



Module 2: Build & Manage Your Professional Brand

Master Resume

A master resume is an all-in-one document that encompasses the breadth and depth of your experiences, knowledge, and skills. It serves as a resource to curate your online profiles (e.g., LinkedIn), a personalized reference tool for networking and recruitment events (e.g., career fairs), and a one-stop-shop for customizing targeted resumes for specific opportunities.

If you want to include sections not mentioned here in your master resume, you're welcome to. For example, you might include a section on Languages, Special Interests, or even Hobbies. It's up to you! When choosing what to include, consider how it's relevant to your industry, organization, or positions of interest.

Although you may not have a lot of work or professional experience yet, keep in mind, all experience is good experience so long as you can identify and articulate the value of the skills you developed.



CONTACT INFORMATION

Make sure to include your name, primary phone number, email address, and any profile links (e.g. LinkedIn, GitHub, etc.). Please use your University of Toronto (e.g. @mail.utoronto.ca) email address.



Example:

Jane Doe

123-456-7890 | jane.doe@mail.utoronto.ca
ca.linkedin.com/in/janedoe

Hannah De Guzman
416-417-8363
h.deguzman@mail.utoronto.ca
www.linkedin.com/in/hannah-deguzman
<https://github.com/daisteria>



PROFESSIONAL STATEMENT/SUMMARY (OPTIONAL)

Try to keep your professional statement to 2-3 sentences. This statement can be customized to the positions you apply for. You will have plenty of opportunities to expand on and customize this statement when applying for jobs, such as through your targeted resume, cover letter, and interview responses.




Example:

Mechanical engineering student with 2+ years of experience designing and analyzing mechanical components and systems with the aid of SolidWorks and MATLAB. Proficient with programming in MATLAB, Python, and RobotC.

EDUCATION

It's important to be specific about the institution, date started and expected graduation date. Include PEY Co-op, degree type and program of study, minor(s) (if applicable), and relevant courses (not including course code). If other parts of your resume mention experiences or achievements that transpired while you were in high school, make sure your secondary education is listed.

 Example:

Bachelor of Applied Science and Engineering (B.A.Sc) in Industrial Engineering + PEY Co-op

University of Toronto

Sep. 2020 – Apr. 2025 (expected)

- Intended minor in Artificial Intelligence and Engineering Business
- Relevant Courses: Fundamentals of OOP (Java), Fundamentals of Computer Programming (Python), Calculus I, Calculus II, Engineering Strategies & Practice, Data Modelling, Operations Research (OR) I & II, Probability, Statistics

Honors Bachelor of Science (HBSc) in Communications, Culture and Technology (CCIT), Computer Science, and Statistics + PEY Co-Op


University of Toronto

September 2020 – April 2025 (expected)

- Relevant Courses: Fundamentals of Computer Programming (Python, OOP, Data Algorithms), Software Design (Java), Theory of Computation (Program Efficiency), Calculus I, Calculus II, Statistics

SKILLS

In addition to including a skills section in your master resume, you'll also want to demonstrate how you developed a particular skill through the experiences listed on other parts of your resume, such as work history and/or technical experience or extra/co-curriculars. Please include at least three skills below. Aim to include a diverse range of technical and professional skills.

 Example:

- CAD/Design: SolidWorks, Sketchup
 - Programming: Matlab, Python, basic C with Arduino
 - Analysis/Simulation: ANSYS, FEA, PSpice, Minitab
 - Machining: Lathe, Mill, Drill Press
 - Public Speaking, Adaptability, Problem-solving
- Python, Java, R
 - Microsoft Excel
 - Data Algorithms, OOP, GUI
 - Communication: Problem Solving, Project Collaboration



PROFESSIONAL AND/OR TECHNICAL EXPERIENCE

Remember, this section of your resume can include full-time and part-time positions, internships, temporary roles, and applicable volunteer work. It can also include class projects from relevant courses. Make sure to organize your professional experiences chronologically (most recent to oldest). For each experience, include the job title or role, company name, location (city, province/state, and country if applicable), dates of employment or project, and accomplishment statements (responsibilities, results, and key achievements). Aim to include at least three experiences and at least three accomplishment statements per experience using the ADR framework.



Example:

Bridge Project & Design Specialist

Sep. 2020 – May 2021

Engineers in Action, University of Toronto, Toronto, ON

- Designed 47 m suspended footbridge in Bolivia, serving 400 families & improving local economy by providing access to agricultural land, business opportunities, and tourism.
- Performed structural calculations, produced designs according to Bridge Manual, and presented ideas to key stakeholders for design improvements.
- Drafted preliminary AutoCAD drawings, prepared reports based on survey data & design calculations, and presented design to PEng for approval.

Tetris Collaborative Project

University of Toronto

- Collaborated with three students to design a Tetris program using OOP and GUI elements.
- Took initiative to implement complex design patterns for efficiency.

Decompression and Compression Project

University of Toronto

- Implemented Huffman Coding algorithm to decompress and compress images.
- Worked with csv and other files to add, edit, and delete data.



EXTRA/CO-CURRICULARS

This section should be organized in a similar fashion as your Professional and/or Technical Experience section. Each extra/co-curricular should appear chronologically (most recent to oldest). Critical information to include under each experience is: title or role (if applicable), club or organization, city, dates of involvement, and key learning and achievements. Depending on the type of experience you include, you may add anywhere from 1-3 accomplishment statements on your master resume.



Example:

Computer Engineering Student Ambassador

Sep. 2020 – Apr. 2021

University of Toronto, Toronto, ON

- Represented the student body of the Electrical and Computer Engineering department at school events including alumni talks and social networking events.

- Promoted the faculty's programs at university fairs and during outreach programs scheduled throughout the year.

Visual Novel Game (Java)	June. 2022 - present
<ul style="list-style-type: none"> • Created a visual novel game where the user plays as a character through a story. • Integrated GUI elements to display visual aspects of the storyline. • Demonstrated OOP by creating classes dependent on characters and settings. 	



CERTIFICATIONS & TRAININGS (OPTIONAL)

If you've completed or are working towards a certification/training, include the following in your master resume: title of the certificate or training, date in which it was received or "in progress", and highlights or summary (if applicable).



Example:

First Aid and CPR, WHMIS, and Fall Safety Awareness (in progress) Jun. 2022 (expected)
Canadian Red Cross, Toronto, ON

First Aid and CPR St. John's Ambulance	July 2012
Smart Serve	Oct. 2021



ACCOMPLISHMENTS & AWARDS (OPTIONAL)

Remember, certain awards and accomplishments may appear in other sections of your resume. For those that make sense to draw out separately, include them in this section. Make sure to include the title of the award, date in which it was received, the amount you received (if you won a scholarship or grant), and highlights or a summary of the selection criteria (if applicable).



Example:

Engineering Design Scholarship Feb. 2021
University of Toronto, Toronto ON

- Awarded \$10,000 for producing an innovative and original design based on sound engineering and applied science principles.

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PUBLICATIONS & PRESENTATIONS (OPTIONAL)

When adding a publication or presentation, include the following: title, where it appeared, month and year in which it appeared, and a link to publication (if applicable).

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PROFESSIONAL REFERENCES (RECOMMENDED)

Remember, professional references should not be included on your targeted resume. However, it may be helpful to list them on your Master Resume. Make sure to include your reference's full name, position title and organization, relationship to you (e.g., supervisor, TA, coach, mentor, etc.), and preferred email address and/or phone number. For information about who and how to ask for a reference, visit the *Professional References* lesson in Unit 4!



Example:

Sandy Beech (direct supervisor)

Department Manager, Walmart

sandy.bee@walmart.ca

(416) 399 - 0001

Nadine Greaux (Direct Manager)

Retail Manager, Ricki's

416-523-0059

Diana Prior (Teacher)

Teacher, St. Roch Secondary Catholic School

dianaprior@hotmail.com