

Developing a "Skills" Section for a Skills Resume

“Skills” resumes are great for job candidates who don’t have a lot of experience working in their field yet, who have a history of working in jobs unrelated to their major, or who have employment gaps. These resumes emphasize the skills you have acquired in other areas of your life besides your work, such as volunteer experience and coursework.

The trick with developing a skills resume is to identify **at least three general skills** that you have acquired; naturally, those skills must connect closely with the skills mentioned (or implied) in the posting’s Responsibilities and Qualifications sections.

Once you have identified the three general skills, look for **at least three examples of each skill** from your work, school, or volunteer history. Use the content you developed in the Response to Qualifications assignment. And make these examples as **concrete and specific** as you can; these bullet points are the **evidence** readers are looking for to prove you have the skills you list. Readers remember concrete details.

The skills section below was taken from a resume targeting an entry-level marketing job. Note how the writer has tried to list specific examples under each main skill.

Relevant Marketing Skills

Social Media Marketing

- Doubled website visits (Result) by creating social media presence for Hollister Printing and Yellen Insurance Agency (Task) and engaging online audiences (Solution).
- Improved search engine placement by 20% (Result) by optimizing the Score Shoes Brand website (Task) and enhancing SEO strategies (Solution).
- Developed and monitored social media accounts (Result) by managing SDSU LGBT Student Association’s Facebook and Twitter (Task) and increasing online engagement (Solution).

Team Leadership

- Secured second place in national competition (Result) by leading a branding project team (Task) and coordinating efforts during the GoTo Promotional Competition (Solution).
- Achieved City Council LGBT Student Day Proclamation (Result) by organizing a direct marketing campaign (Task) and promoting LGBT student group at San Diego State (Solution).
- Completed three rebranding projects (Result) by collaborating in upper-division coursework teams (Task) and delivering comprehensive project outcomes (Solution).

Communication

- Recognized as Outstanding Writing Center Tutor, Spring 2016 (Result) by tutoring Business Communication at SDSU’s Writing Center (Task) and improving student writing skills (Solution).
- Implemented marketing campaigns for clients (Result) by designing two comprehensive campaigns in Strategic Marketing Management course (MKTG 479) (Task) and meeting client objectives (Solution).
- Increased congregation engagement (Result) by writing and designing a monthly newsletter (Task) and sharing updates with Universalist Unitarian members (Solution).

