e-mail address. May also include LinkedIn account and QR code

Job Objective

Only if specific or required

Qualification Summary (or Personal Profile or Branding Statement)

- Skills and knowledge acquired
- Positive, relevant achievements
- Professional related experience

Education

- Name of college/university, location, degree, graduation date, GPA, and funding source

Professional and/or Work Experience

- Company name, location (city and state), job title, time employed, duties, and achievements

Skills (optional or in a functional resume)

- Computer, language
- In categories such as sales or management

OPTIONAL RESUME HEADINGS

- **Military Service**
- **Volunteer Work, Community Service, or Activities**
- **Professional Memberships**
- **Honors and Awards**

TIPS

- Don't include a "References Available Upon Request" line or include references
- Don't include anything on your resume that doesn't help you
- Don't use "I" or "me"