Revamp Your Resume

Laurie Haskell-Woerner Career Advisor

Agenda

- General Advice
- Section-by-section tips
 - Content
 - Formatting
- Creative resumes
- Q&A

General Advice

Resume writing is both art and science.

A resume gets you an interview, It does NOT get you a job!





How long, on average, will recruiters spend reading your resume?

As little as 6 seconds!*

*The Ladders eye tracking study

In 6 seconds, recruiters see...

- Name
- Current job title/company
- Previous job title/company
- Previous job start/end dates
- Current job start/end dates
- Education
- Relevant keywords

Source: The Ladders – Keeping an Eye on Recruiter Behavior



Employers want to:

- Find out what you know your skills and strengths
- Determine how fast you could get to work
- Understand why you are applying for this position, how does it make sense as a next step

Do you "fit"?

Your resume should be:

- Targeted
- Supportive of your "brand"
- Concise & interesting
- Accomplishment-driven

Interesting!



Your resume should not be:

- All inclusive of your entire career (a "CV")
- A simple chronology of your jobs
- A list of all of your job responsibilities





Resume Review: Content

3249 18th Street San Francisco, CA 00000 415.222.1548 | pcandersen@gmail.com www.conman.com

Professional Profile

A former Python and Java programmer with newly acquired skills, an insatiable intellectual curiosity, and the ability to mine hidden gems located within large sets of structured, semi-structured and unstructured data. Able to leverage a heavy dose of mathematics and applied statistics with visualization and a healthy sense of exploration.

Education

University of California, Berkeley – Master of Information and Data Science

2015 (anticipated)

Part-time, two classes per semester; Relevant Courses include: Research Design & Applications for Data & Analysis, Exploring & Analyzing Data, Visualizing and Communicating Data

University of Wisconsin, Madison – Bachelor of Computer Science

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Skills and Tools

- NoSQL data stores (Cassandra, MongoDB)
- · Hadoop, MySQL, Big Table, MapReduce, Mahout
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Experience

Data Analyst

Accelerated Pipeline

San Francisco, CA

2012 - present

- Work closely with various teams to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.
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- Collaborate with product teams to develop and support our internal data platform and to support
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Required Sections:

- Name
- Contact Information
- Education
- Professional Experience

Recommended:

- Skills / Tools
- Professional Profile
- Projects

Optional:

- Honors / Awards
- Publications
- Patents

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Professional Profile:

- Recommended, but not required
- "Sets the stage" & introduces your brand
- Helpful for career changers
- Don't be redundant of your experience section
- Keep it brief: 2 4 sentences
- Usually written in implied first person (no personal pronouns)

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Education:

- Undergrad, grad, relevant non-degree coursework
- Position near the top if: you are in school, recently graduated, or MIDS is pivotal to your target job
- May include list of relevant courses
- Don't need to list full attendance dates or include months (keep it consistent)
- Note future graduation date as "anticipated"

University Name	
Yes	No
University of California, Berkeley (with a comma)	University of California at Berkeley (do not use 'at')
UC Berkeley (with a space)	University of California – Berkeley or UC-Berkeley (do not use a hyphen)
	U.C. Berkeley (do not use periods in 'UC')

Degree Name	
Yes	No
Master of Information and Data Science) ('Master' is singular; use 'of' not 'in'; capitalize when writing the full degree name.)	Master of Data Science
	M.A. (or master of arts) or M.S. (or master of science)



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Skills & Tools:

- Highly recommended
- Technical skills only
- Tailor this to the job!
- Use descriptors carefully ("advanced", "proficient", etc.) or not at all

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Experience:

- Keep it relevant, tailored
- Can include internship / unpaid / volunteer
- Be sure to showcase
 YOU and not just the company / projects
- Start descriptions with action verbs; check verb tense
- Use relevant keywords
- Use consistent punctuation

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Experience:

- Describe your
 accomplishments:
 include why, how,
 who, impact/results,
 and/or skills used
- Quantify where applicable
- Showcase transferable skills
- Only include relevant details

Accomplishments

- Saved money/Increased revenue
- Saved time/Increased efficiency
- Improved a process, service, or product in a tangible or measurable way
- Reduced errors in a process
- Won award/recognition
- Completed project on schedule and on budget
- Completed project ahead of schedule and under budget
- Led team to success (describe success)
- Exceeded goals (describe how far you exceeded)
- Describe scale ("managed team of 10 analysts"; "managed projects with budgets up to \$5 million")



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Projects:

- Highly recommended for career changers
- Great for showing off NEW skills / strengths
- Include project title, brief description, tools used, affiliation, date
- Be specific!
- For group projects, focus on YOUR role
- Position high or low on resume depending on relevance of your other content.

Resume Review: Format

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Core Competencies

Strategic Thinking: Able to influence the strategic direction of the company by identifying opportunities in large, rich data sets and creating and implementing data driven strategies that fuel growth including revenue and profits. Modeling: Design and implement statistical / predictive models and cutting edge algorithms utilizing diverse sources of data to predict demand, risk and price elasticity. Experience with creating ETL processes to source and link data. Analytics: Utilize analytical applications like SAS to identify trends and relationships between different pieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategies that drive

Drive Enhancements: Develop tools and reports that help users access and analyze data resulting in higher revenues and margins and a better customer experience.

Communications and Project Management: Capable of turning dry analysis into an exciting story that influences the direction of the business and communicating with diverse teams to take a project from start to finish. Collaborate with product teams to develop and support our internal data platform and to support ongoing analyses.

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Conduct cost and benefit analysis on new ideas.

Assist in developing internal tools for data analysis.

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3249 18th Street, San Francisco, CA 00000 415.222.1548 pcandersen@gmail.com www.conman.com

Professional Profile

A former Python and Java programmer with newly acquired skills, an insatiable intellectual curiosity, and the ability to mine hidden gems located within large sets of structured, semi-structured and unstructured data. Able to leverage a heavy dose of mathematics and applied statistics with visualization and a healthy sense of exploration.

Name: Make it large! Suggested 18-24pt. font.

Peder Connor Andersen

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Contact Info: Can be smaller font (9-11pt). Recommended: city/state, phone, email, LinkedIn, website/portfolio; street address is optional.

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Education

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Core Competencies

Strategic Thinking: Able to influence the s data sets and creating and implementing c Modeling: Design and implement statistica data to predict demand, risk and price elas Analytics: Utilize analytical applications lik draw appropriate conclusions and translat value.

Drive Enhancements: Develop tools and remargins and a better customer experience **Communications and Project Management** direction of the business and communication product teams to develop and support our

Skills and Tools

- NoSQL data stores (Cassandra, MongoE
- Hadoop, MySQL, Big Table, MapReduce
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascrip

Experience

Accelerated Pipeline, San Francisco, CA

2012 – present, Data Analyst Work closely with various teams across the

semi-structured, and unstructured data in Analyze large datasets to provide strategic **Peder Connor Andersen**

Professional Profile

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Education

University of California, Berkeley – Master of Informati-Part-time, two classes per semester; Relevant Course Exploring & Analyzing Data, Visualizing and Communi

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Skills and Tools

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Experience

Accelerated Pipeline

Data Analyst

- Work closely with various teams to identify and so semi-structured, and unstructured data in a distrib.
- Analyze large datasets and present findings in focu for business analysis team.
- Develop tools and reports that help users access a margins and a better customer experience.
- Design and implement statistical / predictive mode demand, risk, and price elasticity. Experience with
- Collaborate with product teams to develop and su ongoing analyses.

Sharknado

Software Engineer

- Coded, tested, debugged, implemented and docur
- Developed eCommerce solutions and social netwo improving user experience.
- Designed, developed and maintained eCommerce
- Built report interfaces and data feeds to improve a
- Gathered and collected information from various prepared documentation to change existing program

Projects

BreathRight, UC Berkeley MIDS Team Project, Data A

Headings:

- Guide the reader's eyes
- Make them stand out: use bold, larger font, caps, underline, or color.



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2012 – present, Data Analyst

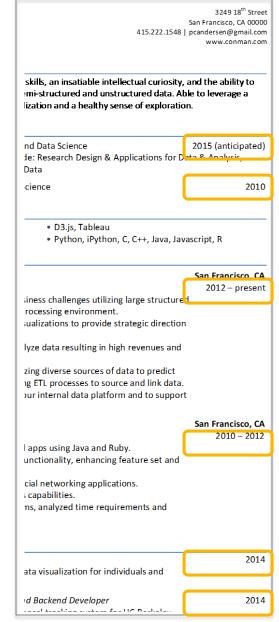
Work closely with various teams across the company to semi-structured, and unstructured data in a distributed Analyze large datasets to provide strategic direction to Perform quantitative analysis of product sales trends to Conduct cost and benefit analysis on new ideas.

Assist in developing internal tools for data analysis.

Sharkpado, San Francisco, CA

2010 – 2012, Software Engineer

-Coded, tested, debugged, implemented and document



Dates:

- Consider where you place datesright margin is preferred.
- Months are not required.
- Be consistent!



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Spacing:

White space is your friend, use it wisely

Example:

- 8-12pts before each heading (12)
- 3-6pts after each heading (6)
- 2-4pts between items in the section (3)



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Bullets & Lists:

- Bullets help reader scan effectively
- Try columns for short lists



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Education

University of California, Berkeley – Master of Information and Data Science

2015 (anticipated)

Part-time, two classes per semester; Relevant Courses include: Research Design & Applications for Data & Analysis, Exploring & Analyzing Data, Visualizing and Communicating Data

University of Wisconsin, Madison – Bachelor of Computer Science

2010

Skills and Tools

- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce, Mahout
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascript, R

Experience

Data Analyst

Accelerated Pipeline

San Francisco, CA

2012 - present

- Work closely with various teams to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.
- Analyze large datasets and present findings in focused visualizations to provide strategic direction for business analysis team.
- Develop tools and reports that help users access and analyze data resulting in high revenues and margins and a better customer experience.
- Design and implement statistical / predictive models utilizing diverse sources of data to predict demand, risk, and price elasticity. Experience with creating ETL processes to source and link data.
- Collaborate with product teams to develop and support our internal data platform and to support
 ongoing analyses.

Sharknado

Software Engineer

San Francisco, CA 2010 – 2012

• Coded, tested, debugged, implemented and documented apps using Java and Ruby.

- Developed eCommerce solutions and social networking functionality, enhancing feature set and improving user experience.
- Designed, developed and maintained eCommerce and social networking applications.
- Built report interfaces and data feeds to improve analysis capabilities.
- Gathered and collected information from various programs, analyzed time requirements and prepared documentation to change existing programs.

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General Format Tips:

- Length: 1 page unless
 10+ years of
 experience
- Margins: 0.25 1"
- Format: pdf
- Color: tasteful, be sure prints well in black & white
- **Font size:** 10-12 pt
- Language: write in implied first person, pay attention to tenses
- Typos/errors: noneproofread! Watch your capitalization!

Creative Resumes

- Creative styles may help showcase your talents, add visual interest
- Less is more graphics shouldn't overshadow content
- Experiment w/ fonts, colors, and layouts before adding graphics
- Be careful of using graphs that display skill level as comparisons
- Get a second opinion, don't get personally attached to the design
- Make sure it is easy to read and comprehend too many visual elements can overwhelm the reader
- Online portfolio or website may be a better place to demonstrate creativity



These *might* be OK....

MADISON GEORGE



WEB DESIGNER

EXPERTISE



USER INTERFACE

LAYOUT DESIGN

INFO ARCHITECTURE

CONTENT MANAGEMENT

FRONT END DESIGN

TECH SKILLS



DRUPAL

WORDPRESS

HTML/CMS

MAC OSX

(A) PROFILE

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B) EXPERIENCE

POSITION TITLE HERE COMPANY NAME HERE

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- Phasellus id urna nisi. Nam nec tellus bibendum, placerat elit id, commodo lorem vitae gravida tortor a ullamcorper id sagittis
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POSITION TITLE HERE COMPANY NAME HERE

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EDUCATION

MASTER OF DIGITAL ARTS NEW YORK UNIVERSITY

SEP 2012 - JUNE 2014 Integer efficitur odio gravida des nisi ullamcorp fermentum suspendisse in blandit ac nisi vei dignissim id sagittis.

BACHELOR OF ARTS NEW YORK UNIVERSITY

SEP 2008 - JUNE 2012 Integer efficitur odio gravida des nisi ullamcorp fermentum suspendisse in biandit ac nisi vei dignissim id sagittis.



WWW.YOURWEBSITE.COM HELLO@YOURWEBSITE.COM 315.555.1234 LINKEDIN.COM/YOURNAME

HELENA MURAKAMI

SALES MANAGER

123 SIREET NAME, CITY	LEJ.
CONTACT@DOMAIN.COM	\boxtimes
12 345 678 9000	0_

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EDUCATION

ENTER YOUR DEGREE/MAJOR New York University 2004 - 2006

ENTER YOUR DEGREE/MAJOR New York University 2004 - 2006

PROFESSIONAL SKILLS

PROJECT DESIGN / PRODUCT PLACEMENT / CONTENT MANAGEMENT / LAYOUT DESIGN / PUBLIC RELATIONS / PHOTOGRAPHY / ENTER YOUR SKILL / ENTER YOUR SKILL / ENTER YOUR SKILLS

TECHNICAL SKILLS

MICROSOFT W	CRO
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POWERPOI	NT

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PROFESSIONAL EXPERIENCE

ENTER JOB POSITION HERE

Company / Location / 2010 - Present

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But don't do this!



Berkeley

School of Information

Final Thoughts

YOU do the work... so the reader doesn't have to!

- Be careful with industry jargon and acronyms
- Be concise and targeted
- Use the employer's words
- Remember you may only get 6 seconds!

Make it easy for the reader to understand your strengths and what is unique about YOU!

Resources

Career Advising:

https://www.ischool.berkeley.edu/careers/students/advising

Resume Review:

https://www.ischool.berkeley.edu/careers/students/resumereview

Resume Resources & Template:

https://www.ischool.berkeley.edu/careers/students/guides#resumes

Webinar Recording:

https://www.ischool.berkeley.edu/events/2018/revamp-your-resume-0

Contact:

mids_careerservices@ischool.berkeley.edu careerservices@cybersecurity.berkeley.edu

