

BEARKATS *get hired*

CAREER SUCCESS CENTER **SECRETS TO RESUME SUCCESS**



**RESOURCES FOR COLLEGE OF
BUSINESS ADMINISTRATION
STUDENTS**

CAREER SUCCESS CENTER SECRETS TO RESUME SUCCESS

WHAT IS A RESUME?

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.

DEMONSTRATE THE SKILLS EMPLOYERS WANT IN YOUR RESUME!

- strong work ethic
- initiative
- analytical/quantitative skills
- flexibility/adaptability
- technical knowledge related to the job
- interpersonal skills
- leadership
- ability to work in a team structure
- ability to communicate written and verbally with people inside and outside of an organization
- problem solving skills

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!

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
- use action words
- list your references on a separate page

DON'T

- include information on age, marital status, gender, religion, race, political affiliation, or national origin
- use fancy or small fonts
- include any images or clipart
- include a photo of yourself
- use creative borders
- include random, unrelated, or off-putting hobbies/interests

DEVELOP GOOD STATEMENTS

Describing job duties and responsibilities in an effective manner can be a daunting task. The process can be simplified by breaking tasks into three distinctive components:

GOAL

the objective purpose of the task

EFFECT

the outcome of the result of the task

SUCCESS

the benefit of the task & how the contribution positively impacted the organization

EXAMPLE

Consider the following task: **Answered phones.**

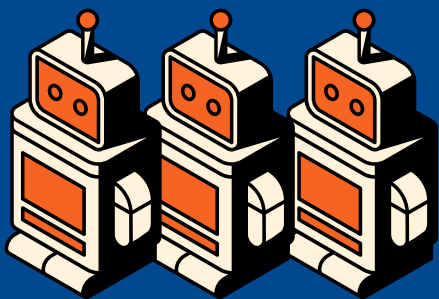
Goal: To answer the phone and direct call to appropriate staff

Effect: Answer the phone quickly and efficiently

Success: Minimized the amount of time a caller had to wait on the phone

Revised Statement: Directed callers to appropriate staff quickly and efficiently, minimizing caller wait time.

APPLICANT TRACKING SYSTEMS



Applicant tracking systems (ATS) are a type of software that act as a human resources database for organizing applicants.

ATS are used by all sizes of companies to sift through large groups of job applicants, and to organize those applicants.

GET PAST RESUME ROBOTS

- **Keywords, such as skills, location, and work experience, are easily the most important part of getting through ATS.**
 - *Generic resumes are not likely to make it through the system successfully.*
- **Creating a "Skills" section on your resume is a great way to include relevant keywords in a natural way.**
 - *When including skills, think hard skills vs. soft skills. Hard skills are concrete, such as "Spanish fluency", "financial analysis", and "Python". Avoid using soft skills such as "hard working", "team player", and "positive attitude". These are better proved in person!*
- **Customizing the keywords in your resume based on the job posting is very important.**
 - *Keywords are often repeated. Be sure to read the job posting carefully.*
- **Use a tool such as Jobscan to check your resume's likelihood to be accepted by ATS.**
 - *Resumes that have lower than 80% compatibility are likely to be rejected, and no employer will ever see it.*
- **Applicant Tracking Systems are constantly evolving.**
 - *Keep up with the changes by using: [JobScan](#)*

UTILIZE O'NET ONLINE FOR RELEVANT KEY TERMS

1. Search the position title you are applying for in the search bar on O*NET Online's home page.
2. Find the position most closely related to one for which you are applying
3. Read the **tasks**, **skills**, and **abilities** sections.
4. Follow the same three steps for the position you are listing in the **experience** section of your resume.
5. Use similarities between the two positions to create bullet-point statements in your **experience** section by utilizing the above guidelines!

<https://www.onetonline.org/>

SAMPLE RESUME TEMPLATE

Sammy Bearkat

samanthastudent@shsu.edu • (936) 294-1713 • 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

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

Related Experience

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 campus events to ensure productivity of event and store service simultaneously

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 improvement 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: 2016-2017



Career Success Center

SAM HOUSTON STATE UNIVERSITY
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

936.294.1713 | shsu.edu/careersuccesscenter