Resume Rundown

When creating your resume, focus on pairing a simple design with excellent content. Your resume will stand out because it is well written, not because it is the most eye-catching. (Those going into creative roles such as graphic design are the exception to this rule.). To be Applicant Tracking System (ATS) compatible, build your resume from a blank document as opposed to a template. Templates are difficult to adjust and are often not ATS-friendly, resulting in your awesome resume content not being viewable to employers.

+ Layout

- Margins: Between .5 inch and 1 inch
- Font: Plain and readable (Times New Roman, Arial, Calibri, etc.) – no smaller than 10 pt and no larger than 12 pt
- Your Name: Largest text on the page - 16 or 18 pt
- Avoid using Headers and Footers

+ Format

- Sections: Split experiences and entries into appropriate sections (I.e. Education, Relevant Experience, Campus Involvement, Skills, etc.).
- Reverse Chronological Format: Within sections, list most recent/ present experiences first, followed by next-most recent experiences.
- Length: 1 page is standard for college students and recent graduates. A second page is acceptable for those with extensive experience.

AVOID the use of columns, text boxes, tables, icons, head shots, excessive color.

BUILDING BETTER BULLET POINTED ACTION STATEMENTS

Strong and effective resumes do more than just describe the tasks you've performed; they showcase your skills and accomplishments related to the opportunity you're applying for. The primary goal of bullet pointed action statements is convincing your target audience that you possess skills, knowledge and attributes that will help them achieve their strategic goals.

+ To build powerful bullet pointed action statements, ask yourself these questions:

- **What** did you do? (Begin with a strong action verb.)
- **How** did you go about it? (Skills, processes, and strategic objectives followed.)
- **Why** did you do it? (Purpose of task performed.)
- **What was the outcome?** (Include measurable outcomes wherever possible.)

+ Quantify whenever possible:

- How many?
- How often? (Per day, per week, per month)
- Percentages: Efficiency improved, satisfaction ratings, sales metrics, etc.
- Timelines of projects: weeks, months, years
- Monetary figures: sales and revenue, cost reductions and savings, etc.

Bullet pointed action statements should be detailed, yet concise. Use active language and begin with a strong action verb, avoiding writing full sentences or unnecessary words.

ACTION STATEMENT EXAMPLES

+ Organizational skills:
- Streamlined subscription fee reconciliation process through leveraging Microsoft Excel for data tracking, securing $5,000 in past-due fees.
- Organized and inventoried company's merchandise and office supplies to increase the accuracy and speed of intercompany orders.

+ Analytical skills:
- Audited season parking passes with careful attention to detail and a systematic approach, resulting in a complete and organized record for the last 3 seasons.
- Researched 21 dimensions of taxation in 12 counties, comparing taxes based on dollar assumptions to assist county commissioners compare levels of efficiency in tax collection.

+ Teamwork skills:
- Trained and coached 6 new associates on store software, procedures, and products to promote a positive customer experience and increase sales.
- Collaborated with client and teammates to create 3 innovative marketing campaigns aimed at boosting digital presence and following on Instagram and TikTok.

+ Project development and implementation:
- Evaluated and updated e-commerce site as it grew to over 2,000 pages and images, generating 200 hits daily.
- Designed campus sustainability project, coordinating 5 team members to implement recycling initiatives to increase campus recycling rates by 15% within 1 semester.

+ Written & oral communication skills:
- Presented research findings to panel of 8 faculty and students at undergraduate research symposium via a concise and visually appealing Google Slides presentation.
- Persuaded university administration to approve hosting a 200-person event demonstrating clear explanation and justification of the event's purpose and benefit.

+ Patient care skills:
- Accurately measure and record patient vital signs (temperature, pulse, respiration, blood pressure) every four hours, ensuring timely identification of any deviations from baseline.
- Assist 15 patients daily with activities of daily living (ADLs) such as bathing, dressing, and feeding, promoting patient comfort and independence.

+ Education & teaching skills:
- Develop daily interactive lesson plans that engages students in exploring a specific concept through different learning modalities (visual, auditory, kinesthetic).
- Implement classroom activities designed to foster collaborative learning and problem-solving skills among students.

LEVERAGING GENERATIVE ARTIFICIAL INTELLIGENCE (AI)

Using AI tools like ChatGPT, Gemini, and Co-Pilot can enhance your resume. Prompt them with clear, meaningful requests to refine your content while ensuring it remains authentically your own. The Career Development Office encourages the responsible use of Generative AI tools. Remember, AI cannot replace your unique traits and abilities! Many employers use software to detect AI-generated content, so balance automation with personal input.

+ Example prompts:
- How can the following bullet points/ action statements be strengthened to include metrics and data? <paste bullet points/ action statements>
- How can my resume be more actionable? <paste resume>
- Create sample phrases for a professional summary based on my top skills, accomplishments, and expertise areas based on my resume: <paste resume>
- What are industry-specific keywords I can use to align my resume with a role in the (industry)? <paste resume>
- Suggest improvements to my bullet point/ action statement language to use more descriptive soft skills: <paste resume>

Tip: Cross-check AI-generated suggestions to ensure accuracy and relevance.

XAVIER UNIVERSITY

Anita Job
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Optional. Common for graduating seniors and alumni.

PROFESSIONAL SUMMARY
Marketing major with extensive experience in the coordination of social media campaigns to increase customer engagement. Highly skilled at combining analytics and creativity to produce tangible results.

EDUCATION

Bachelor of Science in Business Administration, Marketing — **Expected May 2027**
Xavier University — *Cincinnati, OH*
Minor: Spanish

Universidad Loyola Andalucia, *Cordoba, Spain* — **Summer 2024**

RELEVANT EXPERIENCE

Public Relations Intern — **October 2023 – Present**
Musketeer Marketing — *Covington, KY*
- Provide public relations and advertising council to 5 Cincinnati companies through the use of social media, resulting in a 25% increase in engagement for 2 of the companies
- Research current market trends and marketing strategies to be implemented in the company and across social media platforms such as Instagram, TikTok, X, and Facebook
- Implement social media strategies such as 1/3 rule in an effort to increase engagement
- Draft 15 monthly press releases about upcoming events and talking points for full-time staff to be used in a new segment for FOX 19

Team Manager — **August 2023 – Present**
Xavier University Women's Basketball — *Cincinnati, OH*
- Provide logistical preparation for all basketball activities including games, practices, travel and team related events
- Perform administrative duties for the coaching staff to alleviate workload and allow additional time for coaching responsibilities
- Voted "Manager of the Year" for 2023-2024 season for outstanding service to Xavier University athletics and the women's basketball team

ADDITIONAL EXPERIENCE

Retail Sales Associate — **January 2025 – Present**
All for One Shop — *Cincinnati, OH*
- Execute point-of-sale transactions accurately and efficiently, adhering to all store policies and procedures.
- Organize over 300 stock items on sales floor, ensuring product availability and visually appealing presentation.

CAMPUS & COMMUNITY INVOLVEMENT

President, *Ladies with Emphasis on Achievement and Distinction* — **August 2024 – Present**
Member, *Sports Business Club* — **January 2024 – Present**
Member, *4 Paws for Ability at XU* — **November 2023 – Present**
Public Relations Student Society of America — **August 2023 – Present**

SKILLS

Google Analytics Certification — **Certified June 2024**
Social Media Marketing: Instagram, TikTok, X, Facebook, Adobe Creative Suite, Canva
Microsoft Excel: Advanced
Bilingual: English & Spanish