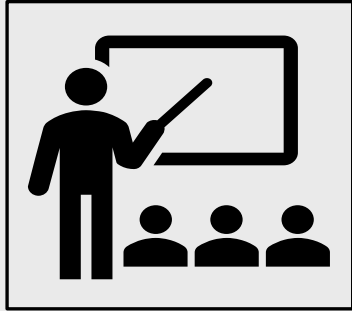
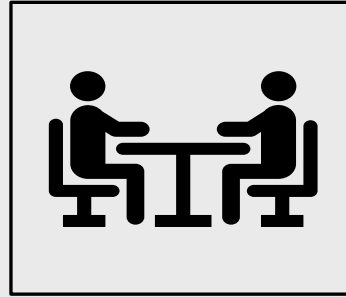


RESUMES FOR THE INSTITUTE FOR THE INSTITUTE FOR ADVANCED ANALYTICS RESUME BOOK: CLASS 1

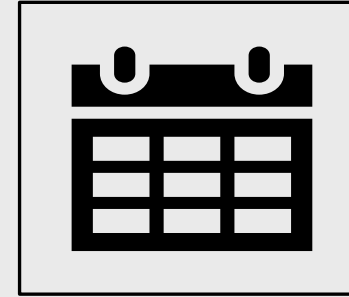




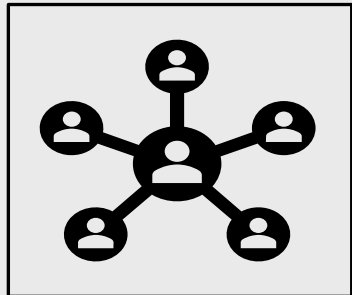
August 21-28: Classes



September-October:
Optional résumé
consultations with Kate



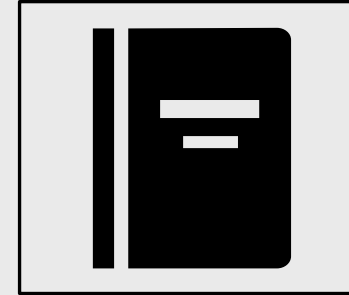
November 1:
Practicum descriptions
due



November 3: Peer
Review with practicum



November 6: Resumes
due



First week in December:
Résumé Book

FIRST NAME LAST NAME

📞 xxx-xxx-xxxx ✉ Email@ncsu.edu 🐙 GitHub 🔗 LinkedIn Link

Professional summary highlighting your experiences and specific skill set with a focus on relevant qualifications. Skilled in the following areas:

Software (optional): SAS, SQL, R, Python
Statistical Concepts (optional): Example, example, example, example
Certifications (optional): Example, Example, Example

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Master of Science in Analytics Month Year
Institute for Advanced Analytics, NC State University, Raleigh, NC

Degree Month Year
University, City, State

PRACTICUM

COMPANY
Role (Optional: Team Lead, Scrum Master, Technical Lead, etc...)

- Sponsor-approved content
- Sponsor-approved content
- Sponsor-approved content
- Sponsor-approved content
- Sponsor-approved content

PROFESSIONAL EXPERIENCE

COMPANY City, State
Job Title Month Year—Month Year

1-3 lines broadly describing your responsibilities (optional).

- Use strong active verb to show key accomplishment, parallel structure, and quantify
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Professional Overview and Skills



Education



Practicum

Class 1: 8/22

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Professional Overview and Skills



Education



Practicum

Class 1: 8/21



Work Experience and/or Academic Projects



Academic Projects, Volunteer, Publications, Organizations

Class 2: 8/28

WHAT TO KNOW



Amy Miller (She/Her) • Following

Sr. Recruiter - I build the teams that build the satellites. Recruiting Truth Telle...

4d • 🌐

Well, if you ask 10 recruiters, you'll probably get 17 different answers 😅

Sure it would be great to have a single POV that we could all agree on, but what fun would the comments be then?

This class reflects best practices for OUR résumé book

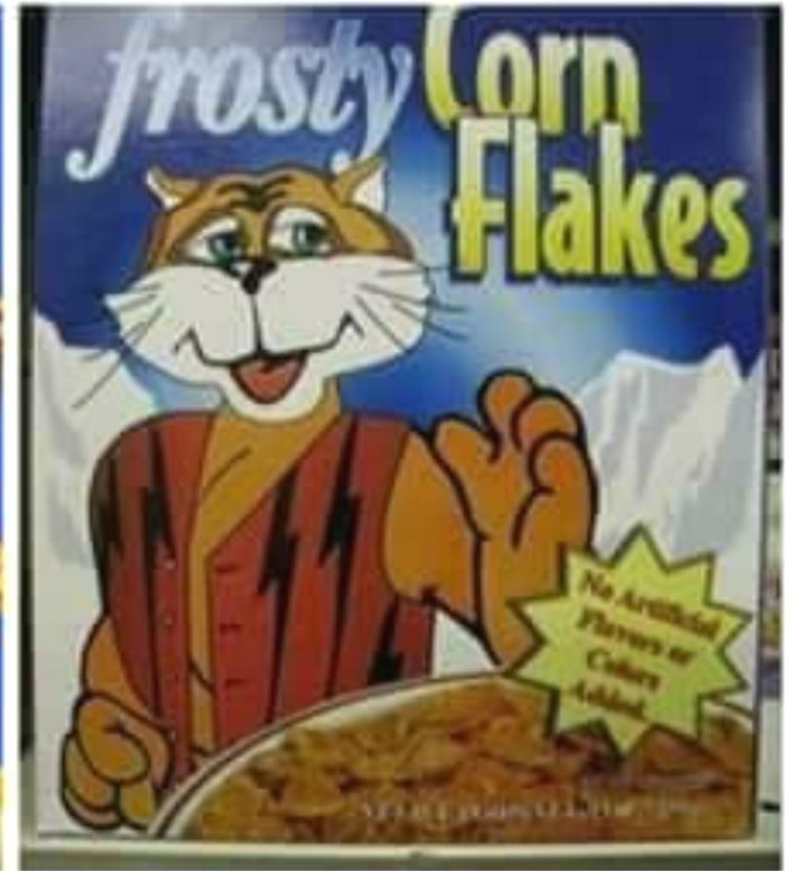
Goal of résumé is to get the interview, not the job

We help, but you do the heavy lifting

- Review your résumé multiple times
- Divorce yourself from your experiences and think like a hiring manager
- Turn your résumé in on time

BRANDING: IT MATTERS

"They're grrreat!" vs "Dey aiiiiiight."



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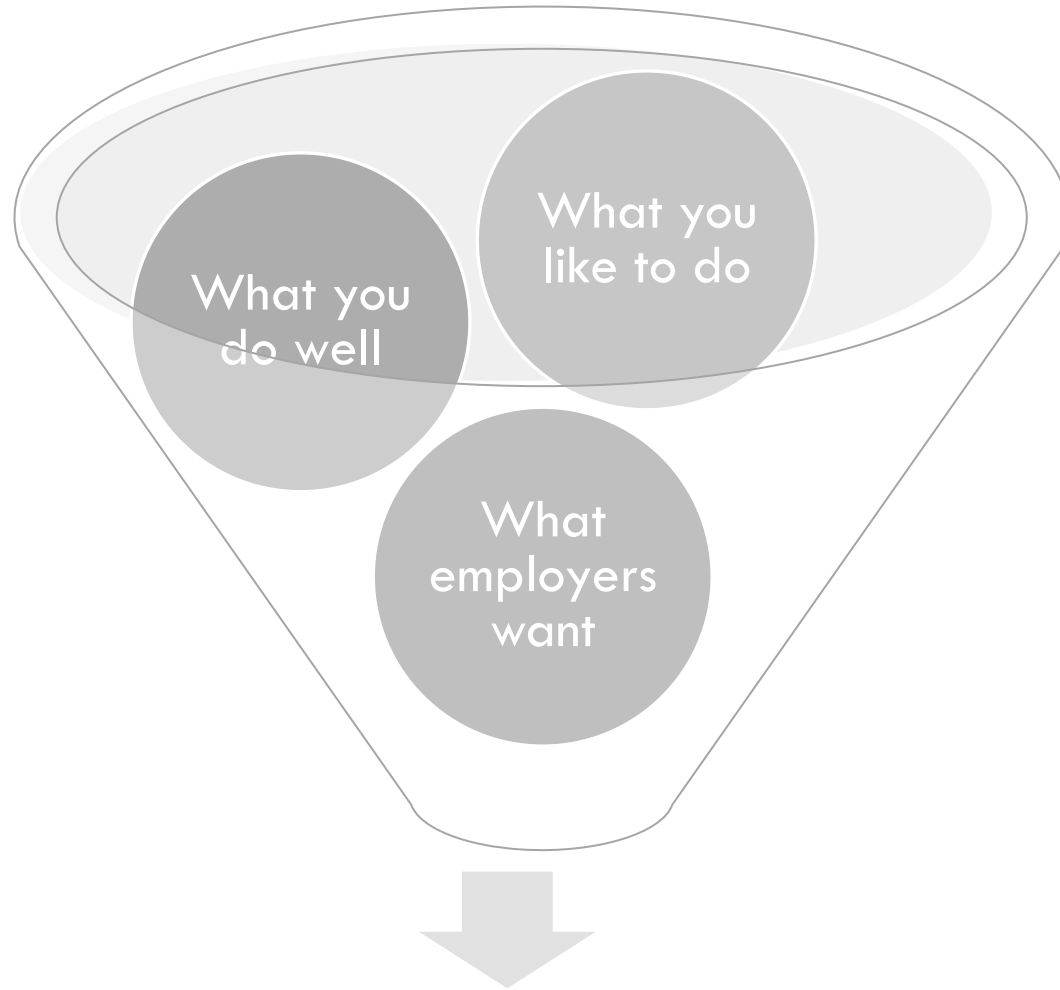
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Professional Overview and Skills



PROFESSIONAL OVERVIEW: WHAT IS IT?



1-4 sentences
describing who
you are and the
value you bring
to an
organization.

Professional Overview



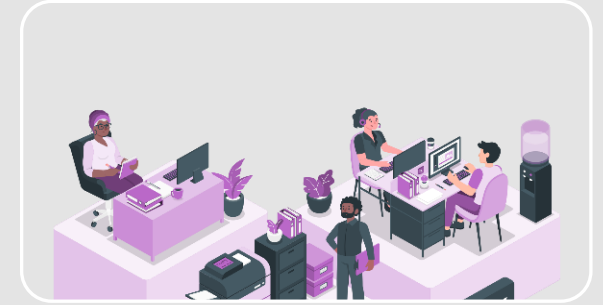
What you do well:

- Use the worksheet
- List your strengths: coding, statistical equations, solving problems, collaborating, communicating, modeling, EQ, MBTI, Clifton Strengths
- BRIEFLY describe evidence of your success for each strength



What you like to do:

- List examples of time you've felt fulfilled at work/school
- Describe what you liked about the work



What employers want:

- Read the employer report: http://analytics.ncsu.edu/?page_id=248
- Find companies that interest you
- Review their careers page and make a list of common skills needed

PROFESSIONAL OVERVIEW: HOW TO WRITE IT

What you like to do + what you do well = noun + modifier/modifying phrase

I like thinking about business; I have 3 years' experience as an analyst =

- Business oriented analyst with 3 years of experience

I like to solve problems; I'm good at being creative and seeing different approaches =

- Flexible problem solver/Creative problem solver/Out-of-the-box problem solver

I like to work with others; I'm good at thinking analytically about problems =

- Analytically minded collaborator

MIX AND MATCH OPTIONS FOR PROFESSIONAL OVERVIEW

Nouns	Modifiers	Modifying Phrases
Stats lover Collaborator Model Creator Problem Solver Negotiator Visionary Storyteller Innovator Difference Maker Expert (be prepared to defend) Entrepreneur Professional	Strategic Out-of-the Box Compelling Creative Shrewd Thoughtful Insightful Meticulous Methodical Enterprising Systematic Precise	With Fluent in Adept at Experienced in Skilled at Knowledgeable about Proficient in Accomplished in Well versed in Expert at (use judiciously) Practiced in Capable of

PROFESSIONAL OVERVIEW: HOW TO WRITE IT

Define relevant skills for your audience:

Job Ad Qualifications:

You have proven experience as a Data Scientist using advanced statistical modeling to drive product development.

You have experience presenting findings with clear product recommendations or implications.

You are capable of taking on loosely defined problems and translating complex thinking into practical application for diverse audiences.

You can communicate in succinct and inspiring ways to audiences with varied data science experience to influence real world product or feature decisions.

You are proficient in Python and SQL

PROFESSIONAL OVERVIEW: HOW TO WRITE IT

Define relevant skills for your audience:

Job Ad Qualifications:

You have proven experience as a Data Scientist using **advanced statistical modeling** to drive product development.

You have experience **presenting** findings with clear product recommendations or implications.

You are capable of taking on loosely defined problems and **translating complex thinking into practical application for diverse audiences.**

You can **communicate** in succinct and inspiring ways to audiences with varied data science experience to **influence** real world product or feature **decisions.**

You are proficient in **Python** and **SQL**

PROFESSIONAL OVERVIEW: HOW TO WRITE IT

Add a Bridge Phrase or Action Statement relevant to what companies want:

Job Ad Qualifications:

advanced statistical modeling | presenting | translating complex thinking into practical application for diverse audiences | communicate | influence decisions | Python, SQL

Your Professional Overview:

Compelling **storyteller** utilizing **advanced statistical modeling** and **Python** to **influence business decisions** and **communicate** to **audiences with varied technical experiences**.

What you're good at + what you like to do + what companies want = Professional Overview

PROFESSIONAL OVERVIEW: HOW TO WRITE IT

Recent Graduate in Related Field

- Mathematically minded troubleshooter leveraging statistical modeling to generate insights from large-scale datasets and translating complex thinking into practical application for diverse audiences. Practiced in using R and Python to understand problems and generate insights.
- Flexible problem solver adept at applying data analysis techniques and developing predictive models to identify trends. Determined and objective-focused achiever with robust programming and statistical background. Detail-oriented with excellent communication and interpersonal abilities.

Recent Graduate in Unrelated Field

- Analytically minded self-starter with keen curiosity for new knowledge who facilitates cross-team collaboration and communicates results to audiences with varying technical acumen. Passionate and adaptable with proven analytical and teamwork abilities.
- Enthusiastic problem-solver with a commitment to continuous self-improvement. Experienced at communicating challenging or complex ideas in an understandable manner and adept at critically assessing assumptions to ensure that deliverables meet high standards.

PROFESSIONAL OVERVIEW: HOW TO WRITE IT

Related Professional Experience

- Motivated data scientist and statistician with a passion for creating innovative solutions to unique obstacles. Strong ability to create predictive models, interpret results, and offer technical insights. Proven ability to deliver technical functionalities that augment business value and provide insights.
- Experienced data scientist adept at using advanced statistical modeling to generate insights from data and translating complex ideas into practical applications for diverse audiences. Skilled at facilitating communication between individuals in different job functions.

Unrelated Professional Experience

- Marine Corps Veteran turned data professional, committed to making a difference by transforming large-scale data into practical solutions. Technical communicator with the versatility to adapt to changing roles and new projects while meeting the needs of organizations by filling leadership and supporting roles as needed.
- Business-oriented data enthusiast with 5+ years of leadership experience and a proven track record of influencing business decisions and communicating to audiences with varied technical experiences. Experienced in project management with proven success in owning deliverables and presenting final product to stakeholders.



Write in first person implied, not first person. No “I”.



Be prepared to defend your position. Anything on the resume is fair game.



Use the worksheet, and come see Kate if struggling.

SKILLS

When your resume feels too short so you start adding random “special skills”



SKILLS: WHAT TO INCLUDE

Your Brand
(Skills You
Like AND
Are Good
At)



Skills
Employers
Want



Relevant
Skills

SKILLS: WHAT TO PRIORITIZE

Including key skills increases likelihood of getting an interview by 59%

(TLNT, 2019)

- Employers want soft skills but search for hard skills
 - Include 2:1 ratio of hard to soft skills and use soft skills within context
- Only include actual skills/certifications, not aspirational ones

SKILLS: HOW TO WRITE ABOUT SOFT SKILLS

Put soft skills in context rather than merely listing them.

Instead of “team player”

- Led cross-departmental training for Agile framework

Instead of “strong communicator”

- Presented Tableau dashboard to non-technical audiences and highlighted business takeaways for c-suite executives

Instead of “highly motivated”

- Independently learned Python and automated web scraping process

SKILLS: HOW TO FORMAT

Bad Example:

Skills:

- Machine Learning Models
- SAS
- Excel
- Python Certification
- Tableau



SKILLS: HOW TO FORMAT

Use keyword anchors

Better Example:

Skills

Programming: SAS, R, Python

Software: Tableau, AWS, Microsoft Azure

Certifications: SAS Certified Specialist: Base Programming Using SAS 9.4

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Education



EDUCATION: WHAT TO DO

Do

Include degrees in reverse chronological order

Specify the type of degree (Bachelor, Master, Associate—only if relevant AND different from Bachelor's degree)

Include the college name and location (city and state)

List honors

Be consistent when listing degree titles

☒ Yes: Bachelor of Arts in English | Master of Science in Analytics

☐ No: BA in English | M.S. in Analytics



EDUCATION: WHAT NOT TO DO

Don't

Include high school activities

Include GPA

Include an “s” or ‘s on the degree (Bachelors, Master’s), and do not follow the type of degree with the word *degree*.

☒ Yes: Bachelor of Arts | Master of Science in Analytics

☐ No: Bachelor’s of Arts | Masters of Science in Analytics

Repeat city and state if it’s already included in the name of the school

☒ Yes: University of North Carolina at Chapel Hill

☐ No: University of North Carolina at Chapel Hill, Chapel Hill, NC

FIRST NAME LAST NAME

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Practicum



PRACTICUM



Work with your practicum sponsor and team to develop bullet points

- Address overall business goal of project (to the extent allowed by your sponsor)
- Focus on analytical tools and techniques (be specific when possible)
- Include any programming languages and/or software used

NDA Special Considerations

- Generalize the description without discussing the specific context
- Discuss methodological challenges separate from project context and the general nature of data without discussing specific variables
- Refer to the modeling goals as target variables without mentioning what they are

Practicum Bullets due by NOVEMBER 1!

TEMPLATES

Why do we have to use a résumé template?

- Employer-focused structure
- Reader-friendly formatting
- Cohesive look
- Easy updating

Can customize the font type, size, and spacing



WHAT TO WORK ON NOW

1. Fill out Professional Overview worksheet
2. Review possible and begin adding your information for first 3 sections
3. Wait till after next class before filling in last few sections



RESUMES FOR THE INSTITUTE FOR THE INSTITUTE FOR ADVANCED ANALYTICS RESUME BOOK: CLASS 2



WRITING RESUME BULLETS

What

- What did you do? What actions did you take?
- Example: Developed an accounts receivable projection model

Why

- Why did you do it? What is the benefit to the organization?
- Example: To reduce forecasting error

How

- How did you do it? What techniques/software did you use?
- Exponential smoothing

WRITING RESUME BULLETS

Strategies for Writing Effective Bullets

1. Lead with action verbs and results



consigliere
@moyodre



How would you write “I changed a light bulb” on your resume?



M
@MuyiwaSaka



Single-handedly managed the successful upgrade and deployment of new environmental illumination system with zero cost overruns and zero safety incidents.

LEAD WITH ACTION VERBS AND RESULTS

Action verbs increases likelihood of getting an interview by 140% (TLNT, 2019)

Okay: Responsible for developing accounts receivable project model

Better: Used exponential smoothing to develop accounts receivable projection model and reduce cash flow forecast error by 30%

Best: Reduced cash flow forecast error 30% by developing accounts receivable projection using exponential smoothing

LEAD WITH ACTION VERBS AND RESULTS

Okay: Tasked with moving (implies passivity) Excel reports into dashboard

Better: Transformed Excel reports into interactive PowerBI dashboards, reducing staff time

Best: Reduced staff time 25% for 3 people every week by transforming Excel reports into interactive PowerBI dashboards

WRITING RESUME BULLETS

Strategies for Writing Effective Bullets

1. Lead with action verbs and results
2. Quantify accomplishments



consigliere
@moyodre



How would you write “I changed a light bulb” on your resume?



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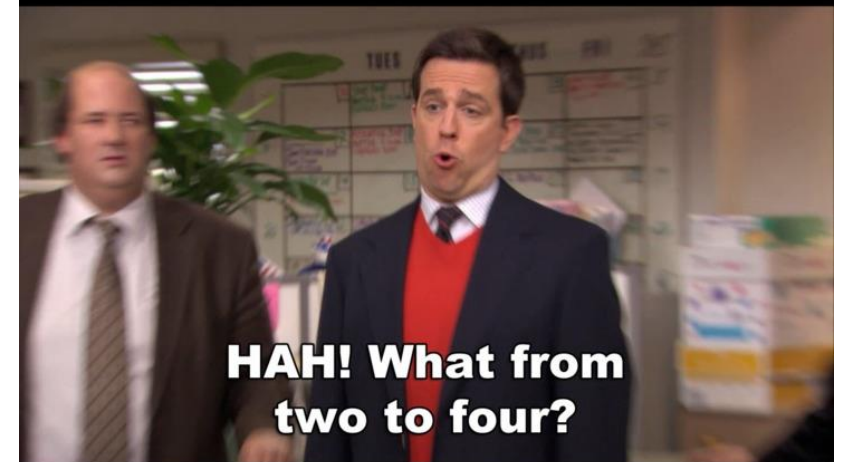
Single-handedly managed the successful upgrade and deployment of new environmental illumination system with zero cost overruns and zero safety incidents.

QUANTIFY ACCOMPLISHMENTS

Quantifying results increases likelihood of getting an interview by 40% (TLNT, 2019)

Include numbers to show

how much, how many, or how often



QUANTIFY ACCOMPLISHMENTS

XYZ Company
Marketing Director

Raleigh, NC
01/2020-07/2022

- Managed yearly marketing budget and staff.
- Oversaw opening of new branch in Arizona, increasing company-wide sales.
- Increased website traffic and managed digital marketing strategies to maximize top-of-mind within target market and drive brand visibility.

QUANTIFY ACCOMPLISHMENTS

XYZ Company
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- Increased website traffic and managed digital marketing strategies to maximize top-of-mind within target market and drive brand visibility.

XYZ Company
Marketing Director

Raleigh, NC
01/2020-07/2022

- Managed yearly marketing budget of **\$200,000** and **3** direct reports.
- Oversaw opening of new branch in Arizona, **doubling** customer base and increasing company-wide sales by **20%**.
- Increased website traffic **30%** by creating and managing digital marketing strategies to maximize top-of-mind within target market and drive brand visibility.

WRITING RESUME BULLETS

Strategies for Writing Effective Bullets

1. Lead with action verbs and results
2. Quantify accomplishments
3. Be concise



consigliere
@moyodre



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BE CONCISE

What to Do

- Use no more than 2 lines per bullet
- Use no more than 5 bullets per job



How to Do It

- Separate Tasks from Accomplishments (optional)
- Use ChatGPT to reduce wordiness

SEPARATE TASKS FROM ACCOMPLISHMENTS

Optional Strategy (helpful for someone with specific, quantifiable results)

Tasks

Everyday responsibilities that everyone with the same job title shares

Accomplishments

Specific impact of YOUR work

SEPARATE TASKS FROM ACCOMPLISHMENTS

ABC Tutoring

Raleigh, NC

Lead Tutor

08/2020-06/2022

Worked as lead tutor in math and science. Communicated students' progress regularly to parents, teachers, and company leadership. Developed one-on-one customized education plans for 13 advanced high school students.

← **Tasks**

- Improved grades by 10 points, on average, for 10 out of 13 tutees
- Communicated effective strategies for tackling regression models, linear, quadratic, and exponential functions
- Awarded "Tutor of the Month" 2 times in 3 years for above average performance

← **Accomplishments**

NO PROFESSIONAL EXPERIENCE?

Include Academic Projects and/or Volunteer Work

Follow Same Procedures

1. Lead with action verbs and results
2. Quantify accomplishments
3. Be concise

* If no professional experience other than customer service type jobs, consider moving academic projects before work



ACADEMIC PROJECTS

Final Project for Business and Finance Management

- Led 4-person team in capstone consultancy project for local tech startup
- Collaboratively designed goals and approach to revitalizing the company's revenue and marketing strategy
- Produced 120-page business plan, including new mission statement, short- and long-term goals, and marketing as well as HR plans
- Analyzed \$1M+ in revenues and expenses, reviewed financial breakdowns, and proposed new financial processes and procedures

VOLUNTEER WORK

Frontrunners Atlanta, Community Outreach Lead

Led the fundraising committee charged with securing donations and sponsorship. Assisted in all planning, volunteer training, and fundraising for Atlanta Pride Run.

- Raised over \$80K for local AIDS organizations through leading community outreach and sponsorship efforts.
- Secured 3 new corporate sponsors: Lowes Foods, Target, and Diane's Bagels.



FORMATTING

FONT SIZE/TYPE



Need space? Change font type. Don't go below 10 point font.

This will allow you to see font size differences, Calibri, 14 point font

This will allow you to see font size differences, Arial, 14 point font

This will allow you to see font size differences, Tahoma, 14 point font

This will allow you to see font size differences, Verdana, 14 point font

POSSIBLE TEMPLATE CHANGES

You Can

- Change font type and size (don't go below 10)
- Add or remove jobs under experience section
- Move, or take away optional section to discuss volunteer work/publications/organizations/military experience
- Alter white space between sections/headings if needed

FORMATTING

Strategies for customizing your format:

- Format painter
- Spacing Adjustments
- Font selection



RESOURCES

Books:

Motivated Résumés and LinkedIn Profiles by Brian Howard

Modernize Your Résumé by Wendy Enelow and Louise Kursmark

Resources:

National Résumé Writers' Association, www.thenrwa.org

Images:

Story Set, SlidesGo

Icons made by Freepic from www.flaticon.com