CAREER CENTER
UNIVERSITY OF NORTH CAROLINA PEMBROKE
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Resume Guide

What is a Resume?

You resume is your personalized ***marketing*** tool. It should showcase your ***skills*** and ***experience*** in a way that will encourage employers and recruiters to invite you for an interview. Your resume is customized to your skills and experience and to each job application. This document will walk you through the process of writing the first draft of your resume. This guide includes frequently asked questions, a resume checklist and four example resumes.

Creating a Resume, Step by Step.

1. Choose a style for your resume. Select from the four examples provided on pages 2-5.

2. Open a blank document in a word processor (ie: Word). We do not recommend using templates.

3. Create a heading. Include your name, phone number, mailing address and email address. You may also include a link to your professional portfolio or LinkedIn profile.

4. Make a list of all your experiences. This may include the following:

- Education
- Jobs
- Internships
- Volunteer Work
- Community Service
- Relevant Coursework
- Study Abroad
- Research Experience
- Presentations/Projects
- Clubs & Organizations
- Athletic Teams
- Military Experience
- Personal Accomplishments
- Professional Memberships
- Publications
- Foreign Languages
- Honors/Awards
- Licenses/Certifications

5. For each experience include the following information:

- Name of the organization/school
- The location of the organization (City, State)
- Job title (ie: Server, Marketing Intern)
- The dates that you had the experience

6. Create bulleted "accomplishment statements" that describe what you did, accomplished and learned during each experience. See the attached *"Creating Accomplishment Statements"* handout on pages 6 and 7 to get started. The resume examples also contain good examples of accomplishment statements.

7. Use attached *"Resume Checklist"* on the bottom of page 8 to ensure you have a thorough first draft.

I Have a Draft… What's Next?

Have professionals review your resume! Most resumes require four drafts before they are polished and ready to deliver to employers. The Career Center offers resume reviews for our students and alumni.

What Else Will I Need to Apply to Jobs?

Many job applications also require a cover letter and reference list. Find examples at: career.unca.edu/how-guides.

THIS PUBLICATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. PLEASE CONTACT THE ACCESSIBILITY RESOURCE CENTER, D.F. LOWRY BUILDING, ROOM 107, OR CALL 910.521.6695.

Creating Accomplishment Statements

Accomplishment statements tell the story of what you did during your experiences.
What did you do?
How did you did it?
What results did you get?
Accomplishment statements should be short (1-2 lines max) and to the point.

Accomplishment Statement Examples

- Created 7 process production sheets, produced CAD drawings and collaborated with 3 production engineers achieving a 30% increase in cycle time
- Designed and built Baja SAE car with a 5 member team that placed 1st in the 2012 Endurance Race
- Organized and managed Registration Day Breakfast event for 300 residents including food purchasing, preparation and meal service, receiving outstanding event evaluations
- Planned and organized bi-monthly programs for 300+ residents to increase campus involvement and foster a welcoming, safe and collaborative community
- Led activities for 25 middle school children at a week-long family camp program insuring children were socially, creatively, and physically engaged

Accomplishment Statements Start with an Action Verb

Communication / Interpersonal Skills

▫ Addressed	▫ Conveyed	▫ Expressed	▫ Mentored	▫ Related
▫ Advertised	▫ Convinced	▫ Familiarized	▫ Moderated	▫ Resolved
▫ Advised	▫ Debated	▫ Furnished	▫ Participated	▫ Solicited
▫ Arbitrated	▫ Defined	▫ Hosted	▫ Persuaded	▫ Spoke
▫ Articulated	▫ Discussed	▫ Influenced	▫ Presented	▫ Suggested
▫ Assured	▫ Drafted	▫ Inspired	▫ Promoted	▫ Translated
▫ Attended	▫ Edited	▫ Intervened	▫ Proposed	▫ Unified
▫ Authored	▫ Elicited	▫ Judged	▫ Publicized	▫ Verbalized
▫ Conferred	▫ Enlisted	▫ Listened	▫ Recruited	▫ Wrote
▫ Contacted	▫ Expedited	▫ Mediated	▫ Reinforced	

Creative Skills

▫ Abstracted	▫ Created	▫ Formulated	▫ Introduced	▫ Restructured
▫ Acted	▫ Customized	▫ Founded	▫ Invented	▫ Revamped
▫ Adapted	▫ Designed	▫ Generated	▫ Modeled	▫ Revitalized
▫ Advertised	▫ Developed	▫ Illustrated	▫ Originated	▫ Shaped
▫ Began	▫ Displayed	▫ Imagined	▫ Painted	▫ Solved
▫ Composed	▫ Drew	▫ Improvised	▫ Performed	▫ Synthesized
▫ Conceptualized	▫ Entertained	▫ Innovated	▫ Photographed	▫ Visualized
▫ Condensed	▫ Fashioned	▫ Integrated	▫ Solved	

Data / Financial Skills

▫ Administered	▫ Assessed	▫ Computed	▫ Figured	▫ Planned
▫ Adjusted	▫ Audited	▫ Conserved	▫ Forecasted	▫ Projected
▫ Allocated	▫ Balanced	▫ Corrected	▫ Maintained	▫ Qualified
▫ Analyzed	▫ Budgeted	▫ Determined	▫ Marketed	▫ Reduced
▫ Appraised	▫ Calculated	▫ Estimated	▫ Netted	▫ Tracked

Helping / Teaching Skills

- Advocated
- Aided
- Answered
- Assisted
- Comfort
- Coached
- Collaborated
- Communicated
- Contributed
- Cooperated
- Coordinated
- Counseled
- Critiqued
- Demonstrated
- Diagnosed
- Educated
- Emphasized
- Enabled
- Encompassed
- Encouraged
- Enforced
- Enhanced
- Enlightened
- Evaluated
- Expedited
- Explained
- Facilitated
- Familiarized
- Focused
- Fostered
- Furthered
- Guided
- Helped
- Individualized
- Informed
- Instilled
- Instructed
- Insured
- Interacted
- Intervened
- Involved
- Lectured
- Prevented
- Provided
- Served
- Simulated
- Stimulated
- Stressed
- Taught
- Referred
- Rehabilitated
- Represented
- Simplified
- Supplied
- Supported
- Tested
- Trained
- Transmitted
- Tutored
- Volunteered

Management / Leadership Skills

- Achieved
- Administered
- Appointed
- Assigned
- Attained
- Authorized
- Chaired
- Considered
- Consolidated
- Consulted
- Contracted
- Controlled
- Decided
- Delegated
- Directed
- Eliminated
- Enforced
- Enhanced
- Established
- Evaluated
- Executed
- Handled
- Hired
- Improved
- Implemented
- Increased
- Initiated
- Instituted
- Led
- Managed
- Maximized
- Merged
- Motivated
- Navigated
- Negotiated
- Oversaw
- Presided
- Prioritized
- Produced
- Recommended
- Reconciled
- Regulated
- Reorganized
- Replaced
- Reported
- Restored
- Reviewed
- Scheduled
- Secured
- Selected
- Streamlined
- Strengthened
- Supervised
- Terminated
- Yielded

Organizational Skills

- Approved
- Arranged
- Catalogued
- Categorized
- Charted
- Classified
- Compiled
- Corresponded
- Distributed
- Documented
- Executed
- Filed
- Implemented
- Incorporated
- Inspected
- Logged
- Ordered
- Organized
- Outlined
- Prepared
- Prioritized
- Processed
- Provided
- Purchased
- Recorded
- Reserved
- Responded
- Retrieved
- Revised
- Routed
- Scheduled
- Screened
- Specified
- Submitted
- Supplied
- Standardized
- Systematized
- Tabulated
- Transformed
- Updated

Research Skills

- Analyzed
- Ascertained
- Catalogued
- Charted
- Clarified
- Coded
- Collected
- Compared
- Conducted
- Correlated
- Detected
- Discovered
- Dissected
- Evaluated
- Examined
- Experimented
- Explored
- Extracted
- Extrapolated
- Gathered
- Identified
- Inspected
- Interpreted
- Interviewed
- Investigated
- Located
- Measured
- Monitored
- Observed
- Organized
- Researched
- Reviewed
- Searched
- Summarized
- Surveyed
- Systematized
- Tested
- Utilized
- Validated
- Verified

Technical Skills

- Applied
- Assembled
- Built
- Constructed
- Converted
- Debugged
- Devised
- Engineered
- Expanded
- Fabricated
- Fortified
- Installed
- Modified
- Operated
- Overhauled
- Printed
- Programmed
- Rectified
- Regulated
- Remodeled
- Repaired
- Replaced
- Restored
- Simulated
- Specialized
- Standardized
- Studied
- Trained
- Upgraded
- Utilized

Frequently Asked Questions

How do I get started? Should I use a resume template?

We encourage you **NOT** to use a resume template. Employers and recruiters can easily spot a resume template and they prefer resumes that are built from scratch. Templates also pose challenges when it comes to fine-tuning the resume format. We recommend that you simply open a blank Microsoft Word document and start typing. Focus on the style and format after you have written the content. For format ideas, see the example resumes on pages 2-5.

Should my resume be one page?

Research shows that recruiters and employers spend 18-60 seconds reviewing each resume. Just think, companies are often getting hundreds of resumes for each position they post! **In most cases, we recommend 1-page resumes for our students.** Consider speaking with a career counselor and/or people in your desired industry to find out the best length for your resume.

Should I include an objective statement at the top?

The objective statement is optional. If you do include an objective, it should be well-written and concise. A well-crafted objective statement can help the employer understand exactly what you are looking for and why. Consider including the specific job title that you are applying for, your top 2-3 skills or your long-term career goals. We suggest 2-3 lines max.

How many drafts should I write before I submit my resume?

Mistakes with grammar, spelling, punctuation and format can result in missed job opportunities. For most students and professionals, it takes at least four drafts before the resume is polished and ready to deliver to employers. You can make an appointment with our career counselors at career.unca.edu.

What about cover letters and references?

Most organizations will also ask for a cover letter and a list of references. These should each be a separate document. Please find the "Cover Letter Guide" and the "Reference Template" at career.unca.edu in the "How to Guides" section.

Resume Checklist

Use this checklist to ensure that you have a quality first draft. Once you've completed this checklist, visit the Career Center to have your resume reviewed.

- ☐ The resume heading includes my name, mailing address, phone number and email address.
- ☐ The layout and formatting is attractive, easy-to-read and consistent (body is 11 or 12-point font).
- ☐ If I included an objective section, it is located just below the resume heading. It is concise (3 lines max), includes the specific job I am seeking and mentions my most relevant skills and experiences.
- ☐ The education section appears first, before other experiences and includes: the degree (ie: Bachelor of Arts in French), the name of the school, location of the school (city, state), and the graduation date (ie: May 2015).
- ☐ High school is not featured in my education section (there are some exceptions where citing high school may be helpful).
- ☐ If my GPA (overall or major) is listed on my resume, it is 3.0 or higher.
- ☐ I listed my experiences in reverse chronological order. The most recent experiences are listed first, the oldest experiences are listed last.
- ☐ Each experience includes: job title, organization name, location (city, state), and dates I worked (months & years).
- ☐ I described my relevant experiences using bulleted accomplishment statements (See attached document titled Creating Accomplishment Statements). Each accomplishment statement starts with an action verb and focuses on results achieved or skills developed. I included measurable results such as numbers, awards, promotions, trainings and certifications completed.
- ☐ I have included work, volunteer, campus involvement, research and all other experiences relevant to my career.
- ☐ My resume includes keywords relevant to the job(s) I am applying for and specifically address the skills and experiences mentioned in the job description(s).

George Peabody

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Education
Bachelor of Science, Business Management, GPA 3.0
Emphasis Areas - Entrepreneurship
University of North Carolina at Pembroke **December 2017**

Business Experience
Marketing & Branding Intern | Highsmith Student Union | Pembroke, NC **01/16 – present**
• Develop relationship with strategic campus partners to make sure branding is in line with UNC-Asheville's overall brand identity
• Conduct market research to assess promotional needs and to help establish brand identity
• Manage social media platforms using Hootsuite to create and schedule posts for 4 campaigns
• Prepare and give presentations to students, faculty and staff
Marketing Intern | Colton Groome & Co. | Fayetteville, NC **05/16 - 07/16**
• Prepared and executed 4 engaging events to strengthen relationships with existing clients by coordinating catering and managing RSVP's
• Engaged with an average of 15 clients in person and through phone and email on a weekly basis
• Managed specialized projects essential for the growth of the company including: monthly policy review letters, submitting service deliverables, transferring annuities
• Maintained the Client Relationship Management (CRM) system with client information

Customer Relations Experience
Career Peer | Career Center | Pembroke, NC **08/16 - present**
• Deliver feedback both in-person and online of approximately 15 resumes, cover letters and graduate school documents per week
• Collaborate with staff at tabling events to enhance outreach efforts by educating students about services
• Build marketing projects to promote branding, such as: updating the website, creating flyers for events and collaborating with videographers for social media content
• Handle leadership of new-employee training for a incoming staff member
Student Office Assistant | Chancellor's Office | Pembroke, NC **09/16 - 12/16**
• Provided direct support to the Chancellor's Office staff
• Served as front desk point of contact for all office visitors (students, faculty, university administrators, etc)
• Greeted and facilitated the requests of incoming calls and emails

Leadership Experience
President & Co-founder | Brave Club | Pembroke, NC **08/12 - present**
• Co-founded and nominated as president of club due to administrative abilities, hard work and membership involvement
• Oversee 15 officers and group members by: conducting weekly meetings, coordinating social events and organizing an annual member retreat to develop annual goals and increase membership support
• Coordinate logistics for annual yard sale fundraiser event raising $200-$500 per event (i.e.) advertising via flyers and craigslist, pricing, etc.
Vice President | Sigma Nu Fraternity | Pembroke, NC **08/13 - 03/14**
• Managed fraternity operations, providing members with contact information for philanthropy, fundraising and various social events
• Attended College Chapter's conference spring 2014 in Roanoke Virginia to manage a successful fraternity operation as well as networking, communication and alumni relations functions

Relevant Skills
• Mastery of Microsoft Office & Google Apps skills

Anna Jenkins

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EDUCATION

University of North Carolina at Pembroke, Pembroke, NC
Dual Major: Bachelor of Science in Literature and Philosophy; GPA: 3.5/4.0 May 2016

- Honors Scholar Distinction, University Research Scholar Distinction
- Relevant Coursework: Philosophy of Human Rights, Social and Political Philosophy, The English Language and the Teaching of Writing
- Study Abroad: British Literature and Language, King's College, London, England

RESEARCH & PRESENTATIONS

Undergraduate Research, "The Great Depression's Impact on Pembroke's Elementary and Secondary Education." April 2014

- Researched and analyzed the economic factors related to the 1930's growth and development of public and private education in Pembroke, NC
- Presented at University of North Carolina Pembroke Research Symposium in May 2014

Presentation, "Effective Reflection in the Classroom." ACME Conference at Amherst College, Amherst, MA, November 2013

- Identified and summarized the reflective teaching strategies practiced by four schools recognized as the leaders in reflective curriculum
- Recommended a series of strategies to implement reflection practices into classroom curriculum

EMPLOYMENT EXPERIENCE

Server, Homegrown Restaurant, Pembroke, NC June 2015 – Present

- Serve food and drinks, ensure dining rooms cleanliness and manage orders and reservation requests in a fast-paced environment serving up to 75 customers per hour

Cashier, Wal-Mart, Pembroke, NC May 2013 – September 2014

- Assisted hundreds of daily customers by answering questions and processing sales transactions
- Cleaned the store and restocked merchandise ensuring a satisfactory shopping experience

COMMUNITY SERVICE EXPERIENCE

Volunteer Guide, Council of Aging of Cumberland County, Fayetteville, NC May 2012 – May 2013

- Served as an unbiased knowledge guide for elderly healthcare patients as they navigated insurance eligibility and benefits available through the Affordable Care Act
- Educated 25 families on how health insurance is used, the differences between the policies and what financial subsidies are available to them

Volunteer Teacher, Cumberland Literacy Council, Fayetteville, NC February 2011 – May 2012

- Taught literacy skills to four adults per week, helping clients read the newspaper, write resumes and develop computer skills

Volunteer Packager, MANNA FoodBank, Fayetteville, NC October 2010 – May 2011

- Packed and organized meals for delivery to hundreds of local families
- Advertised and co-coordinated registration of 475 people for the annual Blue Jean Ball event, raising over $4,000 in charitable donations

Victoria Brave

124 Hawk Lane, Pembroke NC, 28345 (910) 850-1765 Victoria_Brave@gmail.com

EDUCATION

Bachelor of Arts in Psychology: Minor in Spanish May 2018
University of North Carolina at Pembroke (UNCP), Pembroke, NC

- GPA: 3.21, UNC Pembroke Laurel Scholarship Recipient, Dean's List
- Related Coursework: Social Psychology, Psychology of Language, Foundations of Management, Organizational Behavior, Team Dynamics, Spanish for

LEADERSHIP EXPERIENCE

Resident Assistant, UNCP Residence Life, Pembroke, NC 1/2017-Present

- Promoted from Program Associate to Resident Assistant due to high work productivity, positive attitude and caring resident relationships
- Planned and organized bi-monthly programs for 300 residents to foster a welcoming, safe and collaborative community and increase campus involvement
- Collaborated with 16 team members to schedule from desk coverage, enforce consistent resident accountability and rules and planned educational programs
- Designed and disseminated promotional posters and announcements to encourage residents' program participation
- Organized and oversaw Registration Day Breakfast event for 300 residents including purchasing, preparation and serving meals in collaboration with 7 teams
- Answered phone calls and in person questions from both parents and students, and resolved complaints of students living in residence halls

Customer Service Representative, Country Play Lodge, Fayetteville, NC 5/2016-5/2017

- Supervised 50 children ages 3-12 years old while maintaining a safe, fun and educational environment
- Balanced each receipt and justified daily sales to insure accurate revenue accounting
- Guided café customers through check-in and food order procedures providing quick service
- Coordinated and directed birthday parties as party attendant resulting in memorable and fun events
- Resolved problems with patrons including children and parents increasing guest satisfaction

Ticket Liason, UNCP Cultural Events & Special Programs, Pembroke, NC 10/2015-08/2-16

- Trained and coordinated with front desk staff to efficiently communicate ticket information
- Documented and compiled ticket purchases using the ticket purchasing system
- Co-directed customer service programs for cultural events to increase attendance
- Created and edited the ticketing website to educate patrons, increase ticket sales, and advertise events

Collegiate Athlete, NCAA, Division I, UNCP, Pembroke, NC 2015-Present

- Voted two-year team captain developing effective leadership, communication, problem solving, and conflict resolution skills
- Developed effective self-discipline, physical and mental conditioning, and game strategy earning a full athletic scholarship, two-time 1st team All-ACC team, AVCA All-East Region Team, and AVCA All-American Honorable Mention
- Utilized effective time-management skills to maintain high academic standings, earning UNCP's Female Scholar Athelete of the Year, three years All-ACC All-Academic Team, three years ACC Honor Roll, and four years UNCP Dean's List

Natalie Williams

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EDUCATION

University of North Carolina at Pembroke, Pembroke, NC — Expected May 2018
Master of Business Administration

- GPA 4.0
- Spring 2017 Student Leadership Award Nominee

Appalachian State University, Boone, NC — December 2014
Bachelor of Science: Commercial Photography

- Minors: Business, Communication, and Studio Art
- *Magna Cum Laude* -GPA 3.7
- John Scarlata Memorial Scholarship Recipient

PROFESSIONAL DEVELOPMENT

Duke University, Durham, NC — Expected May 2018
Certificate in Digital Media & Marketing

MARKETING EXPERIENCE

UNCP Career Center, Pembroke, NC — August 2017-Present
Marketing Manager

- Construct and implement annual marketing plan to expand on campus awareness.
- Design marketing materials for campus events and manage social media accounts.
- Develop presentations and supplemental materials for interactive activities.
- Support Career Center staff with major events.

Small Business and Technology Development Center (SBTDC), Pembroke, NC — October 2016-June 2017
MBA Intern

- Interviewed clients to evaluate and determine future business needs.
- Conducted market research, developed business plans, and cash flow projections for client projects.
- Created websites, digital marketing, and print advertising materials for businesses.
- Managed undergraduate internships and oversaw student projects.
- Gave presentations to undergraduate courses involved with SBTDC projects.

Hog Slat Incorporated**,** Clinton, NC — April 2015-July 2016
E-Commerce Product Photographer and Videographer

- Captured imagery of products, landscapes, interiors, and people for usage in advertisements, blog posts, company catalog, and online web store.
- Produced videos utilized by Human Resources and Marketing Department.
- Created 2D animations in Adobe After Effects.
- Designed advertisements and catalog covers.
- Recorded voice overs and edited audio using Adobe Audition.
- Lit product imagery using strobes and continuous lighting for on camera interviews and product videos.
- Used advanced photo manipulation and retouching techniques in Adobe Photoshop to correct product blemishes, composite images, change perspective, and make scenic changes to advertising photos.

Martha Stewart Living, New York, NY — June 2014-August 2014
Photography Intern

- Researched prospective photographers for photo editors and created presentation materials for creative meetings.
- Scouted locations and props for use on set by photo team.
- Retouched and processed imagery for Martha Stewart Weddings dress finder application.
- Set up lighting and attended to needs on set.