

# PROFESSIONAL RESUME & CV GUIDE

## HOW TO BUILD YOUR PERSONAL MARKETING TOOL

### A COMPARISON OF RESUMES AND CURRICULUM VITAE (CV)

#### LENGTH, PURPOSE, CONTENT, AND WHERE THEY ARE USED

	RESUME	CV
<b>LENGTH</b>	→ 1 – 2 pages, no more, regardless of a candidate's stage in their career	→ 3 – 4 pages, or 1 – 2 pages for an early-career professional
<b>PURPOSE</b>	→ Showcases skills, achievements, and professional experiences that relate to the specific position the candidate is applying for	→ Provides a more in-depth look into a candidate's education, certifications, research experience, and professional affiliations
<b>CONTENT</b>	→ Competency-based → Includes work experience, skills, and notable achievements	→ Credential-based → Includes education, presentations, publications, awards, grants, teaching experience, and other achievements
<b>WHERE</b>	→ More common in the US and Canada → Used for private sector positions in India, Australia, and South Africa	→ More common in the Middle East, Africa, Europe, and New Zealand → Used for public service positions in India, Australia, and South Africa → Used for academia, scientific research, and medical fields in the US

#### RESUME

A resume is a concise document that is adapted to each individual position a candidate is applying for. A resume can be structured in three ways: reverse chronological order starting with the most recent experience, functional where the work history is in order of most relevant skills and experience, or a combination of the two.

#### CV

A CV is a comprehensive document that covers a candidate's achievements as opposed to a career biography like a resume. A CV includes a candidate's complete work history, education and accomplishments, not just relevant experience. A CV is almost always organized in reverse chronological order.

## WHAT TO KNOW BEFORE YOU CREATE A RESUME OR CV

### HOW RESUMES AND CVs ARE EVALUATED

1. Experience: Does the candidate have relevant professional experience and a defined career path?
2. Skills: Does the candidate present the required skills listed in the job description?
3. Education Level: Does the candidate have the minimum required education?
4. Accomplishments: Does the candidate show educational, industry, or workplace accomplishments?
5. Customization: Has the candidate customized the resume specifically for this position, or is it generic?
6. Second Round: If a candidate makes it through the first screening, references are contacted, and credentials may be researched.

### RESUME AND CV REALITIES

- Recruiters and hiring managers receive hundreds of resumes for a single position, so they may not read your resume all the way through, if at all. However, if a recruiter or hiring manager requests a CV, they will take more time to look closely at your professional experience and accomplishments.
- Larger companies do not print and review resumes and CVs by hand anymore. Instead, they use a database called an "Applicant Tracking System" (ATS) to compile and sort through the applications.
- The ATS method allows companies to search key skills and competencies so they can quickly identify the candidates with the required skills. **If a candidate's resume or CV does not include keywords from the job description, a member of that organization may never actually see the application.**
- It only takes a few seconds for a recruiter or hiring manager to scan a resume and determine if they want to check out the candidate further or disregard the resume and move on. If a connection between the candidate's background and experience and the job requirements is not made, they will move on.

### COMMON MISTAKES

- |  |   |
|--|---|
| × Writing 3+ pages of content for a resume         | × Including clichés, like 'strong work ethic'                 |
| × Writing 4+ pages for a CV                        | × Elaborate, illegible fonts                                  |
| × Using a generic resume for multiple job postings | × Including a CV skills graph                                 |
| × Not including keywords from the description      | × Not using a header, or your name on every page              |
| × Using the wrong tone in your writing             | × Adding a photograph to your resume or CV                    |
| × Focusing on duties instead of achievements       | × Including references at the end                             |
| × Not ordering experience by relevance or impact   | × Not saving the document with a suitable name                |
| × Not telling your career story in your writing    | × Using personal pronouns                                     |
| × Spelling and grammar errors                      | × The biggest mistake: Lying. Never lie on your CV or resume. |

## HOW TO CREATE A PROFESSIONAL RESUME

### BEFORE YOU BEGIN

- Review the resume examples linked below and in the mentoring toolkit.
- Print or pull up electronic copies of the job descriptions for your past positions to help you identify key words and responsibilities.
- It is also helpful to have the job descriptions of positions you plan to apply for so you can identify important skills and competencies to include in your resume. Tip: copy the job description into a Microsoft Word document and use the highlighting tool to isolate the keywords found in the 'Responsibilities' and 'Qualifications' sections.

### RESUME EXAMPLES

'Free Resume Examples for Hundreds of Jobs' – Indeed Career Guide

<https://www.indeed.com/career-advice/resume-samples>

'Resume Writing: Gallery of Sample Resumes' – Goodwill Community Foundation Global

<https://edu.gcfglobal.org/en/resumewriting/gallery-of-sample-resumes/1/>

### HEADER

- Your resume header should include the following:

Your full name should be the first thing a recruiter or hiring manager reads. The name you use on your resume should match your LinkedIn account and any other professional social media accounts. Using different names can prevent opportunities for you.

Phone number with area code, and country number if you are applying for an international position.

Professional e-mail address. For example: firstname.lastname@gmail.com.

LinkedIn profile URL if your profile is up to date.

- ✓ *Do* include your header on every page and page numbers if your resume is longer than 1 page.
- ✗ *Do not* include your full home address in the header. You can include your town and country if needed.

### PROFESSIONAL SUMMARY

- Your professional summary should be located directly below your header.
- A professional summary is 2-4 sentences describing your career goals, past experiences, and how they relate to the position you are applying for.
- Think about your career goals we identified in the previous session. What are your career goals and ambitions?

## EDUCATION

- If you are a recent graduate, you may want to list your education-related achievements first, and professional experiences later. If you are an early career professional with a few years of experience, you may want to list your professional experiences first, and education-related achievements later.
- List the name of the college you attended, the degree or certification you attained, the year you graduated, achievements, awards, and any specific courses that are complimentary to the job position you are applying for.

## EXPERTISE AND SKILLS

- Before writing this section, think back to the skills you listed on the 'Career Path Exploration Worksheet'.
- Briefly list the professional skills you have developed during college and professionally. Include additional languages you speak and your proficiency, even if the position does not require the language.
- Add skills listed in the job description that you are competent in. This will catch the recruiter or hiring manager's eye, and if they are using an electronic sorting system like the ATS previously mentioned, it will increase the chance of your resume being singled out over other candidates.

## PROFESSIONAL EXPERIENCE

- Decide what order your professional experience will be in, then start each position with the following: the company name, job title, and dates you worked in that position.
- Begin each job description with one sentence summarizing your responsibilities.
- Next, add the job objectives for the position in order of relevance: the achievements first, then day-to-day activities. Make sure the bullet points do not exceed three lines if possible.
- Refer to the keywords you highlighted in the job descriptions. Emphasize how you have used these skills and competencies in your past professional experiences.
- Be sure you use the keywords in the exact plural, tense, or verb form used in the job description, and in an authentic way. Your resume should not look like you are stuffing it with keywords.
- Always write the actual number when including quantitative information in your career objectives, not the words. For example: instead of saying twenty five percent, write 25%.

## VOLUNTEER EXPERIENCE

- If you are a recent college graduate, include any volunteer service you have completed with on-campus organizations and activities or off-campus non-profit organizations.
- List the organization, club, or group you volunteered with, volunteer as your position title, and the activities as they relate to keywords from the job description.

## RESUME TIPS FOR RECENT COLLEGE GRADUATES

### IMPORTANT CONTENT AND STRUCTURE GUIDANCE

<b>OBJECTIVE</b>	As a recent graduate, adding an objective to the top of your resume shows you are focused on your future career. Add your professional goals to the objective. Show the employer how your education, skills, and passion will add value to their company.
<b>SERVICE JOBS</b>	Most college students do not have much professional experience in their industry and rely on service jobs to sustain them through school. Any employment during college looks good to an employer no matter the industry. It is very important to highlight the skills you gained in the job and what you learned from the experience.
<b>INTERNSHIPS</b>	Most college programs require internships to graduate. Add your internship to your professional experience whether it was a paid position or not.
<b>EXTRACURRICULAR ACTIVITIES</b>	Add volunteer work or campus organizations you participated in.
<b>ACADEMIC EXPERIENCES</b>	Include your GPA if it is above a 3.0 and any awards, achievements, or notable projects you were involved in.

### VIDEOS TO HELP YOU CREATE YOUR RESUME

'Writing a Resume' – Stacey Gordon with LinkedIn Learning

<https://www.linkedin.com/learning/writing-a-resume>

'Why Resume Writing is so Hard' – Jenny Foss with LinkedIn Learning

<https://www.linkedin.com/learning/resume-makeover/why-resume-writing-is-so-hard>

'Finding a Job' – Jolie Miller with LinkedIn Learning

<https://www.linkedin.com/learning/finding-a-job>

## HOW TO CREATE A PROFESSIONAL CV

### BEFORE YOU BEGIN

- Review the CV examples linked below and in the mentoring toolkit.
- Print or pull up electronic copies of the job descriptions for your past positions, academic achievements, awards, presentation details, and any other accomplishments you plan to highlight in your CV.
- It may also be helpful to print or pull up the job descriptions for positions you are applying for or plan to apply for. Having these available allow you to identify and include keywords when describing your experiences and accomplishments.

### CV EXAMPLES

‘Curriculum Vitae (CV) Template’ – Alison Doyle with The Balance Careers  
<https://www.thebalancecareers.com/curriculum-vitae-cv-template-2060353>

‘Resume and Curriculum Vitae Samples’ – University of California, Davis  
<https://icc.ucdavis.edu/materials/resume/samples>

### HEADER

- Your CV header should include the following:

Your full name: should be the first thing a recruiter or hiring manager reads. The name you use on your resume should match your LinkedIn account and any other professional social media accounts. Using different names can prevent opportunities for you.

Professional title: your current position, professional

Phone number with the area code, and country number if you are applying for an international position.

Professional e-mail address. For example: firstname.lastname@gmail.com.

LinkedIn profile URL if your profile is up to date.

- ✓ *Do* include your header or full name on every page and page numbers if your CV is more than 1 page.
- ✗ *Do not* include your full home address in the header. You can add your town and country if needed.

### CAREER PROFILE

- A career profile is like the professional summary used in a resume. The purpose of a career profile is to show employers the skills and competencies you have that are required for the position you are applying for and how you will add value to their organization.
- A career summary is a great place to showcase your passion, values, and ambitions for your career.

### EXPERIENCE AND EMPLOYMENT HISTORY

- If you are a recent college graduate with 1 year or less of employment history, add your professional experience after your education and achievements.

- List your most recent position first and start every position with the following: the company name, job title, and dates you worked in that position.
- Next, add a sentence summarizing what you were hired to do within the role.
- For each bullet, use action verbs to describe your achievements and successes.

## EDUCATION AND QUALIFICATIONS

- List the college you are attending, the degree you are earning, and the anticipated graduation date.
- Additional education-related information to include in this section may be extracurricular activities, favorite fields of study, relevant coursework, achievements, or dissertation title.
- If you have completed an internship as part of your major, you can list it in the education section or the professional experience section.

## SKILLS AND ACHIEVEMENTS

- Highlight the specific skills and achievements you have gained through your education and professional experience, specifically any that are imperative to your field.
- Skills and achievements may include foreign language skills, computer skills, technical skills required for your profession, research experience, publications, presentations, grants, scholarships, fellowships, apprenticeships, awards, honors, professional licenses, certification, or memberships.

## ADDITIONAL SECTIONS

- For recent college graduates or early career professionals: volunteer experience, academic achievements, hobbies and interests, and a personal blog if they relate to the job or your profession.
- For experienced professionals: industry awards, professional certifications, professional affiliations, publications, conferences, and additional trainings.

## ChatGPT Questions for Resumes and CVs

See the additional document “ChatGPT Questions for Resumes and CVs” in the student and mentor resource portals.

## RESOURCES FOR CREATING YOUR CV

‘How to Write a CV: Tips for 2019’ – Augusta Henning with CV Library  
<https://www.cv-library.co.uk/career-advice/cv/how-to-write-a-cv-tips/>

‘How to Write a CV’ – Jemma Smith with Prospects  
<https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/how-to-write-a-cv>

‘How to Write a CV for a Job in 7 Easy Steps’ – Michael Tomaszewsky with Zety  
<https://zety.com/blog/how-to-write-a-cv>