

# Office of Alumni Career Management

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[go.osu.edu/AlumniCareerManagement](http://go.osu.edu/AlumniCareerManagement)



# Career Management

- Programs/Resources
  - Web resources, webinars, programs, career fair, individual consulting (in-person and remotely).
- A lifelong process
  - Assessment
  - Exploration/Research
  - Personal Branding
  - Networking
  - Job Search
  - Professional Development



# Today's Agenda:

- Resumes yesterday and today; job history vs. marketing piece.
- What are employers looking for? Make it powerful.
- What to include on a resume; do's and don'ts.
- Approximately 30 minutes of information.
- Your questions; our answers.

# Your Resume: Creating a Marketing Piece

- Resumes are no longer a lengthy work history.
- Personal Branding- What skills are you taking to the market? How do you want to be known?
- Demonstrate Fit. Your skills=employer's needs.
- Resumes are working documents. Powerful and effective.
- The purpose of the resume is to get the interview!

# Resume Sections:

- Header (name, address, phone, email, LinkedIn URL)
- Qualifications Summary
- Professional Experience
- Education/Training/Certifications
- Professional Associations
- Community Service or Volunteerism



# The Qualification Summary:

- Your personal branding in written form.
- 4 parts to each summary:
  - Professional title including level and function
  - Soft skills (transferable skills)
  - Hard skills ( job specific skills)
  - Final statement (what you are known for)

## **JANET BUCKEYE**

1234 Anywhere Street  
Denver, CO 80211  
303-433-5555  
myname@aol.com

### **MARKETING AND COMMUNICATIONS PROFESSIONAL**

Results-oriented professional with strong marketing background and a focus on direct marketing campaigns. Experienced in strategic planning and multi-tasking to meet and exceed individual and organizational goals. Highly motivated, dependable, and responsible self-starter who takes initiative with minimal supervision and is a hard-working contributor committed to excellence and success.

Strategic Planning  
Staff Development  
Market Research

Marketing  
Event Planning  
Operations

# Professional Experience:

- Organization, position, city, state, years of employment.
- Brief job description ( 2-3 lines defining your role)
- Accomplishments- bullet specific examples of your contributions with measurable results!
- Begin with action verbs and use descriptive language.
- Did you develop something, improve performance, solve a problem, exceed goals, reduce cost?



## **PROFESSIONAL EXPERIENCE**

### **Spanish Teacher and Diversity Specialist**

Ursuline High School, Youngstown, OH

2002- present

Advise students in educational, social and cultural issues such as class choice/credits, graduation preparation, and daily life responsibilities. Teach Spanish level 1-4.

- Develop and implement cultural and diversity awareness programs to support international students resulting in the use of more culturally relevant material to deliver student and peer instruction.
- Formulate and provide interesting, challenging and culturally competent academic services. Utilized the CPS course of study and national and state standards for foreign language education resulting in a 20% increase of student enrollment in Spanish.
- Coordinate communication and services for students by maintaining parental relationships resulting in an average increase of success per individual.
- Engage students in speaking, listening, reading and writing skills by exercising higher order thinking skills which increased literacy test scores by 15%.

# Action Verbs

- Advertised
- Appointed
- Arranged
- Consulted
- Delegated
- Designed
- Directed
- Established
- Improved
- Interviewed
- Managed
- Monitored
- Organized
- Operated
- Produced
- Resolved
- Supervised

# Remaining relevant sections:

- Education/Training/Certifications
  - Highest degree listed first
  - University, city, state
  - Year of graduation optional (within 5 years)
- Professional Associations
- Community Service/Volunteerism



# Resume Do's and Don'ts:

- No more than 2 pages unless it is a CV.
- Focus on the last 15 years.
- Font size no smaller than 11 point.
- White space is a good thing.
- Paper recommendation white or off white.



# Resume Styles:

- Chronological- highlights experience in same industry.
- Functional – highlights skills; good for career changers.
- Combination – highlights chronology and skills.
- Samples under Resumes and Cover Letters at <http://go.osu.edu/AlumniCareerManagement>.

# Cover Letters:

- An additional chance to market yourself.
- Brief and targeted!
- 3 paragraphs
  - Name the position and reference source of posting.  
Name networking contact.
  - Demonstrate fit to the job.
  - Close and ask for opportunity to discuss you candidacy.





# Questions?

<http://go.osu.edu/BuckeyeNetwork>

Join our LinkedIn group  
The Ohio State University Buckeye Network

[go.osu.edu/AlumniCareerManagement](http://go.osu.edu/AlumniCareerManagement)

