

# Résumé Guide



# Telling Your Story

A résumé is a marketing tool that allows you to highlight your experiences, skills, and knowledge to attract positive attention from potential employers or networking contacts. It gives you the opportunity to share your desired narrative in a way that relates to the mission of an organization or the scope of the work you are looking to do. A résumé should introduce you and tell your story through your experiences and opportunities.



## When Will You Need a Résumé?

- When applying to *Colgate Premier* (Colgate’s formal recruiting) positions and other jobs or internships on Handshake
- When networking online and in person
- When attending career and internship fairs
- When applying to graduate and professional school, in some cases

## Starting Points for All Résumés

The example below highlights required components for résumés and gives tips to organize your document. There is no one “right” way to compose a résumé. Below are some ways to help you get started telling your story.

Maintain a margin around your document, but use the full width of the page for your content.

**Anita A. Job**  
13 Oak Drive | Hamilton, NY 13346 | ajob@colgate.edu | 555-555-5555

Section headers reflect their content. For undergraduate students, the Education section follows contact information.

..... EDUCATION

**Colgate University**, Hamilton, NY  
**Bachelor of Arts**

- Major: Environmental Geography; Minor: Psychology
- GPA: 3.41/4.00
- Dean’s Award for Academic Excellence
- Senior Thesis: Environmental Policy Impact on Natural Forest Preservation in Ghana
- Relevant Coursework: Social Science Research Methods, Geographic Information Systems, U.S. Environmental Politics, Applied Math, Social Sciences

May 20xx

Fall 20xx–Spring 20xx

Fall 20xx

**Colgate Environmental Study Group**  
University of Wollongong, New South Wales, Australia

- Engaged in interdisciplinary academic exploration of environmental studies within a global context while immersed in a foreign culture

Fall 20xx

..... EXPERIENCE

**Company Name**, Location (City, State)  
*Social Media Intern*

- Develop social media campaign to focus attention on new company project
- Create daily Facebook and Twitter posts via Hootsuite to market new products and promote the company brand
- Achieved 100,000 Facebook “Likes” in one hour upon product launch and increased Twitter following by 15% in 4 weeks

Summer 20xx–Present

Keep your name and this contact information at the top of your résumé. Choose home and/or school address.

Experiential dates are consistently written in season, year or month, year.

Each entry includes the employer or organization, location (city, state/country), position title (if held), and dates of involvement. Be consistent in how you lay out each entry on the page.

Begin each bullet with a strong action verb. Bullets aren’t written in full sentences; delete extra words and personal pronouns.

Use present tense for ongoing experiences. Past experiences will be described in past tense.

Include your overall or major GPA if it’s >3.00

Include details of major accomplishments and core responsibilities. Quantify your impact whenever possible.

## Experiences to Include

Showcase your strong candidacy by illustrating your skills and nonacademic qualifications you have developed through paid and unpaid experiences that you want to convey to potential employers. Consider including:

- Jobs
- Internships
- Community service
- Activities, clubs, and organizations
- Academic or independent research experiences
- Shadowing experiences
- Bootcamps and workshops
- Conferences
- Certifications or credential-awarding courses

## Writing Bullet Points to Support Your Story

For each experience, highlight your major responsibilities and accomplishments by creating descriptive bullets that support your narrative through strong action-oriented verbs and answer the following three questions:

### What Did You Do?

What tasks or projects did you complete? Begin each bullet with a strong action verb (see inside back cover for Action Verb Cheat Sheet).

### How Did You Do It?

Include details that will help the reader develop a mental picture of your work. Include contextual information such as numbers, dollar amounts, software programs used, populations you worked with, techniques used, etc.

### Why Was It Important?

Consider the impact your work had on your employer/organization, yourself, or others involved. This can include results, learning outcomes, ways in which your work facilitated a process/decision, or the larger goal you were working toward.

*Annual Fund Student Caller, Colgate University, Hamilton, NY*

Spring 20xx

- Cold-called 500 alumni to yield \$5,000 that will support university priorities
- Reached phone-a-thon goal of \$660,000 alongside team of student callers by calling 5,407 donors in 24 hours
- Facilitated donor stewardship by utilizing Salesforce to record all alumni interactions and donations

Key:      What                      How                      Why  
            **Action Verb**              **Details**                      **Impact**

## Showcasing Your Skills

- Create a list of your relevant “hard skills”: foreign languages, software programs, social media, research tools (SPSS, etc.), or laboratory techniques. These are skills that can be measured.
- Include your level of proficiency [e.g., “Spanish (conversational),” “Java (advanced),” “Bloomberg Terminal Skills (intermediate)”].
- Avoid listing “soft skills” (e.g., team player, organized, hard worker, great communicator). Rather, illustrate them within strong examples in the bulleted descriptions you use to highlight your experiences.
- Strategize the placement of the skills section based on how critical the skills are to the position you seek.

### SKILLS

Language: Spanish (Fluent)

Technology: Basic HTML, Java (Intermediate), Adobe Photoshop (Advanced), InDesign (Beginner)

Science Equipment & Techniques: Scanning Electron Microscopy, Fluorescence Microscopy

Certification: CPR (Valid through April 20XX)

# Certified and Targeted Résumés

## What does “certified” mean?

Career Services “certifies” a résumé when it meets professional standards for résumé writing, as outlined in the résumé rubric (pages 6–7).

## Why should I get my résumé certified?

Having a résumé certified annually will help you understand how to craft a document that is relevant to the employer among a competitive pool of applicants. It also grants you eligibility to upload documents and submit applications through Handshake, including for Colgate Premier (formal recruiting) internships and jobs as well as Summer Funding.

**NOTE:** Your résumé must be certified each academic year to apply to Colgate Premier opportunities on Handshake.

## Who can certify my résumé?

A professional career adviser or peer career adviser can certify your résumé. Please call the office at 315-228-7830 to schedule an appointment. To expedite the certification process, you should self-critique your résumé using the rubric on the following pages.

## When will my résumé be certified?

When the document scores a rating of “excellent” or “acceptable with minor corrections” in each category on the rubric (pages 6–7), it is certified. The résumés of juniors and seniors must be targeted to be certified. See criteria under “targeting” in the rubric for specific goals of a targeted résumé, as well as examples on pages 8–13.

Employers will expect a more targeted version of your résumé as you progress through Colgate. Seniors whose résumés were certified junior year maintain that status through graduation, although we highly recommend working with an adviser to target and improve your document in senior year.

## Once certified, I am done tweaking my résumé, right?

Not yet. Your résumé will be updated continually as your experiences and academics evolve. You will want to continue to enhance, target, and strategically position your experiences. Even after your résumé is certified, you can meet with our advisers for additional feedback on future edits, but you are not required to have it critiqued again until the next academic year.

## What does “targeted” mean?

As you begin your internship or job search, your application materials should be tailored to and reflective of the industry, employer, and position you are seeking. Customizing to the industry builds your credibility and demonstrates the strength of your candidacy by speaking to what is most important to the employer. Our advisers can help you target your documents. See examples on pages 8–13.

## Can I have different versions of a targeted or certified résumé?

Yes. You should have different targeted résumés for different unique opportunities. However, once you have achieved certification with one, you are not required to have all other résumés certified until the next academic year.

# General Résumé

This simplified version is great as a starter document and most appropriate for students unsure of their professional interests. As you build experiences and clarify your interests, your résumé should become targeted to a specific industry and position.

Your name should be the largest font size on the page.

## Franky First-Year

13 Oak Drive | Hamilton, NY 13346 | ffirstyear@colgate.edu | 315-123-4567

### EDUCATION & HONORS

**Colgate University**, Hamilton, NY  
*Bachelor of Arts*

May 20xx

- Intended Major: Biology; Intended Minor: Sociology

If you have not yet declared a major/minor, you may list one as an intended major or minor.

**The Latin School of Chicago**, Chicago, IL

June 20xx

- Graduated with honors
- Daniel Murphy Scholarship, awarded for academic merit

Your high school may be listed on your résumé as an underclassman or beyond if you attended a school that employers may recognize.

### LEADERSHIP EXPERIENCE

*Student Assistant*

Fall 20xx–Present

**Keck Resource Center**, Colgate University

- Identify and determine solutions for Mac, PC, scanner, and printer problems through in-person, telephone, or email consultations to ensure functionality for campus users
- Wrote detailed troubleshooting procedures manual for student staff to increase overall efficiency
- Deliver exceptional customer service to students, faculty, staff, and guests under time pressure to resolve technical issues

Use descriptive section headers to group relevant content (e.g., Volunteer Experience, Colgate Activities, or Leadership Experience.)

*Daniel Murphy Program Mentor*

Summers 20xx–20xx

**Lake Forest College**, Lake Forest, IL

- Developed and executed an academic internship program with 4 colleagues and senior staff members to increase the grades of 25 disadvantaged high school students
- Mentored, tutored, and advised 6 students in the college application process to increase the strength of materials
- Facilitated the payroll process by keeping careful records of students' work hours

You can name the season to capture seasonal work over multiple years.

Within each section, list your experiences in reverse chronological order or by the highest relevance to your audience.

### ACTIVITIES

*Event Coordinator*

Fall 20xx–Present

**Latin American Student Organization**, Colgate University

- Manage and maintain an annual budget of \$2,000 to allocate funding for special events
- Organize community-wide events by vetting vendors and coordinating 25–50 volunteers
- Encourage cross-cultural understanding by participating in 2 community-wide discussions about Latino culture at Colgate

If multiple positions end at the same time, prioritize based on the most impressive or relevant experience.

*Disc Jockey*

Fall 20xx–Present

**WRCU 90.1 Hamilton**, Colgate University

- Produce and air public service announcements weekly to inform the audience about important initiatives and events in the local community
- Develop new procedures in collaboration with station managers and 5 other disc jockeys to increase station effectiveness and organization

*Captain*

Fall 20xx–Spring 20xx

**Intramural Soccer Team**, The Latin School of Chicago

- Supported and motivated 15 players on and off the field and earned top individual scoring record for season

### SKILLS & CERTIFICATIONS

**Computer:** Excel, PowerPoint, Photoshop, Prezi, and Access (intermediate proficiency)

**Social Media:** Instagram, Facebook, Pinterest, and Twitter

**Languages:** Spanish (conversational)

**Certifications:** CPR (expires April 20xx)

Categorize your skills section and qualify your level of proficiency where possible.

# Career Services Résumé Rubric

For a résumé to be “certified” by Career Services, it must score an excellent or acceptable with minor corrections for each section.

| Criteria                                                                                                                                   | Excellent                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Acceptable With Minor Corrections                                                                                                                                                                                                                                                                                                                                                                                                                                       | Needs Revisions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Overall Style/ Appearance</b></p> <p><b>Goal:</b> To ensure your document is easily read and appears polished.</p>                   | <ul style="list-style-type: none"> <li>• Clearly fills one page without overcrowding</li> <li>• Order of information presented is consistent within each section</li> <li>• Information is only presented once</li> <li>• Centered on page with acceptable margins</li> <li>• Font is sized appropriately (no smaller than 10 pt) and readable</li> <li>• Consistency in formatting (use of bold, italics, etc.)</li> </ul>                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>• Page appears clean, but crowded, but not exceeding one page</li> <li>• Order of information presented is consistent within each section</li> <li>• Information is only presented once</li> <li>• Centered on page with acceptable margins</li> <li>• Font is sized appropriately (no smaller than 10 pt) and readable</li> <li>• No more than three errors in formatting consistency (bold, italics, spacing, etc.)</li> </ul> | <ul style="list-style-type: none"> <li>• Document exceeds one page or does not fill the majority of one page</li> <li>• Document appears cluttered</li> <li>• Inconsistency in the order of information within one or more sections</li> <li>• The same information is presented more than once</li> <li>• Document is not centered</li> <li>• Margins are not appropriate</li> <li>• Font size is too small/too big or not consistent; font is not easily read</li> <li>• Inconsistency in formatting (use of bold, italics, etc.)</li> </ul> |
| <p><b>Spelling, Grammar, and Punctuation</b></p> <p><b>Goal:</b> To ensure résumé is polished and demonstrates an attention to detail.</p> | <ul style="list-style-type: none"> <li>• Résumé has no errors — spelling and grammar are correct, punctuation and spacing are consistent</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>• Résumé contains one to two minor errors (spelling, grammar, punctuation)</li> <li>• Résumé has a pattern of a single error (e.g., some bullets have periods, some do not)</li> </ul>                                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>• Résumé contains three or more individual errors</li> <li>• Résumé has a pattern of two or more errors</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                      |
| <p><b>Contact Information</b></p> <p><b>Goal:</b> To ensure an employer can easily contact you.</p>                                        | <ul style="list-style-type: none"> <li>• Includes name, street address (optional), email, phone</li> <li>• Name is largest and most prominent information in section</li> <li>• Email address used is professional</li> <li>• If included, LinkedIn profile/ portfolio has customized URL</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li>• Includes name, street address (optional), email, phone</li> <li>• Name is not most prominent information in section</li> <li>• Email address is not professional</li> </ul>                                                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>• Missing one of the following: name, email, street address (optional), phone number</li> <li>• Email address used is unprofessional/inappropriate</li> <li>• If included, LinkedIn profile/ portfolio does not have customized URL</li> </ul>                                                                                                                                                                                                                                                          |
| <p><b>Education</b></p> <p><b>Goal:</b> To convey academic qualifications and training.</p>                                                | <ul style="list-style-type: none"> <li>• Degree is spelled out</li> <li>• Major/minors (if declared) and graduation month/year are indicated</li> <li>• Each institution attended includes name, location, dates</li> <li>• For undergraduates: Colgate is listed first, then other institutions in order of relevance</li> <li>• If listed, GPA is in correct format (maintain number of decimal places: e.g., 3.05/4.00 or 3.0/4.0)</li> <li>• If GPA other than cumulative is listed, it’s identified (e.g., major GPA)</li> <li>• Relevant honors and scholarships listed and include dates and description if not indicated in the title. (May be in separate section)</li> <li>* Study abroad should be included, if applicable</li> </ul> | <ul style="list-style-type: none"> <li>• Degree is abbreviated (BA)</li> <li>• Major/minors (if declared) and graduation month/year are indicated</li> <li>• Each institution attended includes name, location, dates</li> <li>• For undergraduates: Colgate is listed first, then other institutions in order of relevance</li> <li>• If listed, GPA is in correct format</li> <li>• Relevant honors and scholarships listed and dated, but lack context</li> </ul>    | <ul style="list-style-type: none"> <li>• Incorrect degree listed (not Bachelor of Arts)</li> <li>• Declared major/minor not indicated</li> <li>• Graduation date not listed (month, year)</li> <li>• Each institution attended does not include name, location, dates</li> <li>• Colgate is listed after another institution</li> <li>• Irrelevant/outdated high school information listed</li> <li>• If listed, GPA is not in correct format</li> <li>• GPA is rounded up</li> </ul>                                                          |

|                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Experience</b></p> <p><b>Goal:</b> To contextualize your skills and nonacademic qualifications in a concise manner, showing their relevance to your employer.</p>                              | <ul style="list-style-type: none"> <li>• Each entry lists organization name, dates, position title (if needed), and location</li> <li>• Bullets begin with strong action verbs</li> <li>• All verbs reflect the correct verb tense</li> <li>• Bullets are concise, direct</li> <li>• Bullets indicate one’s impact or contribution to the organization with specificity</li> <li>• Bullets are not written in complete sentences and appropriately omit extra words (e.g., articles, verbose phrases); contain no personal pronouns</li> <li>• Bullets are listed in order of importance within an experience</li> <li>• Results are quantified when possible</li> <li>• The most significant entries include at least one bullet point</li> </ul> | <ul style="list-style-type: none"> <li>• One to two entries omit(s) organization name, dates, position title (if needed), or location</li> <li>• Résumé has a pattern of a single error (e.g., no position titles)</li> <li>• Action verbs could be stronger</li> <li>• One to two individual errors in verb tense</li> <li>• Bullets could be more concise, direct</li> <li>• Bullets indicate one’s impact on the organization — could include more specificity</li> <li>• Bullets are written in complete sentences</li> <li>• Bullets are listed in order of importance within an experience</li> <li>• Results are quantified when appropriate</li> <li>• The most significant entries include at least one bullet point</li> </ul> | <ul style="list-style-type: none"> <li>• Three or more entries do not include organization name, dates, position title (if needed), or location</li> <li>• Bullets begin with weak action verbs</li> <li>• Multiple verb tenses are inconsistent with dates</li> <li>• Bullets are wordy, vague, or do not indicate one’s impact</li> <li>• Bullets contain personal pronouns</li> <li>• Bullets are not listed in order of importance within an experience</li> <li>• Results are not quantified when appropriate</li> <li>• Bullets are not included on significant entries</li> <li>• Irrelevant/outdated information listed (e.g., high school) that would not be discussed in an interview</li> </ul> |
| <p><b>Skills/Interests/ Language/ Certifications Sections (optional)</b></p> <p><b>Goal:</b> To include skills or information that do not appear elsewhere on the résumé and are relevant.</p>       | <ul style="list-style-type: none"> <li>• Listings are concise and specific</li> <li>• Level of proficiency is indicated for skill-based entries (language, laboratory, technology)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <ul style="list-style-type: none"> <li>• Listings are concise and specific</li> <li>• Level of proficiency is indicated for skill-based entries (language, laboratory, technology)</li> <li>• Personal qualities are listed</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Listings are wordy or vague</li> <li>• No level of proficiency indicated for skills-based entries (language, laboratory, technology)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Organization of Sections</b></p> <p><b>Goal:</b> To group relevant information together to draw attention to experiences that resonate with your target employer; to increase readability.</p> | <ul style="list-style-type: none"> <li>• Section headers accurately reflect content</li> <li>• Adequate content exists within a section to substantiate the heading</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>• Section headers reflect content</li> <li>• Content of a section is not best placement of information (see comments)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>• No use of sections or one “Experience” section lists all entries</li> <li>• Too many sections and/or not enough content to warrant a section</li> <li>• Section titles do not reflect content</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Targeting</b></p> <p><b>Goal:</b> To ensure your strengths are strategically highlighted to your specific audience.</p>                                                                        | <ul style="list-style-type: none"> <li>• Section headers are relevant to the targeted audience</li> <li>• Uses language represented in the job description, employer’s materials, or that is industry-specific</li> <li>• The most relevant information is grouped and appears on the first half of the document</li> <li>• Most relevant bullets appear first under each entry</li> <li>• Listed coursework (optional) is tailored to the targeted field</li> <li>• The format/structure of the document is reflective of acceptable industry standards and trends</li> <li>• In formatting entries, the most relevant/strategic information among title and organization name is emphasized by positioning and style (bold, etc.)</li> </ul>     | <ul style="list-style-type: none"> <li>• Audience is addressed, but more focus is required</li> <li>• Language could be more relevant to the reader (section titles, descriptions)</li> <li>• The most relevant information is grouped but does not appear on the first half of the document</li> <li>• The most relevant information could be further emphasized by formatting (bold, italics, etc.)</li> <li>• Listed coursework (optional) is tailored to the targeted field</li> </ul>                                                                                                                                                                                                                                               | <ul style="list-style-type: none"> <li>• Résumé does not show evidence of being targeted to a specific purpose. (NOTE: This rating is assigned to all general résumés)</li> <li>• Section titles and descriptions do not support targeted field</li> <li>• The most relevant information is not grouped</li> <li>• The most relevant information does not appear on the first half of the page</li> <li>• The most relevant information is not emphasized by formatting (bold, italics, etc.)</li> <li>• Coursework (optional) is not tailored to the targeted field</li> </ul>                                                                                                                            |

# Targeted Nonprofit Résumé

## Natalie Nonprofit

13 Oak Drive | Box B235 | Hamilton, NY 13346 | nnonprofit@colgate.edu | 315-123-4567

### EDUCATION & HONORS

**Colgate University**, Bachelor of Arts, Hamilton, NY May 20xx

- Major: Peace and Conflict Studies
- Major GPA 3.63/4.00; Cumulative GPA: 3.41/4.00
- Dean's Award for Academic Excellence (all semesters)
- Advanced Coursework: Contemporary Political Philosophy; Politics of Poverty; International Political Economy; Power, Racism, and Privilege; Politics of Race and Ethnicity

Demonstrate knowledge in relevant areas, especially where you have yet to gain experience.

**Los Angeles High School for the Arts**, Los Angeles, CA June 20xx

- Graduated with honors

Create targeted sections to group relevant experiences to the position and increase readability.

### POLITICAL EXPERIENCE

*Field Intern*, **Donnelly for Senate**, Indianapolis, IN Summer 20xx

- Engaged voters by communicating candidate's policy positions in person during community forums, through neighborhood canvassing events, and by phone through cold-calling more than 500 constituents
- Gained exposure to major political campaign operations at headquarters by contributing communication ideas, observing senior staff meetings, and shadowing campaign manager

Prioritize prominent experiences that directly apply to the position description.

*Campaign Volunteer*, **Washington for Mayor**, Los Angeles, CA Summer 20xx

- Recruited new volunteers through local calling campaign to increase civic engagement and promote voter turnout

Highlight relevant specialized training in a separate heading.

### NONPROFIT PROFESSIONAL DEVELOPMENT

**Council for International Education Exchange**, Hanoi, Vietnam Spring 20xx

- Expanded social and political awareness by learning from grassroots movements, living with host families, meeting with NGOs, corporations, and government agencies while focused on issues such as dams, mining, slums, HIV/AIDS, and agriculture policy
- Developed report for board of directors on topics affecting local community by outlining critical resource shortages due to recent climate change activity

**Finding Money for Social Change Grant-Writing Course**, Colgate University Spring 20xx

- Gained overview of foundations, nonprofits, and grant funding and solicited proposals for grant applications from local organizations during a nine-week, noncredit class

### SERVICE & COMMUNITY INVOLVEMENT

*Farm Volunteer*, **Community Supported Agriculture**, Hamilton, NY Fall 20xx–Present

- Connect farming with issues of food insecurity, social justice, and local economies by participating in community discussion
- Plant seasonal crops and learn inner workings of community-supported organic farm by volunteering 5 hours/week

*Volunteer Relief Work*, **Colgate Alternative Break Trip**, Cap-Haïtien, Haiti Spring 20xx

- Collaborated on a team of 10 students to clean up post-flood debris to make neighborhoods safer for residents

*Youth Mentor*, **Sidekicks**, Colgate University Fall 20xx–Present

- Build and maintain a multi-year relationship with a local child to promote self-esteem and positive attitudes towards education
- Foster campus-town relationships through community involvement and positive relationships

*Benefits Coordinator*, **Student Global AIDS Campaign**, Colgate University Fall 20xx–Present

- Planned and executed semi-formal benefit event that raised more than \$1,000 for HIV/AIDS charities

Listing skills beyond those that are required or desired may give you an edge above other applicants.

### SKILLS & INTERESTS

- Language: Spanish (proficient reading and writing), Vietnamese (conversational)
- Technical: Mindcoast Grantwave, Photoshop, InDesign (intermediate proficiency in all)
- Social Media: Twitter, Facebook, Instagram, Pinterest
- Travel: Extensive travel through China, Japan, Thailand, Vietnam

# Targeted Tech Résumé

## Tanya Tech

PHONE | Email@gmail.com | personalwebsite.com | GitHub & LinkedIn: @name98 | Hamilton, NY

### EDUCATION

**Colgate University** | Hamilton, New York May 20xx

- Bachelor of Arts, Double Major: Computer Science & Economics
- Computer Science GPA: 3.81/4.00 | Cumulative GPA: 3.74/4.00
- Relevant Coursework: Data Structures, Algorithms, Operating Systems, Computer Architecture, Discrete Structures, Theory of Computing, Software Engineering, Human-Computer Interaction

List major GPA when stronger than overall GPA and above 3.0.

Highlight programming languages, software platforms, and other relevant skills that apply to the position.

### TECHNICAL SKILLS

**Strong:** Java, Python, JavaScript, TypeScript, SQL, PostgreSQL, HTML, CSS, VSCode  
**Experienced:** Kotlin, Swift, C, AWS Resources, Angular, NumPy, Pandas, Matplotlib

### SOFTWARE ENGINEERING & COMPUTING

**Tech Company** | Software Engineering Intern, Backend | Seattle, WA Summer 20xx

- Developed and load-tested a reverse-geocoding service leveraging Redis data store to increase precision by alleviating edge cases
- Developed RESTful APIs, wrote unit tests, added performance metrics, and integrated AWS technologies to create upcoming features
- Architected SQL queries to aggregate data across multiple AWS RDS PostgreSQL tables and implemented cron jobs to automatically schedule specific deletion queries
- Updated schemas and added new columns to production AWS RDS PostgreSQL tables and updated API models to reflect changes in use cases

List the most recent entry first.

**Fintech Company** | Intern | New York, NY Summer 20xx

- Wrote JUnit test cases for Struts web application designed to allow financial services clients to track employee completion of internal continuing education programs

**Mini Search Engine Project - Python** | Intro to Computing | Colgate University Fall 20xx

- Wrote functions for traversing set of connected web pages and built Python data structures that model words found on the pages and connectivity structure of the pages
- Implemented functions to accept search queries and output results ordered by relevance

Reference course projects as relevant professional experience and use industry language.

### ADDITIONAL WORK EXPERIENCE

**Department of Computer Science** | Teaching Assistant | Colgate University Fall 20xx–Present

- Coach 20–30 students/semester through process of debugging code and answer questions regarding Python, computer architecture, and computer systems to increase student confidence and proficiency

**Information Technology Services** | Service Desk Consultant | Colgate University Fall 20xx–Present

- Troubleshoot software downloads, connectivity issues, printer driver installs, and other technical difficulties to ensure faculty, staff, and students can take full advantage of ITS resources provided by the university

### NCAA DIVISION I ATHLETICS

**Varsity Women's Soccer** | Colgate University Fall 20xx–Present

- Devote more than 20 hours per week to practice, competition, travel, conditioning, and individual training in nationally ranked program; maintain strenuous training program off-season
- Optimize individual performance by analyzing practice films weekly and incorporating coach's feedback, leading to improved performance during competition
- Create a positive team dynamic by providing athletic and academic mentorship to 5 younger teammates
- Visit local elementary classroom monthly to model value of academic persistence and physical fitness

Frame your athletic experiences by focusing on transferable skills gained, not just the sport.

# Targeted Finance Résumé

## Fiona Finance

315-228-4445 · ffinance@colgate.edu · www.linkedin.com/in/ffinance

Include LinkedIn address after using Career Services' LinkedIn Guide to a complete a profile.

### EDUCATION & TECHNICAL TRAINING

**Colgate University**, Hamilton, NY May 20xx

*Bachelor of Arts* GPA: 3.75/4.00

- Major/Minor: Economics/Psychology
- Dean's Award for Academic Excellence (all semesters)
- Alumni Memorial Scholar — awarded to top 200 applicants in class

**Wall Street Prep**, Remote Summer 20xx

- Completed self-directed intensive Advanced Excel focused on valuation and financial modeling
- Independently constructed models accounting for discounted cash flow, public comparables, leveraged buyouts, and mergers and acquisitions

Include academic and nonacademic training relevant to the position.

**Colgate University Extended Study**, Dhaka, Bangladesh Winter 20xx

- Completed 3-week research study examining NGO's role in alleviating poverty in a developing nation
- Conducted SWOT analysis of NGO's impact through case studies and site visits with local agencies

Lead section with most applicable financial internship to the job sought.

### BUSINESS & FINANCE EXPERIENCE

**Federal Corporation**, Consumer Finance Research Intern, Washington, D.C. Summer 20xx

- Reviewed 5 years' worth of pricing data and used Excel for statistical analysis to detect price disparities between banks/financial institutions
- Compiled economic data from Bloomberg and monitored trends within consumer groups to analyze risk factors facing banks
- Conducted research for unbanked households to examine frequency of foreclosures and reverse mortgages, growth potential, and factors producing inadequate retirement income

Use a descriptive position title that accurately reflected your role (e.g., Research Intern rather than Intern).

**Volunteer Income Tax Assistance Program**, Tax Adviser, Colgate University Spring 20xx–present

- File federal and state tax returns on behalf of 15 low-income residents resulting in more than \$20,000 returned revenues annually
- Maintain and engage in ongoing training to monitor changing tax credits to maximize returns for clients
- Completed IRS training program and passed IRS tax preparer test in order to qualify to file returns on behalf of clients

### ACTIVITIES & LEADERSHIP

**Budget Allocations Committee**, Board Member, Colgate University Spring 20xx–present

- Collaborate through weekly meetings with 8 fellow board members during weekly meetings to discuss allocation of \$700,000 in student initiative funding
- Review proposals from up to 125 student organizations by assessing fiscal responsibility and potential value of projects to campus life

**Delta Delta Delta Sorority**, Recruitment Chair, Colgate University Fall 20xx–present

- Yielded \$40,000 in donations for St. Jude's Hospital by pitching proposals to local businesses with 5 chapter members
- Coordinate receptions by reserving event space/catering and managing RSVPs for potential and current members to highlight sorority's philanthropic initiatives and build community

Prioritize bullet focused on financial aspect.

### SKILLS & INTERESTS

**Technology:** Proficient with Capital IQ, Bloomberg, Excel, Taxwise, and PowerPoint

**Interests:** Personal investing — realized 20% gain in portfolio since 20xx

**Language:** Spanish (conversational)

List a personal interest that shows industry interest.

# Targeted Writing and Film Résumé

## Figaro Film

315-555-XXXX | www.linkedin.com/figaro-film | figaro.film@colgate.edu  
www.figarofilm.com

If you have a digital portfolio or writing sample, incorporate that into your contact information.

### EDUCATION

**Colgate University**, Hamilton, NY May 20xx  
**Bachelor of Arts** | Major: Film and Media Studies | Minor: Sociology  
*Relevant Coursework:* Global Cinema, LGBTQ Cinema/Transnational, Introduction to Italian Cinema

### PRODUCTION EXPERIENCE

**Filmmaker** | Documentary Film (FMST 333) | Colgate University Spring 20xx

- Created a 20-minute documentary film dedicated to the life of a Division I student-athlete on a college campus using a digital single-lens reflex camera (Canon EOS Rebel SL3)
- Analyzed documentary films of the past 20 years to understand the evolution of film production
- Collaborated with 3 student creators to direct, produce, and edit a 2-and-a-half-minute documentary about a sculpting student by using Adobe Premiere Pro to edit the footage in order to showcase the art making process

Highlight specific course projects that you have completed, listing specific equipment or software.

### EXPERIENCE IN FILM & MEDIA

**Entertainment Development Intern** | The Gotham Film Institute | Brooklyn, NY Summer 20xx

- Developed fundamental and critical skills within film, media, and advertising industries through mentorship sessions, master classes, and career development workshops
- Learned the basics of Adobe Cloud Software (Photoshop, InDesign, Premiere Pro) to enhance technical abilities
- Created a pitch deck for independent screenplay project, which was shared with 20 staff members, Colgate University professors, and fellow peers within The Gotham cohort to showcase work completed throughout the 8-week program

**Contributing Writer** | *The Maroon News* | Colgate University Fall 20xx–Present

- Started film column in the school newspaper writing reviews, opinion pieces, and commentaries on the entertainment field for the Colgate community
- Highlights include works on “Emptyspace,” “The End of Everything,” and a special on movie theaters in relation to the COVID-19 pandemic, further allowing an exploration for cinema and the arts

**Staff Writer** | *Her Campus Colgate* | Colgate University Fall 20xx–Present

- Write articles ranging from 500–1,000 words tailored for women at Colgate about topics related to lifestyle, entertainment, and culture to enable powerful, accessible, and entertaining material across campus for female students

Use page or word counts or film length to quantify your creative work.

### LEADERSHIP EXPERIENCE

**Treasurer** | Budget Allocations Committee | Colgate University Fall 20xx–Spring 20xx  
**Volunteer** | North Broad Street Mentoring | Colgate University Fall 20xx–Spring 20xx

### SKILLS

**Technical:**  
Advanced: Premiere Pro, Illustrator, iMovie, Final Cut Pro  
Intermediate: Photoshop

**Social Media:**  
Advanced: TikTok, Instagram, Facebook, Twitter

Highlight technical skills including editing software, camera equipment, and other creative tools.

# Targeted Pre-Health Résumé

## Peter Pre-Health

13 Oak Drive, Hamilton, NY | phealth@colgate.edu | 315-228-7380

### EDUCATION & HONORS

**Colgate University**, Hamilton, NY

Expected Graduation: May 20xx

- Bachelor of Arts, Major: Psychological Science, pre-med track
- GPA: 3.84/4.00, Dean's Award for Academic Excellence With Distinction
- Psi Chi International Honor Society in Psychology
- Phi Eta Sigma National Honor Society

All Semesters  
Fall 2020  
Fall 2018

Indicating the track you are on will convey your area of interest within the health sciences.

Include departmental honor society affiliations in your education section.

### CLINICAL EXPERIENCE

*Clinical Intern, Visionary Psychology Consulting*, New York, NY

June 20xx–Present

- Observe and participate in virtual Parent-Child Interaction Therapy (PCIT) and Teacher-Child Interaction Training (TCIT) to help provide evidence-based treatment for children with oppositional defiant disorder
- Assign scores to data such as intakes, ECBIs, and homework by creating graphs in Excel to aid in determining treatment progress
- Designed emotion regulation and sports curriculum for a summer intensive treatment for children ages 4–6 with behavioral and self-regulation issues to promote treatment gains

Separate different types of health care experiences to help organize the document.

*Assistant Athletic Trainer, Department of Sports Medicine*, Colgate University

August 20xx–Present

- Perform stimulation therapy, tape wrists, and treat wounds for the Colgate University's NCAA Division I varsity football team to ensure the safety of athletes
- Serve as first medical responder to incidents that occur during games and practices to allow for quick treatment

*Observer, Mount Sinai Hospital*, New York, NY

May 20xx–June 20xx

- Observed a variety of neurosurgery cases in the operating room in order to gain an understanding of the processes and procedures of a neurosurgical physician assistant

*Intern, New York Sports Medicine Institute (NYSMI)*, New York, NY

May 20xx–June 20xx

- Observed various shoulder, elbow, and knee surgeries in the operating room in order to gain an understanding of the processes and procedures of an orthopedic surgeon
- Wrote articles for NYSMI website about a variety of sports-related injuries to showcase knowledge gained

When you describe shadowing, focus on what you learned from the experience.

### RESEARCH EXPERIENCE

**Psychological and Brain Science Department**, Colgate University

January 20xx–Present

*Lead Research Assistant* (September 20xx–Present)

- Supported experimental study analyzing how inflated responsibility influences decision-making among college students by running data sets and preparing lab for qualitative interviews

*Research Assistant* (January 20xx–May 20xx)

- Coded and analyzed data collected from surveys in Excel to gather information about how self-expanding activities promote a healthy relationship in retired couples
- Provided feedback for senior honor students' thesis papers and presentations to help finalize results

If you held more than one position at an organization, separate them to show changes in responsibilities and growth.

*Research Assistant, Department of Psychology*, Columbia University, New York, NY

June 20xx–August 20xx

- Collaborated with PhD student and other research assistants to study the impacts of social support in retired couples and how it mitigates anxiety in stressful situations
- Trained in impedance and ECG application to monitor and measure blood flow and heart rate in participants
- Coded videos and conducted literature reviews to analyze and compare results to other similar research studies

Indicate specific skills within your bullet points if you do not have a dedicated skills section.

### OTHER RELEVANT EXPERIENCE

*Club Member, Sidekicks*, Colgate University

September 20xx–Present

- Mentor 7-year-old child at the Hamilton Central School by engaging in weekly activities to provide companionship

# Targeted Natural Sciences Résumé

## Sammy Science

Mailing Address, City, State, ZIP Code | email@colgate.edu | ###-###-####

### EDUCATION

**Colgate University, Bachelor of Arts**, Hamilton, NY May 20xx

- Major: Geology
- GPA: 3.46/4.00
- Coursework: Senior Research Seminar in Geology, Geochemistry, Mineralogy, Petrology, Structural Geology, Stratigraphy and Sedimentation, Evolution of Planet Earth, Field Techniques in Geology, Hydrology and Surficial Geology, Oceanography, Paleontology of Marine Life, Geographic Information Systems (GIS), Introduction to Statistics

When including coursework, list most relevant courses first.

### TECHNICAL PROFICIENCY

**Equipment:** Scanning Electron Microscope, Energy Dispersive X-ray Spectroscopy, X-ray Diffractometer, X-ray Fluorescence Analyzer, SPOT Imaging Software, Optical Petrographic Microscope, and Carver Hydraulic Unit

**Research:** field data collection, technical report writing, X-ray Fluorescence Analyzer, analytical balances, and Diatom Settling Methods

**Software:** ArcGIS, MATLAB, Google Earth, Microsoft Office Suite, Adobe Illustrator, Tri-Draw (advanced in all)

### GEOLOGY FIELD RESEARCH & ANALYSIS

**Department of Geology, Research Assistant**, Colgate University Summer 20xx–present  
*Research Adviser, Prof. Geode; Examining the mineralogy, petrology, and geochemistry of melted rocks from a natural coal fire combustion system in Helper, Utah.*

- Assembled self-collected samples and conducted laboratory analytical work through the preparation of thin sections, epoxy mounts, and glass disks for analysis under the EDS, SEM, XRD, and XRF
- Calculated the normative mineralogy of samples and represented these calculations on phase diagrams to illustrate the pressure and temperature relationships

When addressing research, be sure to include the principal investigator or research adviser.

**Department of Geology, Summer Research Fellow**, Colgate University Summer 20xx  
*Research Adviser, Prof. Stalactite; Investigating the three-dimensional interaction of mantle plumes and migrating mid-ocean ridges.*

- Investigated magmatic process in the Galápagos by designing, implementing, and analyzing a gravity survey through 3 weeks of fieldwork and of follow-up research funded by the National Science Foundation under PI, Prof. \_\_\_\_\_
- Designed data analysis scripts through MATLAB and utilized preconstructed programs to model geophysical systems occurring in the Galápagos

List technical skills in bullet descriptions to help the reader understand how you have applied the ones referenced in the Skills or Technical Proficiency section

**Field Techniques in Geology**, Colgate University, Western United States Summer 20xx

- Completed a 6-week field program that provided further facility with the field methods used in geology
- Prepared geologic maps, cross-sections, and technical reports at various sites in Colorado, Utah, and Wyoming, USA
- Developed geologic histories of multiple field sites with a focus on igneous, metamorphic, and sedimentary processes
- Self-collected and packaged samples from Helper, Utah, to analyze at Colgate University as a Research Assistant

Include course projects or field experiences to illustrate knowledge and skills that are relevant to the roles that you are applying to.

### CAMPUS INVOLVEMENT

**Liberty Kids, Mentor**, Colgate University Fall 20xx–Present

- Visit local elementary school weekly in order to support teacher by facilitating classroom activities covering math, reading, and writing

**Shaw Wellness Institute, Bystander Intervention Facilitator**, Colgate University Fall 20xx–Present

- Collaborate with facilitator team to develop innovative approaches to bystander training workshops aimed at reducing domestic and dating violence at Colgate
- Effectively communicate bystander awareness training to clubs and organizations across campus by facilitating engaging activities, developing rapport with participants and creating a forum for open dialogue

# Targeted Creative Résumé



315-555-xxxx

carl.creative@colgate.edu

www.colgatecarlcreative.com

13 Oak Drive, Hamilton, NY 13346

If you use color on a résumé, make it dark enough to be legible on screen or in print. You might consider matching the colors of the organization's brand.

Consider using small symbols to further tell your story.

## MARKETING EXPERIENCE

June 20xx–August 20xx

**PAWS**, Chicago, IL

Digital Marketing and Social Media Intern

- Gathered media for Instagram and Facebook stories (to be viewed for 5–10 seconds) by conducting online research and interviews with employees to communicate the mission of the organization to the greater Chicago area
- Wrote concise, detailed social media content for Instagram, Facebook, and Twitter on topics such as animal profiles and upcoming fundraising events to encourage animal adoption
- Captured and edited photos and videos on a Canon PowerShot Zoom of the animals in an engaging manner for promotional advertisement

September 20xx–May 20xx

**Independent Creator @colgatecarlcreative**, Hamilton, NY

Digital Content Creator and Promoter

- Built and maintained an Instagram account, with a following of approximately 5,000, geared toward promoting and showcasing current Colgate student artistic work
- Conducted outreach to on-campus clubs and organizations to build connections and grow number of followers

August 20xx–May 20xx

**Colgate Live Music Collective**, Hamilton, NY

Member

## CAMPUS INVOLVEMENT

January 20xx–May 20xx

**Masque and Triangle** (student theater company), Colgate University

Member

January 20xx–May 20xx

**Club Swimming**, Colgate University

Member

## EDUCATION

**Colgate University**

Hamilton, NY

**Bachelor of Arts**

Major: Psychology

GPA: 3.24/4.00

May 20xx

## SKILLS

Adobe Photoshop



Canva



Google Analytics



Search Engine Optimization



Mailchimp



Instagram, TikTok, Facebook



Snapchat, Pinterest, Twitter



When listing skills, use a proficiency level or an image to highlight the level of your expertise.

Link digital work and social media profiles if the content is appropriate.

# Résumé and Cover Letter Action Verb Cheat Sheet

## Planning

---

|              |            |            |             |             |
|--------------|------------|------------|-------------|-------------|
| Administered | Determined | Forecasted | Prepared    | Revised     |
| Allocated    | Developed  | Formulated | Prioritized | Strategized |
| Anticipated  | Devised    | Identified | Researched  | Studied     |
| Commissioned | Evaluated  | Planned    | Reserved    | Tailored    |

## Organizing

---

|            |             |              |            |            |
|------------|-------------|--------------|------------|------------|
| Acquired   | Classified  | Designed     | Linked     | Scheduled  |
| Activated  | Collected   | Dispatched   | Logged     | Secured    |
| Adjusted   | Committed   | Established  | Obtained   | Selected   |
| Allocated  | Confirmed   | Facilitated  | Ordered    | Simplified |
| Arranged   | Contracted  | Housed       | Procured   | Sought     |
| Assembled  | Coordinated | Implemented  | Programmed | Suggested  |
| Assessed   | Customized  | Incorporated | Recruited  | Tracked    |
| Authorized | Delegated   | Instituted   | Retrieved  |            |
| Cataloged  | Designated  | Issued       | Routed     |            |

## Executing

---

|              |             |           |           |            |
|--------------|-------------|-----------|-----------|------------|
| Acted        | Conducted   | Exercised | Performed | Shipped    |
| Administered | Displayed   | Forwarded | Processed | Sold       |
| Collected    | Distributed | Installed | Produced  | Stocked    |
| Completed    | Enacted     | Operated  | Proved    | Transacted |

## Leadership

---

|            |             |            |             |              |
|------------|-------------|------------|-------------|--------------|
| Adjusted   | Directed    | Inspired   | Overhauled  | Stimulated   |
| Analyzed   | Discovered  | Judged     | Oversaw     | Strengthened |
| Assessed   | Elected     | Launched   | Pioneered   | Supervised   |
| Built      | Encouraged  | Led        | Prohibited  | Tightened    |
| Certified  | Established | Licensed   | Promoted    | Trained      |
| Chaired    | Examined    | Maintained | Refined     | Updated      |
| Compared   | Explored    | Measured   | Regulated   |              |
| Controlled | Facilitated | Modified   | Reviewed    |              |
| Corrected  | Founded     | Monitored  | Revised     |              |
| Developed  | Inspected   | Officiated | Scrutinized |              |

## Problem-Solving

---

|              |            |            |              |             |
|--------------|------------|------------|--------------|-------------|
| Alleviated   | Created    | Diagnosed  | Investigated | Revitalized |
| Analyzed     | Debugged   | Engineered | Recommended  | Satisfied   |
| Brainstormed | Decided    | Foresaw    | Remodeled    | Solved      |
| Collaborated | Deciphered | Formulated | Repaired     | Synthesized |
| Conceived    | Detected   | Found      | Revamped     | Theorized   |

## Communicating

---

|              |              |             |             |              |
|--------------|--------------|-------------|-------------|--------------|
| Adapted      | Deliberated  | Informed    | Publicized  | Supplemented |
| Addressed    | Demonstrated | Instructed  | Questioned  | Surveyed     |
| Clarified    | Drafted      | Interpreted | Referred    | Synthesized  |
| Communicated | Edited       | Interviewed | Reinforced  | Systematized |
| Composed     | Educated     | Justified   | Reported    | Taught       |
| Concluded    | Explained    | Lectured    | Represented | Tested       |
| Consulted    | Extracted    | Marketed    | Shaped      | Translated   |
| Convinced    | Greeted      | Mediated    | Specified   | Transmitted  |
| Corresponded | Highlighted  | Moderated   | Spoke       | Verified     |
| Critiqued    | Illustrated  | Negotiated  | Submitted   | Welcomed     |
| Dedicated    | Improvised   | Persuaded   | Suggested   | Wrote        |
| Defined      | Indicated    | Presented   | Summarized  |              |



COLGATE