

CENTER FOR BUILDING
BUSINESS PROFESSIONALS

RESUME GUIDE



Sam Houston State University
**Center for Building
Business Professionals**
College of Business Administration



McLANE GLOBAL



GETTING STARTED

WHAT IS A RESUME?

A résumé is a snapshot of your experience, skills and qualifications. It is a professional introduction meant to capture the interviewer's attention and convince them that you are an ideal candidate to interview.

DO

- Include current contact information: Phone number, email address, LinkedIn URL, personal website
- Limit the resume to one page if you're a current student or recent graduate
- Use a consistent, easy to read font throughout the résumé (Times New Roman or Arial)
- Use action verbs
- List your references on a separate page

AVOID

- Information on age, marital status, gender, religion, race, political affiliation, or national origin
- Fancy or small fonts
- Any images or clipart
- A picture of yourself
- Creative borders around the résumé document
- Random, unrelated, or off-putting hobbies/interests

PURSUE YOUR EXCELLENCE



DEMONSTRATE THE ATTRIBUTES EMPLOYERS WANT IN YOUR RESUME!

Remember that your involvement in groups and organizations, college jobs and even projects in your coursework can count as experience if relevant to the job you are seeking.

- Strong work ethic
- Initiative
- Analytical/quantitative skills
- Flexibility/adaptability
- Technical knowledge related to the job
- Interpersonal skills (relates well with others)
- Leadership
- Ability to work in a team structure
- Ability to communicate written and verbally with people inside and outside an organization
- Problem solving skills





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ARE YOU ★ CAREER READY?



1 RESUME
READY

4 INTERVIEW PREP
(STAR METHOD)

2 COVER
LETTER

5 PROFESSIONAL
ATTIRE

3 ELEVATOR
SPEECH

6 LINKEDIN

RESUME

Summary Statement

sample student CV.html.indd (36) 294-1713 • Huntsville, TX 77340 • URL to your LinkedIn Profile

Objective

Bi-lingual and creative individual seeking the Marketing Representative position with (insert organization/company name) to provide marketing strategies to create new business opportunities.

Education

1 Sam Houston State University
Bachelor of Business Administration in General Business, 3.93
Minor in Marketing

Huntsville, Texas
May 2020

Relevant Coursework

- Services Marketing Management
- Business Communication
- Professional Selling
- Consumer Behavior

2 EDUCATION

Starbucks- SHSU
Store Manager/Barista

Huntsville, Texas
August 2016-Present

- Establish professional relationships with students, faculty, and staff to increase customer satisfaction
- Design product layouts around store that have increased sales by 5%
- Promote products by creating promotional banners and distributing throughout campus
- Plan and coordinate events to increase store productivity of event and store service simultaneously

3 JOB EXPERIENCE

The Marketing Club
Recruitment Chair

Huntsville, Texas
September 2017-May 2019

- Research and connect to local business to provide networking opportunities for members
- Recruit new members by planning dynamic events and utilizing networking skills
- Organize social awareness events including securing the venue, guest speakers, and coordinating catering
- Create recruitment marketing materials with leadership team to promote the organization

Other Experience

SHSU Campus Callers
Caller

Huntsville, Texas
August 2016-May 2017

- Utilize sales and networking skills to build relationships and persuade contacts to donate to the university
- Assist in raising money for student scholarships, campus development projects, and academic programs
- Update electronic database by collecting contact information from alumni and friends of the university

Skills

- Interpersonal Communication
- Microsoft Office Suite
- Organization
- Spanish (written and verbal)

Honors and Activities

- Dean's List: Fall 2017-Spring 2019
- SAAFE House Volunteer: September 2017-May 2018
- Relay for Life Participant: 2018-2019

STRUCTURE

DESCRIBE YOUR SKILLSETS



WAITSTAFF

- Engaged with customers in a friendly and helpful manner
- Helped restaurant increase sales by 5%

MARKETING INTERN

- Created marketing materials and promotional banners
- Designed product layouts around store that have increased sales by 5%

PERSONAL SHOPPER

- Organized and delivered grocery orders for online customers
- Communicated with customers about orders and pickup times

WAREHOUSE ASSOCIATE

- Received, sorted, and stored inventory
- Operated technology, including scanners and AI systems

YOUTH COUNSELOR

- Supervised children in on-site care center
- Enforced discipline and policies to ensure children's safety

APPLICATION PROCESS



RESUME STANDOUT

GET PAST RESUME ROBOTS

RESUME ROBOTS

RESUME ROBOTS

**Learn how to get your resume past application bots
and into the hands of recruiters!**

Many companies use software that scans and organizes resumes before they even reach a hiring manager.

These systems help businesses filter through large pools of applicants, meaning your resume needs to be optimized to stand out.

Let us show you how to beat the bots and get noticed!



**USE RELEVANT
KEYWORDS**

**LIST
HARD SKILLS**

**TAILOR
WORDS TO
JOB POSTING**





LET'S SEE YOU

Your career path is important to us.
Use these tools inside the guide
to assist you with your resume needs.

CAREER OPPORTUNITIES

- Career readiness
- Internship/job postings
- Employer showcase
- On-campus interviews
- Info sessions/career fairs

CONTACT US

- cbbp@shsu.edu
- 936.294.4932



Scan to learn more about the
Center for Building Business Professionals.

SUCCEED



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**Sam Houston
State University**

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

**CENTER FOR BUILDING
BUSINESS PROFESSIONALS**

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shsu.edu/coba

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