Resume Critiquing

1. Heading

- Complete information (i.e., name, address, phone number)

- Placed at top of page

- E-mail address

- Name on subsequent pages
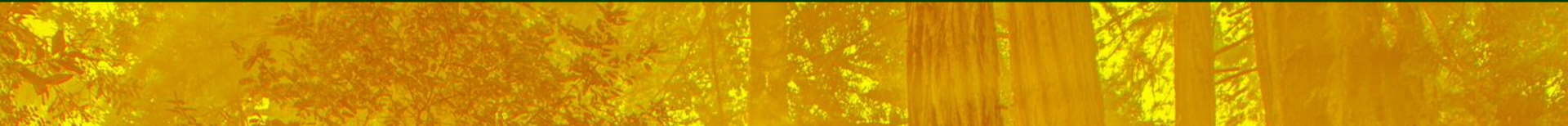
2. Objective

- Objective is optional

- Place immediately after identification info

- Clearly stated and focused

- See Career Objective Guide for more info

Creating a Career Objective

Dorothy Domkowski
Denise Saunders

Objectives

1. To learn the purpose of a career objective.
2. To understand the parts of a career objective.
3. To write a career objective that is not too broad or too narrow.

Introduction

A job campaign consists of many tasks: writing a resume, finding potential employers, reviewing job openings, creating application letters, networking, interviewing, receiving rejections, negotiating job offers, and making many decisions. The best place to start is with a goal or an objective. It may be helpful to ask "What do I want to do?" and "Where do I want to be?"

Present address
FSU Box 0000
Tallahassee, FL 32313
(850) 555-5000

ELISA HARTMAN
abc3658@hotmail.com

CAREER OBJECTIVE
Utilize my strong interpersonal and organization skills as an account executive in an advertising a

EDUCATION
Florida State University, Tallahassee, FL
Bachelor of Science, April 2008
Major: Advertising Minor: Spanish
Overall G.P.A.: 3.5, Major G.P.A.: 3.8

EXPERIENCE
Student A

3. Overall Appearance

THE CAREER CENTER

STUDENTS ·   EMPLOYERS ·   FACULTY ·   ALUMNI, FAMILY & COMMUNITY ·   RESOURCES ·   TECH CENTER ·

Resumes and Cover Letters

Resumes and cover letters are key elements in executing an effective opportunity search. Whether you are looking for a part-time job, internship, volunteer experience, graduate school acceptance, or full-time work, you will most likely need to create and maintain strong professional documents in order to apply. Resumes are professional documents that introduce an employer to your skills, experiences, and professional history. Cover letters, on the other hand, are professional letters that provide an introduction to employers regarding your interest in a position (or in being considered for potential positions) and your perceived fit with a job and organization. The Career Center has both online tools and in-person assistance that can help you to develop your professional documents.

> **Resume/Cover Letter Resources Available at The Career Center**

> **Online Resume/Cover Letter Resources**

- Resume looks professional

- Do you want to read it?

- Easy to follow?

- Correct spelling, grammar, punctuation

4. Layout

Key points stand out (e.g., skills, experiences,)

Highlights relevant education, experience, related qualifications

Designed to get employer's attention & obtain an interview

WHAT EMPLOYERS SAY ABOUT
RESUMES

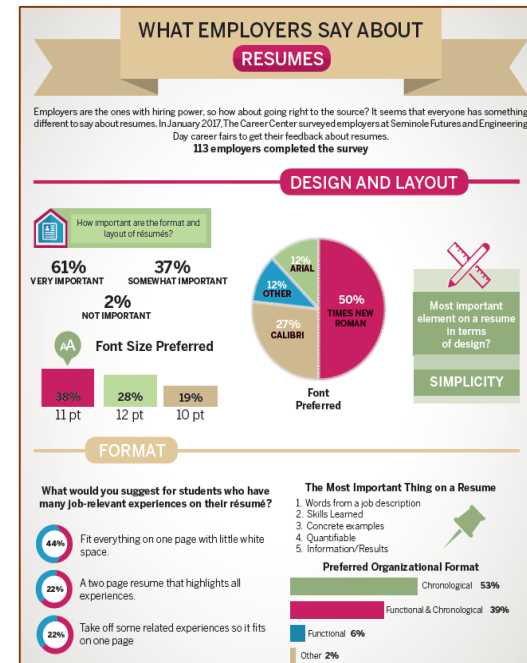Employers are the ones with hiring power, so how about going right to the source? It seems that everyone has something different to say about resumes. In January 2017, The Career Center surveyed employers at Seminole Futures and Engineering Day career fairs to get their feedback about resumes.
113 employers completed the survey

DESIGN AND LAYOUT

How important are the format and layout of résumés?

61% VERY IMPORTANT   37% SOMEWHAT IMPORTANT
2% NOT IMPORTANT

12% ARIAL
12% OTHER
50% TIMES NEW ROMAN
27% CALIBRI
Font Preferred

Most important element on a resume in terms of design?
SIMPLICITY

Font Size Preferred
38% 11 pt   28% 12 pt   19% 10 pt

FORMAT

What would you suggest for students who have many job-relevant experiences on their résumé?

44% Fit everything on one page with little white space.

22% A two page resume that highlights all experiences.

22% Take off some related experiences so it fits on one page

The Most Important Thing on a Resume
1. Words from a job description
2. Skills Learned
3. Concrete examples
4. Quantifiable
5. Information/Results

Preferred Organizational Format
Chronological 53%
Functional & Chronological 39%
Functional 6%
Other 2%

5. Organization

- Key information accents skills, abilities, accomplishments

- Appropriate categories emphasized

- Specifics stand out

- Strongest to weakest

6. Action-Oriented

- Uses positive-action verbs

- Avoids introductory phrases

- Results-oriented descriptions

- Avoids exaggerations or lush adjectives

POSITIVE ACTION WORD LIST

accomplish	contribute	explain	mobilize	repair
account	control	facilitate	model	report
achieve	coordinate	formulate	motivate	research
act	correct	furnish	negotiate	review
administer	counsel	guide	operate	schedule
advertise	create	handle	order	select
advise	dance	hire	originate	sell
aid	delegate	implement	organize	serve
analyze	demonstrate	improve	paint	solve
appraise	decrease	increase	perform	speak
appeal	decide	influence	persuade	staff
arrange	design	initiate	photograph	start
assemble	determine	inspect	plan	structure
assign	develop	install	play	submit
attend	devise	instruct	predict	supervise
audit	diagnose	interpret	prepare	supply
authorize	direct	interview	present	synthesize
budget	discover	invent	preside	talk
build	document	investigate	produce	teach
calculate	draft	judge	program	test
catalogue	draw	landscape	promote	train
chart	edit	lead	propose	translate
clarify	engineer	learn	provide	travel
collect	entertain	listen	publish	tutor
communicate	establish	make	purchase	type
compete	estimate	manage	qualify	understand
complete	evaluate	manufacture	raise	verify
compile	exercise	market	read	write
compose	exhibit	measure	recommend	
conduct	experiment	meet	recruit	

7. Concise

- Uses short, clearly written phrases and paragraphs
- Avoids complete and run-on sentences
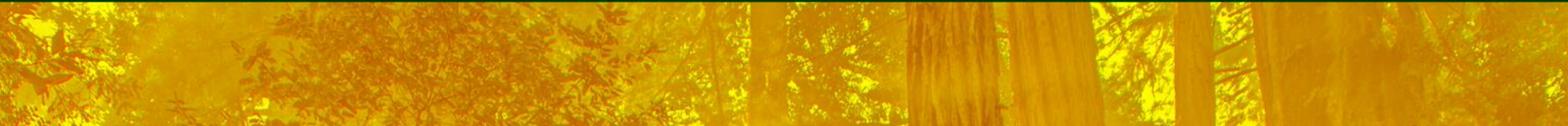- Uses summary statements to condense information
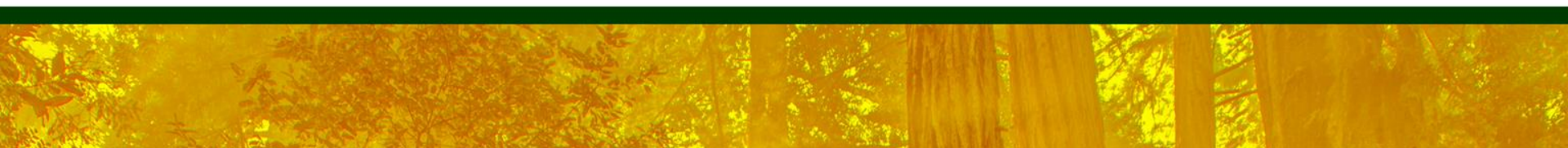
8. Relevance

- ✓ Extraneous material omitted
- ✓ Provides facts
- ✓ Avoids generalities
- ✓ Clear to the reader exactly what was done and why it relates to an objective

9. Controversial Info

- Doesn't raise more questions in the employer's mind than it answers

- Avoids mentioning controversial activities

10. Bottom Line

- How well does the resume present a positive picture of the applicant's qualifications?

- Will it generate a request for an interview?

Pros & Cons of Using the Internet

- Access timely (and often free) employment resources 24/7

- Locate unusual or difficult-to-find career information

- Communicate with many people or resource groups in specialized areas

- Research potential employers/organizations

- Identify position openings by occupation & state

- Promote your personal brand through traditional and less traditional means
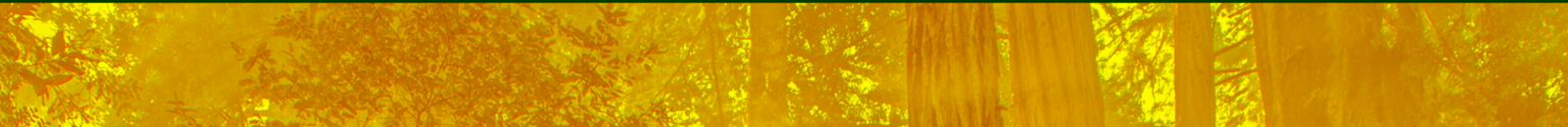
Pros & Cons of Using the Internet

1. Vast amounts of information—issues around quality, currency, etc.

2. Privacy issues—what are some of these?

3. Overuse of Internet & underuse of "traditional resources"

4. Disappearance or relocation of sites

5. Fees for accessing some resources

CIP Perspective

Self-Knowledge

- Use resume and cover letter to communicate your values, interests, & skills

Option Knowledge

- Know what is available & how your qualifications match those positions

Decision Making

- Targeting employers, following through with each CASVE cycle phase

Executive Processing

- Think positively about what you have to offer