

## **RESUME & DIGITAL PROFILE PROMPT**

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For this writing project, the rhetorical situation calls for you to attempt to persuade a *specific reader in a specific organization* to interview you for a job, internship or graduate program. This might be a “pretend” situation; that is, you may not actually be applying yet, unless you coincidentally want to do that right now. Either way, the skills you use during this process will be easily translatable to future or current “real” application processes.

If you are applying to graduate programs for next year, the resume and digital profile summary can be used to help with employment you need while attending school, or for future reference when you are finished with school and looking for work. Furthermore, some graduate programs ask to see a resume and/or profile as well.

### **YOU WILL COMPLETE TWO DOCUMENTS:**

1. A **RESUME** targeted towards a specific company, organization, governmental department or university graduate program.
2. A digital **PROFILE SUMMARY** for an online professional networking site, such as LinkedIn.

### **DETAILS ON THE DOCUMENTS AND HOW THEY WILL BE EVALUATED:**

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#### **RESUME**

##### **How to Write It:**

- Refer to material posted on Canvas in the Design page. Choose the format best suited to your skills and experience: Traditional or Skills.
- Refer to the information you gathered for your Module 2 research paper for key details to reference and/or be aware of as you craft your resume targeted specifically to the audience you have researched.
- Use the evaluation criteria listed below as a checklist for yourself to ensure that you are remembering all of the aspects of a successful resume. (Note: if you are in a specific degree program with its own resume guidelines, you will want to refer to those conventions. In this case, please share a copy of the official guidelines from your department to your resume.)
- Please use a fake name or put XXX on those lines so that your personal information remains private during the grading process.

## **How Resume Will Be Graded:**

The resume grade will be based on the following evaluation criteria:

### **1. Visual:**

- Appropriate typeface and size
- Bulleted lists rather than paragraphs
- Balanced spacing/white space
- Consistent and visually helpful use of bold and/or underlining and/or upper case to highlight headings
- Visually accessible, “chunked” information

### **2. Format:**

- Appropriate, standard formatting (logical order & categories of information that are easy to follow and conform to best practices for resumes). Consult the sample resumes linked on Blackboard to see the various formats, including:
  - “Chronological” model: information presented in reverse chronological order by dates
  - “Skills” model (also called “Functional”): education and experience grouped according to relevant categories rather than by dates

### **3. Content:**

- Information that is relevant to position desired and appropriate for target audience.
- Crafted as a persuasive argument through careful curation of quantifiable, specific, factual evidence of relevant qualifications, skills, and experience.

### **4. Writing:**

- Parallel structure for bullet points
- Short phrases or fragments, not complete sentences.
- Job descriptions starting with action verbs in consistent tense (past for jobs in the past, present for current positions; and form (first person singular—the “I” is implied but not stated)
- First letters capitalized on bulleted lists
- Concise wording; omission of articles (“the,” “a”)
- No “I” references
- NO grammar, punctuation or spelling errors
- NO typos

## DIGITAL (Linkedin) PROFILE

### **How to Write It:**

- Refer to materials posted on Canvas and class lecture notes for digital profile summary writing guidelines, formatting and models.
- Use the posted “Digital Profile Guidelines & Worksheet” to help you organize and craft your content.

### **How Linkedin Profile Summary Will Be Graded:**

The Digital Profile Summary will be based on the following evaluation criteria:

#### **1. Format:**

- 2,000 character count limit
- Consistently either in sentences or fragments
- Consistently either in 3<sup>rd</sup> or 1<sup>st</sup> person

#### **2. Content:**

- Facts, accomplishments, statistics relevant to the position desired
- Branding language, as determined by the key terms and style used within your specific career path
- Awards and special achievements
- Indications of uniqueness
- List of Specialties using searchable terms

#### **3. Writing:**

- Uses language and style appropriate to the genre
- No grammar or spelling errors or typos