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Lesson Proper for Week 7

3. Write a winning resume introduction.

Placed at the top of your resume, a well-written resume introduction briefly introduces your key qualifications and skills, and convinces employers to continue reading your application.

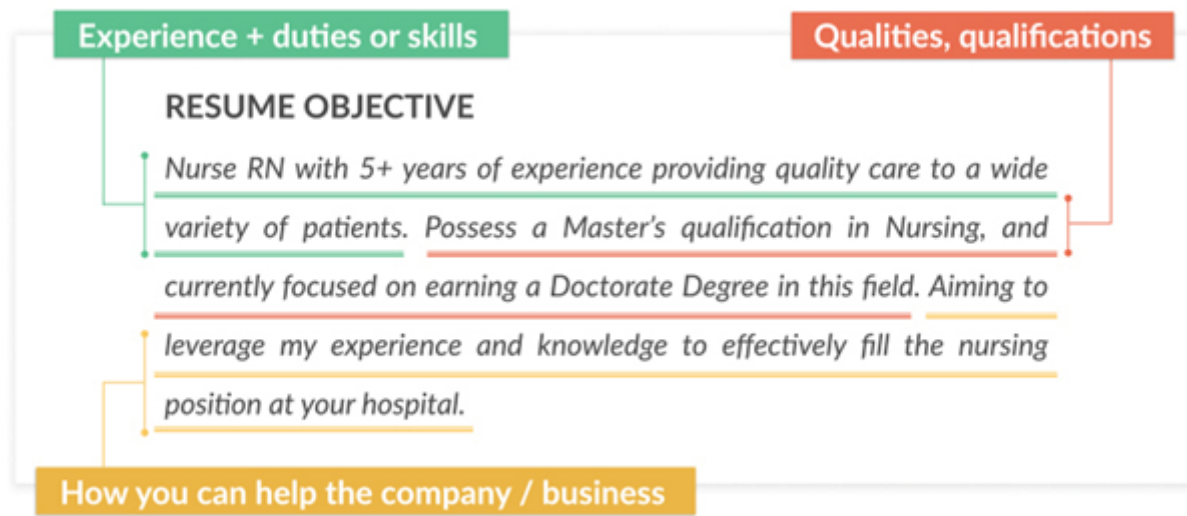
There are many different types of resume introductions used by job seekers today, including the:

- Resume objective (also known as a career objective)
- Resume summary (also called a professional summary)
- Summary of qualifications (or qualifications summary)
- Resume profile (sometimes referred to as a professional profile)
- Resume personal statement
- Resume "About Me" section

However, the two most commonly used introduction styles (and the ones we recommend most candidates use) are the resume objective and the resume summary.

Resume Objective

A resume objective (or career objective) is a 2–3 sentence statement that provides an overview of your skills and experience, and explains why you're interested in the position. This introduction is best if you're an entry-level candidate because it focuses on your career ambitions.



Career Objective Example 1: Bartender

Lead bartender with 4+ years' experience in cocktail preparation and creation, and a bartending license certified by the District of Columbia. Possess a deep knowledge of local craft beers, wine, spirits, and cocktails, as well as their optimal food pairings. Seeking to leverage my bartending skills to fulfill the Head Bartender position at your restaurant.

Career Objective Example 2: Nurse RN

Nurse RN with 8+ years of experience in providing quality care to a wide variety of patients. Possesses a master's qualification in nursing and currently focused on earning a doctorate degree in this field. Aiming to leverage my experience and knowledge to effectively fill the nursing position at your hospital.

Career Objective Example 3: Middle School English Teacher

An organized professional with proven teaching, guidance, and counseling skills. Possess a strong track record in improving test scores and teaching effectively. Ability to be a team player and resolve problems and conflicts professionally. Have the ability to communicate complex information in a simple and entertaining manner. Looking to contribute my knowledge and skills in a school that offers a genuine opportunity for career progression.

4. Highlight Your Relevant Work Experience.

Your work experience section is the most essential part of your resume because it's the best representation of your qualifications.

If you lack formal work experience, simply title this section "Relevant Experience" and use it to highlight details about your volunteer work, extracurricular, or relevant school coursework.

To create a logical and informative work experience section, list your relevant experience from most recent (at the top) to least recent (at the bottom). For each job, list the following information:

- Your title
- Company name
- Company location (city and state)
- Dates of employment (month and year)

If you're still currently working at a company, you can simply write "[month], [year]–present" for the employment dates.

A general rule is that each job title includes about 3–5 bullet points of your main duties and achievements working in that role.

3 parts of a strong bullet point:

- 1st: Action verb (should always be first)
- 2nd: Quantifiable point
- 3rd: Specific and relevant job duty

Example 1:

Trained 5+ cashiers, managing their cash limits and guaranteeing quality customer service at all times.

Example 2:

Spearheaded the development of the first media kit amalgamation for all company projects, increasing national sales by 8%.

One reason the above bullet points are effective is that they use *action verbs* to grab the attention of hiring managers. Describing your experience using strong action verbs helps illustrate to employers what you've accomplished and what kind of skills you have.

Tips:

Adding a quantifiable or measurable accomplishment to each experience will give the hiring manager confidence in your abilities. In addition, you should ensure each of your job duties is specific, with the most important duty listed as your first bullet point.

Tailor your experience to the job advertisement

One strategy for making your experience section even better is to create it with a specific job in mind. Start by looking through the ad for the position you want. Find any skill-related keywords and occupation-specific nouns in the ad, then spread them throughout your resume when possible. This strategy is a great way to strike a chord with the hiring manager and show them that you're the perfect candidate for their specific advertised job.

Marketing Specialist

\$50,000 - \$60,000 a year - Full-time, Part-time
Employer actively reviewed job 6 days ago

Apply Now



The marketing communications specialist will have an innovative and creative mindset that enables him/her to support the development of impactful marketing and branding campaign deliverables including digital assets, product and capabilities collateral, demos and videos, advertisements and trade show materials.

The role is highly collaborative between the trade show and events team, our business communications team, and our internal and external creative agencies.

Specific Responsibilities

- Collaborate with communications teammates to support the development of marketing/branding materials and go-to-market promotions that support business communications plans.
- Execute outbound marketing activities by displaying expertise in areas including advertising and content development.
- Work with external agencies and vendors to execute marketing programs.
- Serve as the primary liaison between the marketing and branding team and the trade show team – to execute trade show branding and event marketing plans.
- As project manager for key branding projects/campaigns, develop project plans and schedules, provide regular updates and status reports and lead team meetings for projects.
- Support adherence to corporate identity guidelines – including but not limited to those for communications campaign assets, site and facility branding and trade shows.
- Analyze and report on the performance of brand marketing activities.

For an aspiring marketing specialist, there are numerous language cues spread throughout this advertisement. It's up to the job seeker to capitalize on them.

Using the ad above, we've created three tailored example experience bullets for a resume where the applicant has one year of relevant experience.

3 Example Experience Bullets (based on the job ad)

The example below demonstrates how to candidate strategically pepper the verbs and nouns/skills found in the job ad into your work experience section:

Taylord's Marketing Firm, Reno, NV

July 2017 – August 2018

- Collaborated with the outreach department to develop innovative marketing solutions for 6 unique products
- Developed branding materials for a new mobile app, resulting in a 14% increase in sales
- Analyzed weekly performance statistics, ensuring that effectiveness of outbound marketing activities

5. Create a Clear Education Section

Having a clear education section is essential for your resume, especially if you're a recent college graduate or have minimal work experience. If you lack professional experience but have a good track record in school (high grades, club participation, honors, etc.), your education section should be highly detailed to highlight all of your education-related accomplishments. On the other hand, if you possess more than a few years of professional experience, then it's appropriate to keep your education section short and sweet.

Additionally, if you are a student or recent graduate, list your education section above the experience section of your resume. This way, you emphasize your most marketable qualifications at the top of the page.

Here are the main points to include in a standard education section:

- **The names of your university, community college, or technical school** (Do not include high school unless you didn't attend college)
- **Location of the schools** (city, state)
- **Date of graduation** (month, year)
- **Degree(s)**
- **GPA** (only include GPA on your resume if you're writing a college graduate resume and your GPA is above 3.0. Round up to the first decimal place, and use this format: 3.5/4.0)

Additionally, include relevant coursework on your resume if you are a recent graduate and do not have much work experience yet.

Here are two examples demonstrating how to format your education section:

Example 1 (Experienced Candidate)

- Successfully reduce operational costs by 17% through detecting and decommissioning unused hardware resources
- Ensure high system availability, avoiding \$175K in downtime losses and obtaining 90% client satisfaction ratings

EDUCATION

Bachelor of Arts in Economics

American University, Washington, D.C., Graduated 2019

Example 2 (Recent College Graduate)

EDUCATION

Bachelor of Arts in Political Science

New York University, New York City, Graduated 2020

Relevant Coursework: International Politics, Economics, Public Polling, Data Analysis, Electoral Process

Honors: magna cum laude (GPA: 3.7)

PROFESSIONAL EXPERIENCE

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