

*BGA Career
Development &
Coaching Course
Session Three
Fall 2024*

SALLY CLAPPER

Sausalito, CA | (+1)415• 646•7338 | sallyclapper@berkeley.edu | linkedin.com/in/sallyclapper

SUMMARY

Strategic business leader who earned her stripes helping some of the world's top CPG and eCommerce companies to create competitive advantages and drive more efficient, consistent market share growth by creating holistic strategies based on data, insights, and cross-functional collaboration. Influential and trusted thought partner for the C-suite, BOD, and top clients with an ease for developing authentic relationships. Above all, a passionate devotee to the development of colleagues' careers, team capabilities, and morale.

EDUCATION

University of California, Berkeley

Bachelor of Science, Business Administration, Global Management Program (GMP)

Berkeley, CA

Jun 2023

Ford Scholar Award (given to student with highest grade in the class), GPA: 3.9 / 4.0

Relevant Coursework: Principles of Business | Global Leadership Development | Business Communications | Marketing
Macroeconomic Analysis for Business Decisions | Financial Accounting | Managerial Accounting | Probability & Statistics

Accent London Study Center

Semester of Study Abroad, Visiting Undergraduate Student

London, UK

May 2022 – Aug 2022

Deans Honor List

Coursework in writing and research, art history, philosophy, politics, international culture and business

Tamalpais High School

Graduated with High Honors. SATI: M:780 V:760

Mill Valley, CA

Jun 2019

National Honor Society, Captain of Women's Varsity Soccer Team

WORK EXPERIENCE

Pepsi-Cola North America Beverages

Marketing Analyst Intern

Remote

May 2021–Aug 2021

- Examined profitability of foreign market for new fruit drink using analysis of comparable brands

Upgrade Your Resume & CV Master Class

©UC Berkeley, BHGAP Program
Course Creator: Sally Clapper
Instructor: Jennifer Davis, MA

Important Info

Class Location:

Banatao Auditorium
Sutrardja Dai Hall



BMAIL
jenniferdavis@berkeley.edu



Connect with Me

linkedin.com/in/jennifergregorydavis

Class Dates:

Wednesdays

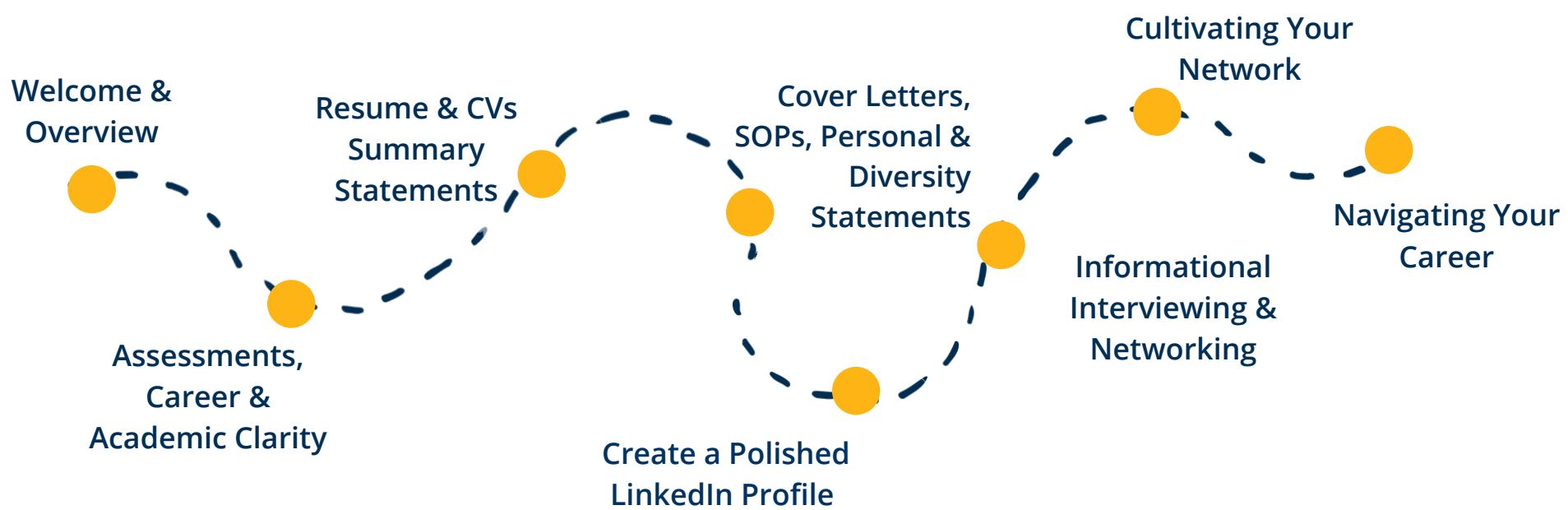
10:00am-12:00pm

**9/4, 10/9, 10/16, 10/23
10/30, 11/6, 11/13, 11/20**

Note:

10/23 will be held on Zoom

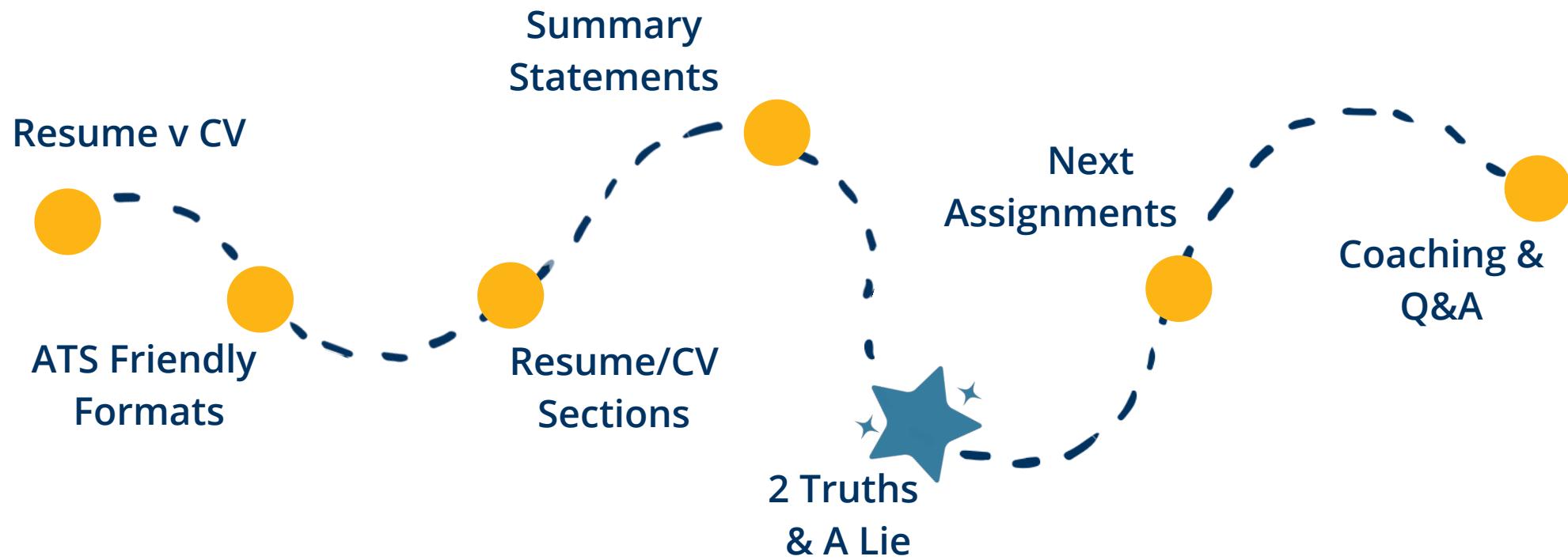
Our Journey This Semester



*One:One Coaching Sessions –
get customized support!*

Common Threads

What We'll Cover Today



RESUME v CV

RESUME

1-2 pages
(*does NOT have to be 1 page)

Used for job applications & career related purposes

Brief summaries with bullet points or paragraph style

Emphasizes skills and work experience

Begins with work experience and progresses reverse-chronologically

CURRICULUM VITAE (Latin for "course of life")

No maximum length*
(*generally 3-7 pages)

Used in academic, research, scientific and teaching fields

Detailed overview of academic and professional career

Emphasizes academic accomplishments

Begins with education, progresses chronologically

Example 1-Page Resume

SALLY CLAPPER

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Accent London Study Center London, UK

Semester of Study Abroad, Visiting Undergraduate Student May 2022 – Aug 2022

Deans Honor List

Coursework in writing and research, art history, philosophy, politics, international culture and business

Tamalpais High School Mill Valley, CA

Graduated with High Honors. SATI: M:780 V:760 Jun 2019

National Honor Society, Captain of Women's Varsity Soccer Team

WORK EXPERIENCE

Pepsi-Cola North America Beverages Remote

Marketing Analyst Intern May 2021-Aug 2021

- Examined profitability of foreign market for new fruit drink using analysis of comparable brands
- Managed focus groups and consumer surveys gathering over 500 data points
- Created ideas for niche marketing campaigns including use of social networks and viral marketing
- Presented findings to senior managers using quantitative analysis and creative visuals in combined PowerPoint presentation

Thomas Wilck Associates London, UK

Assistant Account Executive May 2020 - Aug 2020

- Researched and assembled requests for proposals for medium-sized public relations and communications firm
- Actively participated in staff meetings and brainstorming sessions
- Generated correspondence with top executive officers

Tech Hills Los Angeles, CA

Technology Intern May 2019 - Aug 2019

- Assisted in client onboarding compliance checks & monitoring by performing in-depth credit analysis for loan authorization
- Implemented new web site, including back-end database storage system and dynamic web pages
- Created App for annual conference registration for attendees, presenters and vendors

LEADERSHIP EXPERIENCES

UC Berkeley Undergraduate Women in Business (WIB) Berkeley, CA

Executive Committee Member Feb 2019 - Present

Organized marketing and advertising campaign to increase membership. Coordinated business conference and networking reception for 50 business professionals and 500 students.

UC Berkeley College Marathon Challenge Berkeley, CA

Training Program Director Jan 2019 – May 2019

Developed training program for 25 charity runners. Raised over \$25,000 to support Phillips Brooks House Association and The Cambridge Food Project.

SKILLS & LANGUAGES

Hard Skills: Digital Marketing, Stata, SQL, Java and HTML, SEO, Web Development, Wordpress, Canva, Microsoft, Adobe & Google Suites, HubSpot, Salesforce

Soft Skills: Self-motivated, Naturally Curious, Avid Learner, Excellent Communication & Interpersonal Skills Among Diverse Groups, Able to Turn Feedback into Action, Empower Those Around Me, Highly Reliable & Ethical, Can-do Attitude

Languages: English (native), Spanish (fluent)

Example 1-Page Resume

You do NOT need to
cram it into 1 page!!!
The candidate who
gets the job is the
one with relevant
info that makes the
recruiter confident
they're the best
person to do the job.

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Languages: English (native), Spanish (fluent)

Example CV

Keisha V. Thomas

keisha.thomas@email.com

29B Russell Avenue, Apt. 19 • Brighton, MA 02121 • (617) 123-4567

EDUCATION

Harvard University, Division of Medical Sciences

- Ph.D., Biochemistry and Molecular Pharmacology
- National Science Foundation Honorable Mention 2013

Boston, MA
Expected March 2019

Swarthmore College

- B.A., Biology

Swarthmore, PA
May 2010

RESEARCH EXPERIENCE

Harvard University Medical School

Graduate Researcher with Dr. Elias T. Johannson

Genetic and genomic studies of ubiquitin-proteasome system activities in *S. cerevisiae*

- Examined potential transcriptional effects of the proteasome using microarray analysis to provide a genome-wide picture of chromatin binding and gene regulation.
- Executed genetic screen for suppressor of a mutant in the proteasome adaptor complex Cdc48Npl4Ufd1.
- Characterized one of the isolated suppressors to reveal a function in sporulation, using biochemistry, cell biology and transcriptional profiling.

Boston, MA
2014-present

Yale University Medical School

Research Assistant with Dr. Bing Wong

- Examined transcriptional regulation of the bile acid transporter Ntcp using reporter assays in cultured hepatocytes.
- Managed laboratory functions including organization, ordering and scheduling equipment use.
- Trained new students and employees.

New Haven, CT
2011-2013

University of California San Francisco

Research Assistant with Dr. Shona V. Ramapura

- Analyzed encapsidation of HIV RNA using cell-free extract.

San Francisco, CA
Summer 2010

Université de Paris, Station Zoologique

Intern with Dr. Magali Canivet

- Used micromanipulation and microscopy to investigate early developmental stages of tunicate embryos.

Villefranche sur mer, France
Summer 2009

Yale University Medical School

Howard Hughes Intern with Dr. Jane P. Angelique

- Established method of PCR screening for NOD mice used in diabetes research.

New Haven, CT
Summer 2006

SKILLS and TECHNIQUES

- Isolation of RNA and analysis by transcriptional profiling and Northern blot
- Chromatin immunoprecipitation and analysis on microarrays and by quantitative PCR
- Fluorescence microscopy
- Statistical analysis of microarray data
- Immunoprecipitation of complexes for identification by Mass Spectrometry
- Genetic screening and manipulations in budding yeast
- Mammalian cell culture

Keisha Thomas, pg. 2

LEADERSHIP EXPERIENCE

Harvard University Medical School

Editor, Biological and Biomedical Sciences Program Bulletin

- Participated in planning content; solicited, wrote and edited articles relevant to student life.

Boston, MA
2016-Present

Mentor, Mentoring for Science program

2014, 2017

- Guided eighth-grade students in understanding of scientific method through molecular biology experiments and case-based learning.

Swarthmore College *Teaching Assistant, Embryology*

Swarthmore, PA
2010

- Assisted in preparation and execution of weekly laboratory section.
- Prepared and presented 2 class lectures.

ABSTRACTS

K.V. Thomas, J.M. O'Reilly, S. Kopp, and E.T. Johannson. The Proteasome and its Transcription Factor Substrate Have Overlapping Specificity in Gene Regulation. Abstracts of the Gordon Symposium on Ubiquitin and Signaling, 2018. Abstract 106.

K.V. Thomas, S. Gerling, and E.T. Johannson. The Npl4/Ufd1/Cdc48 Complex and Regulation of Membrane Composition. Abstracts of the American Society for Biochemistry and Molecular Biology, 2017. Abstract and Presentation 1615.

PUBLICATIONS

K.V. Thomas, A.L. Marcus, S. Gerling, L. Sing, and E.T. Johannson. The Yeast Arr4 Forms a Complex with Functions in Sporulation. In preparation.

K.V. Thomas, C.R. White, J.M. O'Reilly, S. Kopp, and E.T. Johannson. Genomic Localization of the Proteasome Demonstrates Multiple Levels of Gene Regulation. Under review.

A.L. Marcus, K.V. Thomas, S.P. Georgios, and E.T. Johannson. A subset of membrane-associated proteins is ubiquitinated in response to mutations in the endoplasmic reticulum degradation machinery. Proceedings of the National Academy of Sciences USA 2016; 98(16):12861-66.

L.A. Pittson, K.V. Thomas, D.S. Kerry, M.H. Slater, D.J. Elliot, and B. Wong. Interleukin-1 β Suppresses Retinoid Transactivation of Two Hepatic Transporter Genes Involved in Bile Formation. Journal of Chemical Biology 2015; 275(12): 8835-8843.

What's Wrong with this CV?

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keisha.thomas@email.com

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White Space is Your Friend

FIRST A WORD ON THE ATS

Applicant Tracking System



US - 80%+
Europe - 70%+
China - 70%+

IMPORTANT ATS FACTS

On average, a corporate job posting receives

250
applications



Of those 250 applicants,

4-6

will be contacted for an interview



75%

of resumes will never be seen by human eyes



99%

of large organizations use ATS as part of their recruitment process

Big companies receive about

50k to 75k

resumes each week

A close-up photograph of a man's face. He has dark hair and is wearing a dark t-shirt. His hands are clasped behind his head, with his fingers resting against his temples and forehead. He has a weary or stressed expression, with his eyes half-closed and a slight frown. The background is dark and out of focus.

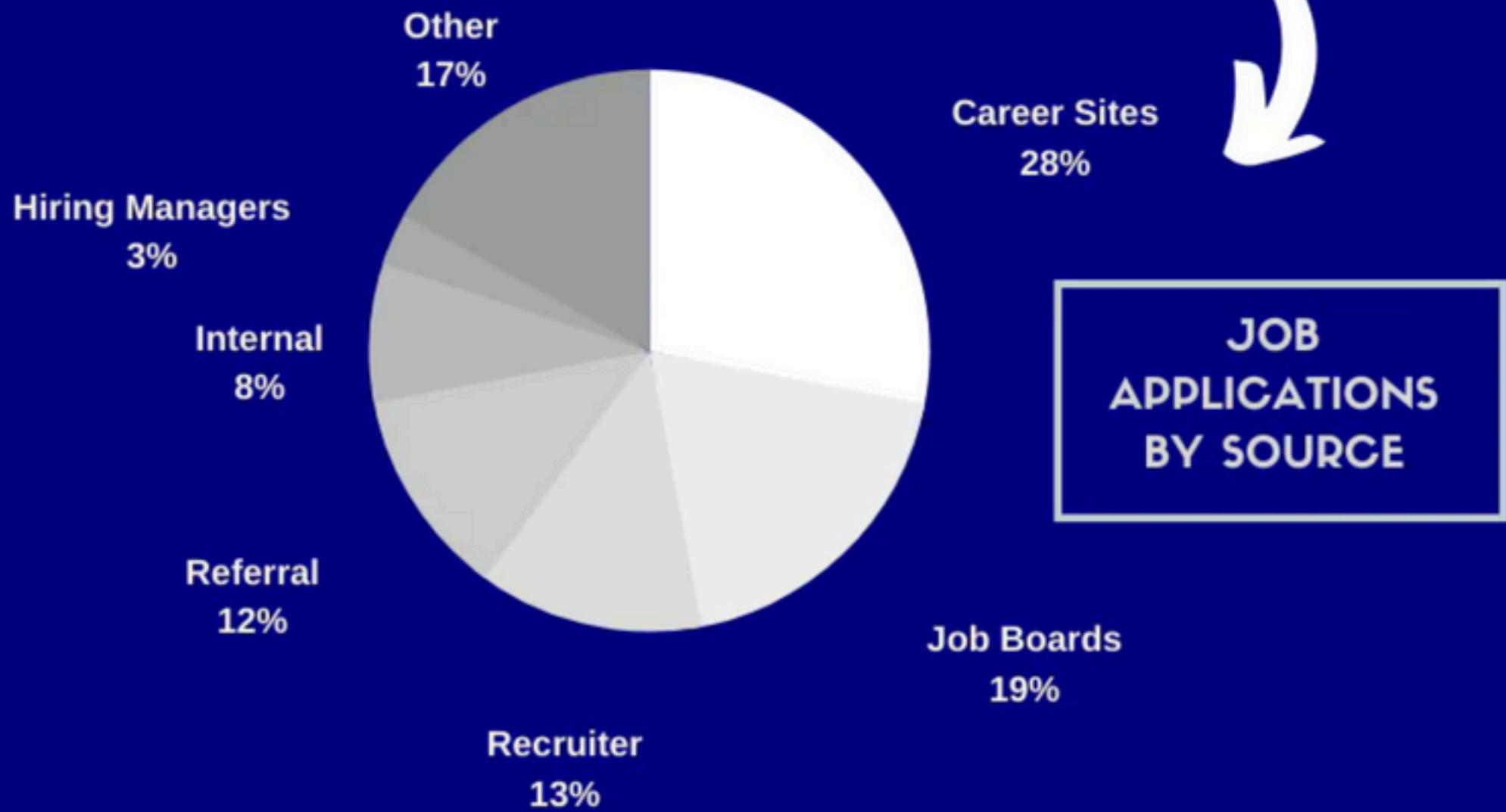
**61.7% of job seekers get at least one interview
by sending between 1-10 job applications**

**Takes 21 to 80 job applications to get one offer,
on average**

Canva

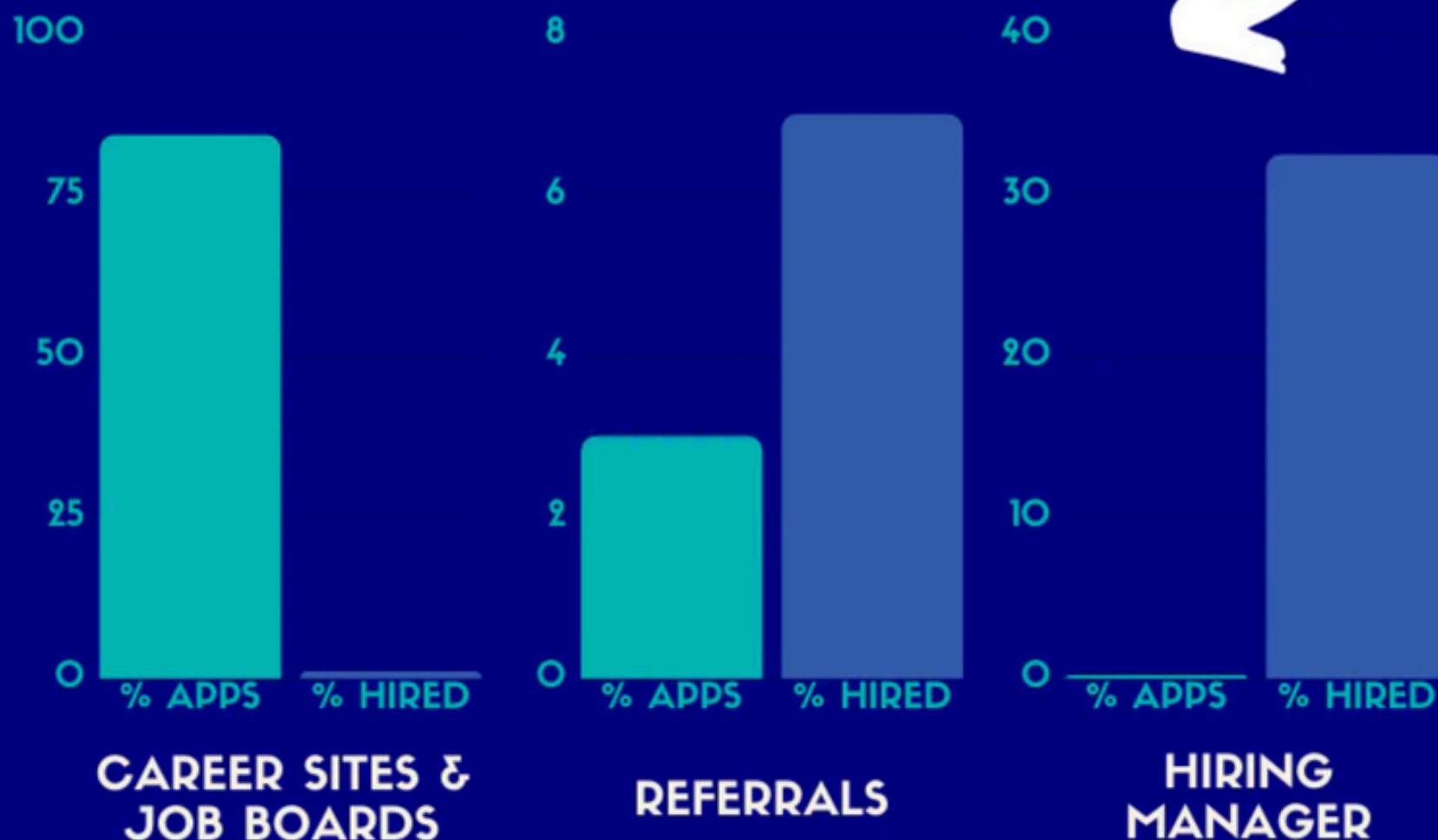
**51% of job seekers receive a job offer
after having three job interviews**

MOST JOB APPLICATIONS COME FROM CAREER SITES AND JOB BOARDS



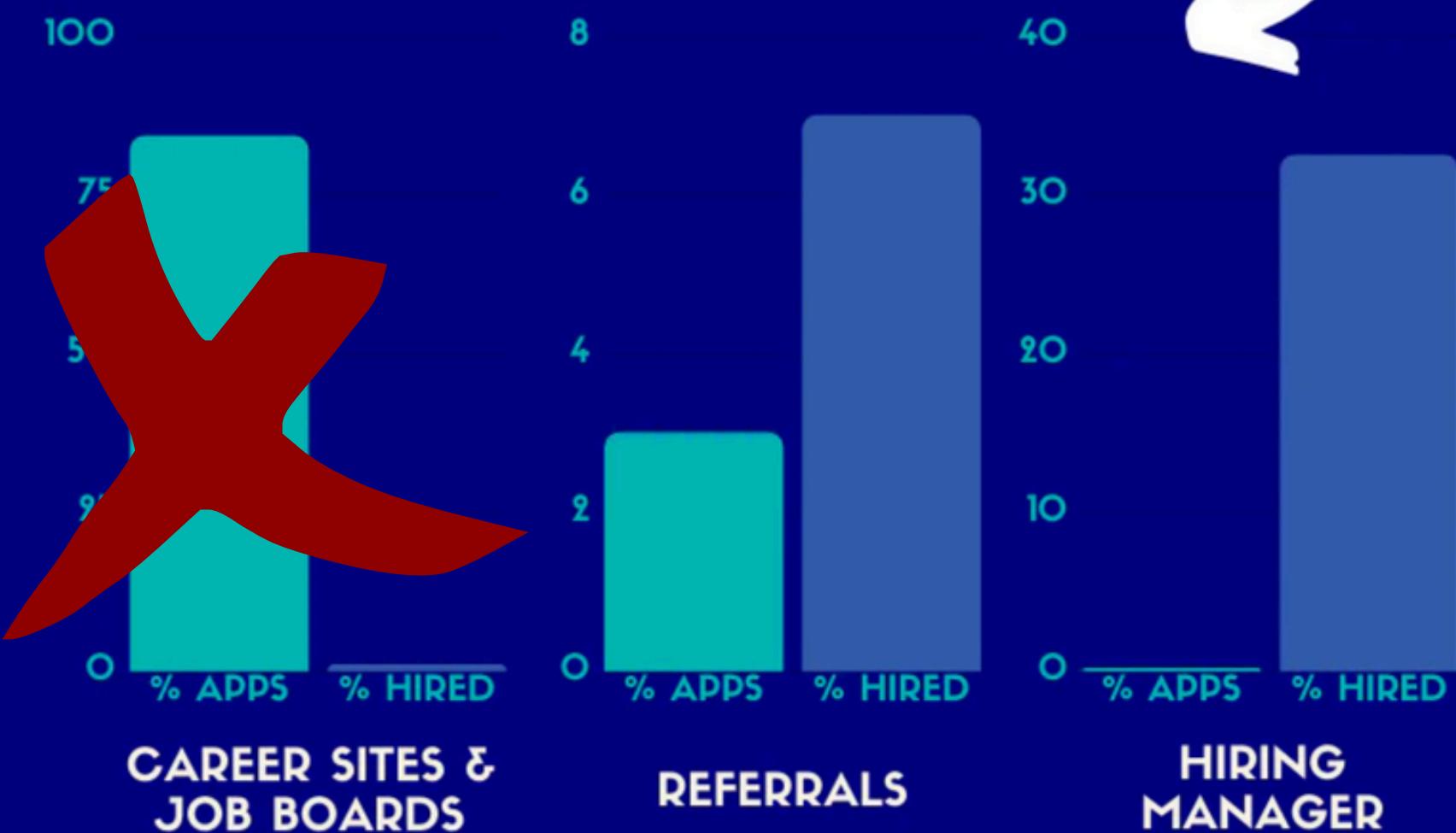
... BUT ONLY 0.96% OF APPLICANTS WHO APPLY THROUGH CAREER SITES AND JOB BOARDS ARE ACTUALLY HIRED

**% OF TOTAL APPLICATIONS BY SOURCE
VS % OF APPLICANTS HIRED**



... BUT ONLY 0.96% OF APPLICANTS WHO APPLY THROUGH CAREER SITES AND JOB BOARDS ARE ACTUALLY HIRED

**% OF TOTAL APPLICATIONS BY SOURCE
VS % OF APPLICANTS HIRED**



Putting this into perspective...

You have a better chance of getting into Harvard (5.3% acceptance rate in 2023) than getting a job via a career site or a job board!

DIFFERENT TYPES OF RESUMES

Chronological Resume

Relevant work experience listed at the top of the resume in reverse chronological order. Best for those with more work experience to showcase.

Functional Resume

Designed to focus on your relevant professional skills rather than your chronological work history. Good if switching professions or job gap.

Visual Resume

Incorporates visual elements such as graphs, illustrations, and designs to make the resume more engaging and unique. Best for more artistic or design positions.

Student Resume/CV

List education near the top

International Application Acceptance Rates 2020

*according to US News

National Universities that received 500+
international applicants,
average acceptance rate was 43.8%

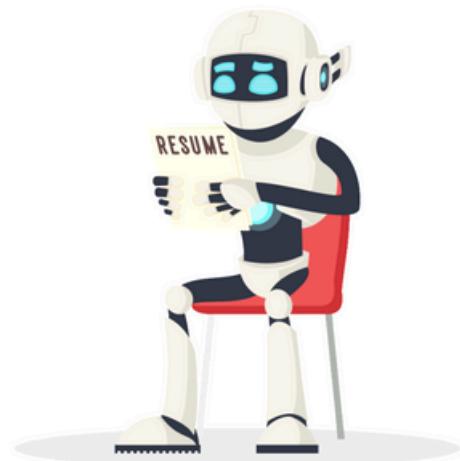
Some institutions had significantly higher
acceptance rates, 99.85% in one case.

[https://www.usnews.com/education/best-colleges/slideshows/universities-
with-the-highest-international-student-acceptance-rates](https://www.usnews.com/education/best-colleges/slideshows/universities-with-the-highest-international-student-acceptance-rates)

Applicant Tracking System (ATS) Friendly Resumes & CVs

Complete Guide to Creating
an ATS-friendly Resume

BEAT THE BOTS



Applicant Tracking Systems (or resume scanning software) is used by recruiters, employers, colleges and universities during the application process to collect, sort, scan, and rank candidates.



KENT JOHNSON

CREATIVE DIRECTOR



PROFILE

- 415-686-7821
- ivcstudio@yahoo.com
- ivcstudio.com
- SF / LA / HI

EDUCATION

FIDM LA
(2012-2014)
San Francisco State University
(2015-2019)

SPECIALTIES

Aerial + FPV
Event Coverage
Travel + Tourism
Real Estate
Studio + Product
Underwater
3D Mapping

SOFTWARE

Premiere
After Effects
Photoshop
Lightroom
Illustrator
InDesign
Dreamweaver

@CRUISINCOASTS

EXPERIENCE

- Aerial Canvas**
Senior Creative Specialist | 2019-2021
- 808 Mopeds**
DP / Editor | 2019
- Lido House Hotel**
DP / Editor | 2019
- Tepui**
Director / DP / Editor | 2018
- Life Proof**
DP | 2018
- Nuheara**
Director / DP / Editor | 2015-2018
- DVO Suspension**
Creative Director / Editor | 2013-2017
- Niseko Resorts**
Content Creator | 2012-2013

EQUIPMENT

- Sony FS-7 + Sony A7sIII
- Canon EOS R5 + Canon EOS 5DmkIII
- DJI Mavic 2 Pro + DJI Mavic 2 Zoom
- DJI Ronin MX + DJI Ronin M
- Matterport Pro 2
- Studio Lighting + Backdrops
- Microphones and Audio Rec Eqpt.

IVCSTUDIO.COM

Creative
(non-ATS friendly resume)

KENT JOHNSON

San Francisco, CA • (415)686-7821 • ivcstudio@yahoo.com • linkedin.com/in/ivcstudio
Open to Relocate & Travel

Summary

I've been fortunate to have a camera in my hand since a teenager, a degree in a field I'm deeply passionate about, and a variety of experiences to hone my craft with the purpose of helping companies strengthen their brand and customer loyalty. I'm a blend of holistic/creative as well as analytical/concrete that creates a balance between fresh thinking and following through with action. My desire for success (mine and yours) is formidable.

SPECIALTIES

- | | | |
|--------------------|----------------------|--------------------|
| • Aerial + FPV | • Luxury Real Estate | • 3D Mapping |
| • Event Coverage | • Action Sports | • Underwater |
| • Travel & Tourism | • Commercials + Ads | • Studio + Product |

VIDEO & PHOTOGRAPHY SKILLS

- | | |
|---------------------------|-------------------------------|
| • Set Design | • Lighting & Sound Management |
| • Screenwriting/Scripting | • Equipment Control |
| • Story Boarding | • Audio & Video Optimization |
| • Framing & Composition | • Equipment Maintenance |
| • Video Editing | • Color Enhancement |

TECHNICAL SKILLS & EQUIPMENT

Software: Final Cut Pro, Premiere, After Effects, Photoshop, Lightroom, Illustrator, InDesign, Dreamweaver, Google, Microsoft & Adobe Suite, Zoom

Equipment: Sony FS-7 + Sony A7sIII, Canon EOS R5 + Canon EOS 5D mkIII, DJI Mavic 2 Pro + DJI Mavic 2 Zoom, DJI Ronin MX + DJI Ronin M, Matterport Pro2, Studio Lighting + Backdrops, Microphones + Audio Recording Equipment

EXPERIENCE

OWNER

IVC Studio | San Francisco Bay Area, CA

Dec 2017 – Present

Founder and owner of IVC Studio, specializing in web & social media marketing campaigns, commercial videography, and photography. From conception to developing a strategy that aligns with brand direction and target audience, we handle all production and post-production needs to deliver a polished final product to the client. We work with realtors, resorts, tech & eCommerce companies, and also cover sporting and live events.

- To see samples of our work, visit IVCSTUDIO.COM
- To view our latest reel, visit [insert link]

HIGHLIGHTED PROJECTS

DP & EDITOR

808 Mopeds | Maui, HI

- [insert line or two or bullet points]

2019

Functional Resume
(ATS-friendly)

A word on fonts

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tahoma

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

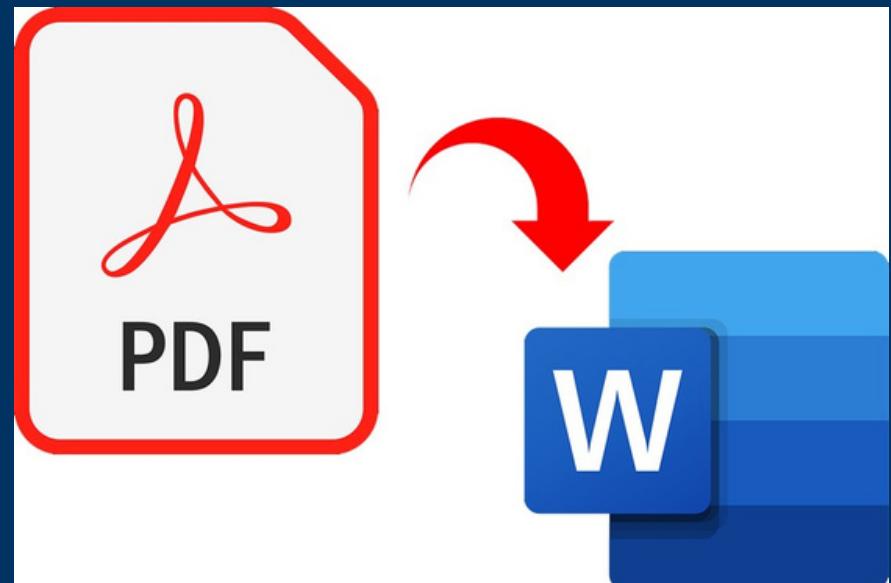
Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

& file formats...



How Eyes Track When Scanning or Reading in English

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National Honor Society, Captain of Women's Varsity Soccer Team

WORK EXPERIENCE

Pepsi-Cola North America Beverages

Marketing Analyst Intern

Remote

May 2021-Aug 2021

▪ Examined profitability of foreign market for new fruit drink using analysis of comparable brands

▪ Managed focus groups and consumer surveys gathering over 500 data points

▪ Created ideas for niche marketing campaigns including use of social networks and viral marketing

▪ Presented findings to senior managers using quantitative analysis and creative visuals in combined PowerPoint presentation

Thomas Wilck Associates

Assistant Account Executive

London, UK

May 2020 - Aug 2020

▪ Researched and assembled requests for proposals for medium-sized public relations and communications firm

▪ Actively participated in staff meetings and brainstorming sessions

▪ Generated correspondence with top executive officers

Tech Hills

Technology Intern

Los Angeles, CA

May 2019 - Aug 2019

▪ Assisted in client onboarding compliance checks & monitoring by performing in-depth credit analysis for loan authorization

▪ Implemented new web site, including back-end database storage system and dynamic web pages

▪ Created App for annual conference registration for attendees, presenters and vendors

LEADERSHIP EXPERIENCES

UC Berkeley Undergraduate Women in Business (WIB)

Executive Committee Member

Berkeley, CA

Feb 2019 - Present

Organized marketing and advertising campaign to increase membership. Coordinated business conference and networking reception for 50 business professionals and 500 students.

UC Berkeley College Marathon Challenge

Training Program Director

Berkeley, CA

Jan 2019 – May 2019

Developed training program for 25 charity runners. Raised over \$25,000 to support Phillips Brooks House Association and The Cambridge Food Project.

SKILLS & LANGUAGES

Hard Skills: Digital Marketing, Stata, SQL, Java and HTML, SEO, Web Development, Wordpress, Canva, Microsoft, Adobe & Google Suites, HubSpot, Salesforce

Soft Skills: Self-motivated, Naturally Curious, Avid Learner, Excellent Communication & Interpersonal Skills Among Diverse Groups, Able to Turn Feedback into Action, Empower Those Around Me, Highly Reliable & Ethical, Can-do Attitude

Languages: English (native), Spanish (fluent)

Top Resume Mistakes

1. Wrong format
2. Spelling and grammar errors
3. Missing email and phone
4. Using passive language instead of "action" words
5. Not well organized, concise, or easy to skim
6. Not demonstrating results (need to quantify/qualify)
7. Missing "soft" skills
8. Inconsistent formatting



Most recruiters and hiring managers only spend 6-7 seconds to scan a resume.

KEY LEARNINGS

Austin Belcak, Cultivated Culture after Examining 125,000+ Resumes

1

Including a link to a LinkedIn profile boosts interview rates, but only 48% of resumes included one

2

Including relevant skills and keywords boosts your chances of landing an interview, but candidates only included 51% of relevant keywords in their resume (with a 60% match rate for hard skills and only a 28% match rate for soft skills)

3

Metrics and numbers are a best practice for illustrating and selling a candidate's value, but only 26% of resumes included at least five instances of measurable results, metrics, or value and 36% of resumes had 0 instances of metrics

4

Data shows the ideal resume length is 475 – 600 words, 77% of resumes were outside of that range

5

51% of resumes included too many fluffy buzzwords, cliches, or incorrect use of pronouns - the easiest way to lose recruiter's interest

SALLY CLAPPER

Sausalito, CA | (+1)415• 646•7338 | sallyclapper@berkeley.edu | linkedin.com/in/sallyclapper

SUMMARY

Strategic business leader who earned her stripes helping some of the world's top CPG and eCommerce companies to create competitive advantages and drive more efficient, consistent market share growth by creating holistic strategies based on data, insights, and cross-functional collaboration. Influential and trusted thought partner for the C-suite, BOD, and top clients with an ease for developing authentic relationships. Above all, a passionate devotee to the development of colleagues' careers, team capabilities, and morale.

EDUCATION

University of California, Berkeley

Berkeley, CA

Bachelor of Science, Business Administration, Global Management Program (GMP)

Jun 2023

Ford Scholar Award (given to student with highest grade in the class), GPA: 3.9 / 4.0

Relevant Coursework: Principles of Business | Global Leadership Development | Business Communications | Marketing

Macroeconomic Analysis for Business Decisions | Financial Accounting | Managerial Accounting | Probability & Statistics

Accent London Study Center

London, UK

Semester of Study Abroad, Visiting Undergraduate Student

May 2022 – Aug 2022

Deans Honor List

Coursework in writing and research, art history, philosophy, politics, international culture and business

Tamalpais High School

Mill Valley, CA

Graduated with High Honors. SATI: M:780 V:760

Jun 2019

National Honor Society, Captain of Women's Varsity Soccer Team

WORK EXPERIENCE

Pepsi-Co.

Market

• Exam

• Man

• Co

Let's break it down...

DO...

- list city & state (perhaps country)
- list contact (phone/email/whatsapp)
- use a school email if you have one
- add your LinkedIn URL or link to portfolios, websites, project sites

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DON'T...

- use a header or footer
- use images, graphics, charts
- use your street address
- list your DOB, age or gender
- use tiny font or margins to try to cram it to one page

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Summary Statements

2-4 sentences that summarize your skills and experiences.
Showcases the best of what you have to offer, giving them critical insights upfront.

EXAMPLE 1

Anticipated Spring 2025 graduate with dual majors in Software Engineering and Computer Science, actively seeking a Data Scientist or Artificial Intelligence Engineer role in the US starting January 2025. Combines drive, focus, and systematic problem-solving skills with a disciplined approach to deliver precise, detail-oriented outcomes. Thrives in organized environments that value punctuality and continual improvement.

EXAMPLE 2

Dynamic team leader with a proven track record of motivating teams to achieve objectives efficiently. Combines a positive, driven outlook with a natural ability to foster collaborative environments. Skilled in relationship-building and persuasive sales techniques, I deliver impactful results through a blend of analytical decision-making and prompt, effective action. Balances hard skills and emotional intelligence to drive success in fast-paced settings.

EXAMPLE 3

Highly ambitious student pursuing a Master in Engineering, who is passionate about using advanced data analytics to help businesses take concrete actions to improve their performance and competitive advantage. My analytical mindset, logical thinking, and effective problem-solving skills have led to increased customer satisfaction, retention, and sales during my last 2 internships. Always moving forward and pursuing new goals while also appreciating feedback.

5 "P" Statements

I help [Person] at [Place] achieve [Purpose] as measured by [Performance], by doing [Process]

- PERSON - Job Title or responsibility of hiring manager
- PLACE - Generic preferred employer type achieve - or other active verb related to Purpose.
- PURPOSE - The benefit of what you do
- PERFORMANCE- The scale/quantity of the benefit
- PROCESS - How you do it.

I help [Global Heads of Client Services] at [investment banks], increase [revenue from new institutional clients], by [in excess of \$1M per year], [by leading high performance client onboarding functions].

WHO WOULD STAND OUT?



Mechanical engineer with two years experience. Skilled in leadership, collaboration, lean manufacturing, and manufacturing design layout.



Energetic mechanical engineer with 2+ years experience. Seeking to use proven process and production design skills to advance manufacturing excellence at Boeing. Increased production efficiency by 35% at Raytheon IADC. Decreased costs 28% and cut lead times by 22%. Lowered defects 32% department-wide. Spearheaded the team that received the Shingo Prize in 2021.



I worked the drive-thru at McDonald's

I was an associate at a multinational firm in the service industry with revenue over \$20 billion. Served as a liaison to the automotive industry.

Education Section

EDUCATION

University of California, Berkeley

Bachelor of Science, Business Administration, Global Management Program (GMP)

Berkeley, CA

Jun 2023

Ford Scholar Award (given to student with highest grade in the class). **GPA: 3.9 / 4.0**

Relevant Coursework: Principles of Business | Global Leadership Development | Business Communications | Marketing
Macroeconomic Analysis for Business Decisions | Financial Accounting | Managerial Accounting | Probability & Statistics

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Tamalpais High School

Graduated with High Honors. SAT: M:780 V:760

Mill Valley, CA

Jun 2019

National Honor Society, Captain of Women's Varsity Soccer Team

- Reverse Chronological
- Include Relevant Coursework
- List GPA, SAT/ACT or other test scores ONLY IF requested by employer or school OR if impressive or relevant for your type of resume/CV

NOTE: make it very easy for resume/CV readers to know what your scores mean



CareerCompass

Experience Section

- Can list either Company OR position first
- Use different font types to make it easy to scan
- Use either bullet point or paragraph format, but be consistent

Reverse Chronological Order
Make Dates Easy to Scan and Read

WORK EXPERIENCE

Pepsi-Cola North America Beverages	Remote
<i>Marketing Analyst Intern</i>	May 2021 - Aug 2021
<ul style="list-style-type: none">• Examined profitability of foreign market for new fruit drink using analysis of comparable brands• Managed focus groups and consumer surveys gathering over 500 data points• Created ideas for niche marketing campaigns• Presented findings to senior managers in combined PowerPoint presentation	
Thomas Wilck Associates	London, UK
<i>Assistant Account Executive</i>	May 2020 - Aug 2020
<ul style="list-style-type: none">• Researched and assembled requests for proposals for medium-sized public relations and communications firm• Actively participated in staff meetings and brainstorming sessions• Generated correspondence with top executive officers	
Tech Hills	Los Angeles, CA
<i>Technology Intern</i>	May 2019 - Aug 2019
<ul style="list-style-type: none">• Assisted in client onboarding compliance checks & monitoring by performing in-depth credit analysis for loan authorization• Implemented new web site, including back-end database storage system and dynamic web pages• Created App for annual conference registration for attendees, presenters and vendors	

Use Variety of Action Verbs

*watch for present or past tense

A Note About Bullet Points:

Generic is forgettable.
Context makes you memorable.

Build a short story, add quantifiable metrics
that demonstrates (SHOWS)
not just tells (LISTS)

Demonstrated [X principle] as measured by [Y] by doing [Z]

ACTION VERBS

NOTE:
Use present tense
if current position

Use past tense if
no longer in that
position

LEADERSHIP								
Accomplished	Achieved	Administered	Analyzed	Assigned	Attained	Chaired	Consolidated	
Contracted	Coordinated	Delegated	Developed	Directed	Earned	Evaluated	Executed	
Handled	Headed	Impacted	Improved	Increased	Led	Mastered	Orchestrated	
Organized	Oversaw	Planned	Predicted	Prioritized	Produced	Proved	Recommended	
Regulated	Reorganized	Reviewed	Scheduled	Spearheaded	Strengthened	Supervised	Surpassed	
COMMUNICATION								
Addressed	Arbitrated	Arranged	Authored	Collaborated	Convinced	Corresponded	Delivered	
Developed	Directed	Documented	Drafted	Edited	Energized	Enlisted	Formulated	
Influenced	Interpreted	Lectured	Liaised	Moderated	Negotiated	Persuaded		
Presented	Promoted	Publicized	Reconciled	Recruited	Reported	Rewrote	Spoke	
Suggested	Synthesized	Translated	Verbalized	Wrote				
RESEARCH								
Clarified	Collected	Concluded	Conducted	Constructed	Critiqued	Derived	Determined	
Diagnosed	Discovered	Evaluated	Examined	Extracted	Formed	Identified	Inspected	
Interpreted	Interviewed	Investigated	Modeled	Organized	Resolved	Reviewed	Summarized	
Surveyed	Systematized	Tested						
TECHNICAL								
Assembled	Built	Calculated	Computed	Designed	Devised	Engineered	Fabricated	
Installed	Maintained	Operated	Optimized	Overhauled	Programmed	Remodeled	Repaired	
Solved	Standardized	Streamlined	Upgraded					
TEACHING								
Adapted	Advised	Clarified	Coached	Communicated	Coordinated	Demystified	Developed	
Enabled	Encouraged	Evaluated	Explained	Facilitated	Guided	Informed	Instructed	
Persuaded	Set Goals	Stimulated	Studied	Taught	Trained			
QUANTITATIVE								
Administered	Allocated	Analyzed	Appraised	Audited	Balanced	Budgeted	Calculated	
Computed	Developed	Forecasted	Managed	Marketed	Maximized	Minimized	Planned	
Projected	Researched							
CREATIVE								
Acted	Composed	Conceived	Conceptualized	Created	Customized	Designed	Developed	
Directed	Established	Fashioned	Founded	Illustrated	Initiated	Instituted	Integrated	
Introduced	Invented	Originated	Performed	Planned	Published	Redesigned	Revised	
Revitalized	Shaped	Visualized						
HELPING								
Assessed	Assisted	Clarified	Coached	Counseled	Demonstrated	Diagnosed	Educated	
Enhanced	Expedited	Facilitated	Familiarized	Guided	Motivated	Participated	Proposed	
Provided	Referred	Rehabilitated	Represented	Served	Supported			
ORGANIZATIONAL								
Approved	Accelerated	Added	Arranged	Broadened	Cataloged	Centralized	Changed	
Classified	Collected	Compiled	Completed	Controlled	Defined	Dispatched	Executed	
Expanded	Gained	Gathered	Generated	Implemented	Inspected	Launched	Monitored	
Operated	Organized	Prepared	Processed	Purchased	Recorded	Reduced	Reinforced	
Retrieved	Screened	Selected	Simplified	Sold	Specified	Steered	Structured	
Systematized	Tabulated	Unified	Updated	Utilized	Validated	Verified		

USING QUANTIFIABLE METRICS

COMPUTER SCIENCE INTERN

- *Developed and implemented algorithms to improve website loading speed by 15% through analyzing user data and optimizing code*
- *Designed and built a data visualization dashboard using Python, resulting in a 50% increase in efficiency for the sales team to track their performance*
- *Collaborated with cross-functional teams to resolve technical issues and improve user experience, reducing customer complaints by 25%*
- *Contributed to the development of a mobile application, writing over 2,000 lines of code and testing for compatibility on multiple devices*

XYZ Formula

Accomplished [X] as measured by [Y], by doing [Z]

- OK: "Won second place in hackathon."
- Better: "Won second place out of 50 teams in hackathon."
- Best: "Won second place out of 50 teams in hackathon at NJ Tech by collaborating with two colleagues to develop an app that synchronizes mobile calendars.



XYZ Formula

Accomplished [X] as measured by [Y], by doing [Z]

- OK: "Member of Leadership for Tomorrow Society"
- Better: "Chosen as one of 275 nationwide for a 12-month professional development program, recognizing leadership potential and academic success in high-achieving, diverse talent."
- Best: "Selected as one of 275 for a national 12-month program honoring diverse talent with leadership potential and academic excellence."



Bullet Point Builder

Demonstrated [X principle] as measured by [Y] by doing [Z]



Skills & Languages

Include Soft Skills

- *especially if listed in job description or university program
- *use your assessments to find your soft skills

SKILLS & LANGUAGES

Hard Skills: Digital Marketing, Stata, SQL, Java and HTML, SEO, Web Development, Wordpress, Canva, Microsoft, Adobe & Google Suites, HubSpot, Salesforce

Soft Skills: Self-motivated, Naturally Curious, Avid Learner, Excellent Communication & Interpersonal Skills Among Diverse Groups, Able to Turn Feedback into Action, Empower Those Around Me, Highly Reliable & Ethical, Can-do Attitude

Languages: English (native), Spanish (fluent)

NOTE ON LANGUAGES

Basic
Intermediate
Conversational
Proficient
Fluent
Native

IF you use TOEFL,
ILR, CEFR, ACTFL
make sure the
reader knows the
scale

NOTE ON INTERESTS

DON'T list interests on your resume/CV if applying for a job or non-academic internship

DO include relevant interests in your CV when applying to graduate schools or other academic programs

NOTE ON INTERESTS / HOBBIES

DON'T list interests on your resume/CV if applying for a job or non-academic internship UNLESS it is somehow relevant to the role OR showcases your versatility, dedication, leadership skills or work ethic.

DO include relevant interests in your CV when applying to graduate schools or other academic programs.

OPTIONAL RESUME/CV CATEGORIES

- Languages
- Technical Skills
- Key Competencies
- Research Experience
- Leadership Experiences
- Activities & Memberships
- Public Service Experience
- Volunteer Work
- Performing Arts Experience
- Publications

PUBLIC SERVICE EXPERIENCE

UC Berkeley Department of Social Services

Intern

- Conduct site visits to local social service agencies to assist in evaluating effectiveness of service delivery.
- Observe experienced counselors and social workers in private settings with clients.
- Analyze data to determine trends in service usage.

Berkeley, CA

Sept 2019 - Present

Alternative Family Services

Summer Urban Program Counselor for Foster Care Families & Children

San Francisco, CA

Jun 2020 - Aug 2020

- Organized activities at summer camp encouraging academic achievement among inner city and under-resourced children.
- Managed \$500 activities budget.
- Produced and implemented curriculum for girls ages 11-12 exposing campers to female leaders in community, community service, and health education.

TECHNICAL SKILLS

Programming: C++, SQL, R, Perl, Python, MATLAB, Java, OCaml.

Operating Systems: Windows, MAC OS, and Linux.

Web Design: Designed www.abc.com, www.xyz.com

RESEARCH EXPERIENCE

Stanford Nanotech Research Center

Research Intern

Palo Alto, CA

Jun 2020 - Aug 2020

Project: Microfabrication of Thin-film Heaters to Simulate Hotspots

- Fabricated devices for testing effectiveness of nanoscale patch used to cool down hotspots on microprocessors.
- Utilized clean room facilities to create devices with hotspot heater and temperature sensors to simulate heat generation.

PERFORMING ARTS EXPERIENCE

Mainly Jazz Dance Company

Dancer / Choreographer

San Francisco, CA

Oct 2019 - Present

Perform traditional jazz, lyrical, hip hop, funk, and modern dance at performances open to public throughout the year. Teach dance routines weekly to 20+ students at local elementary school.

ACTIVITIES & MEMBERSHIPS

Lowell House Committee

Member

Berkeley, CA

Mar 2019 - Present

Collaborate on social and community service activities.

Marin General Hospital

Hospital Volunteer

Committed 3 hours per week greeting patients.

Berkeley, CA

Jan 2019 - May 2019

LEADERSHIP EXPERIENCES

Stanford Society of Black Scientists & Engineers

Executive Committee Member

Palo Alto, CA

Sept 2019 - Jun 2020

Provided strategic direction and developed annual goals for this 90-member student group. Organized board and general meetings. Oversaw existing activities, programs, and collaborations with other student organizations. Represented group in Black Community Leaders Organization.

UC Berkeley Computer Society

Membership Coordinator / Board Member

Organized marketing and advertising campaign, resulting in 20% increase in membership. Coordinated tech conference and networking reception for 30 professionals and 75 students. Upgraded and enhanced website.

Palo Alto, CA

Sept 2019 - Jun 2020

NOTE:
Only include references if required



Share one key
takeaway so far



Flexibility



Benevolence



Motivation



Negotiation skills



Dependability



Leadership



Critical thinking



Teamwork



Active listening

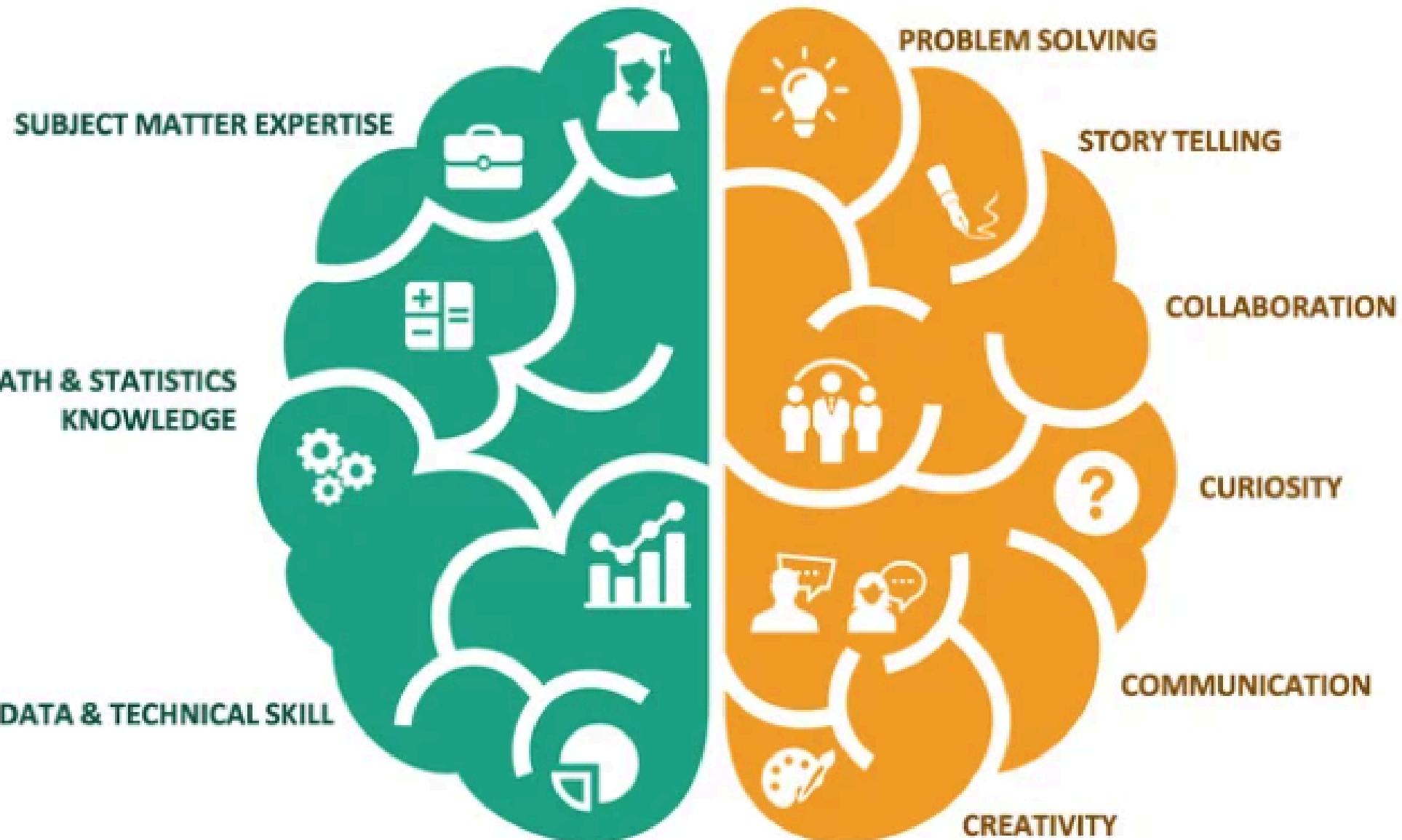


Persuasion

LET'S TALK ABOUT SKILLS and Summary Statements

HARD SKILLS

SOFT SKILLS



Top Soft Skills Employers Seek on Candidate's Resume

Source: NACE, 2020

Skill	Percentage of voters
Problem-solving	91.2%
Ability to work in a team	86.3%
Strong work ethic	80.4%
Analytical/ quantitative skills	79.4%
Communication skills (written)	77.5%
Leadership	72.5%
Communication skills (verbal)	69.6%
Initiative	69.6%
Detail-oriented	67.6%
Technical skills	65.7%

**Problem-solving
Teamwork
Communication
Leadership
Flexibility
Creativity
Time Management**



USE YOUR REDBULL WINGFINDER REPORT



- Highly ambitious person with lots of drive and energy
- Ability to develop logical, effective plans based on facts and reality to solve problems quickly and efficiently
- Fluid and intuitive when it comes to dealing with people individually, on teams or in an organization
- Embody the essence of innovation whether it's with ideas, applied thoughts, or people
- Intuitive penchant for ideas or paths that many people don't notice
- Punctual, well-prepared and precise in analyzing and reporting

3 Main Goals of a Business **high level*



Increase
Revenue



Reduce
Costs



Mitigate
Risk

**make sure you understand which of
these buckets your job falls into*

- Confidence to envision the future
- Optimize and strategize for future possibilities
- Customer-first mindset
- Productive mindset
- Work well with complex adaptive systems and environments
- Able to discern patterns in complex systems
- Qualitative appreciation plus quantitative manipulation
- Ability to dialog with stakeholders productively and proactively
- Skilled in juggling many balls
- Appreciate team effort and collaboration
- Appreciate multiple points of view while working cross-functionally
- Dedicated to practice, improvement and making a positive impact

ASSIGNMENT #5

Due EOD Tuesday 10/29

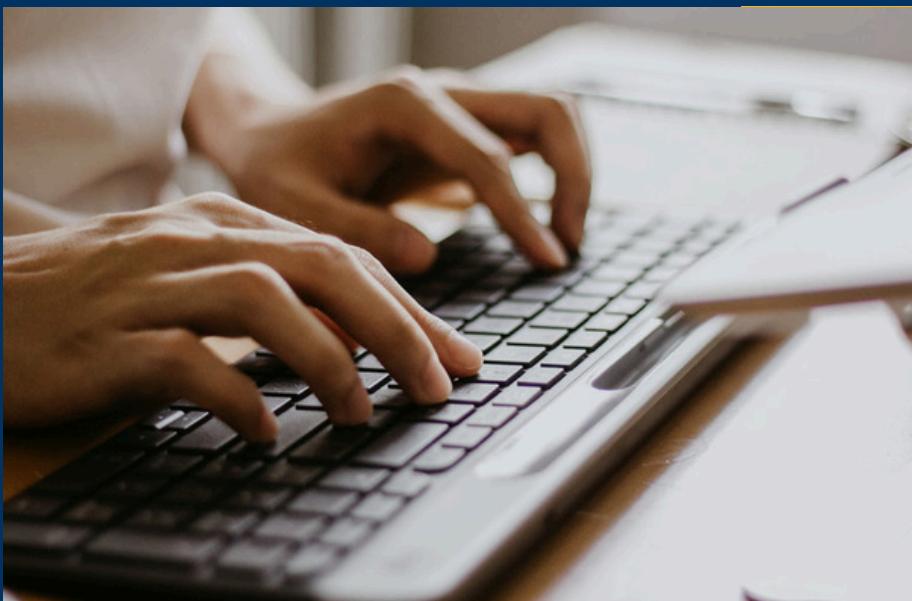
1

Rewrite your
Resume in NEW
format
presented in
class



2

Include a Summary
Statement
(2-5 sentences) or
your
“Positioning
Statement”



Exit Card 10/16



Coaching Appointments with Jen

Step One: Register

<https://forms.gle/Zpk3Gyynf2bbBynMA>



Step Two:

Schedule your first appointment

<https://calendly.com/berkeleyglobalcoach>



Next Class
Wednesday 10/23
On ZOOM