



## Resumes and Personal Branding

### Resumes

- » Make sure your resume is well organized and effectively communicates your personal brand.
- » Emphasize relevant experiences and accomplishments that are targeted to the industry and position for which you are applying.

### Personal Branding

In today's competitive job market, you need to find a way to differentiate yourself from your peers:

- » Who are you?
- » What are your strongest skills?
- » What are your passions and what kind of jobs, companies, or industries are you interested in?
- » What experiences (previous jobs, internships, extra-curricular activities, volunteer opportunities) do you have that are relevant to your desired career?

### Online Branding

- » Join LinkedIn and complete your profile to create a professional online presence.
- » Consider starting a blog to develop a voice and brand that is consistent with your interests.
- » Social media platforms like Twitter or Pinterest may also provide an opportunity to build your online brand. If you are a marketing or communications major, this may be a great way to demonstrate to employers, your familiarity and interest in social media.



Employers spend **20 seconds** or less reviewing a resume

### Top Skills Employers Seek:



Leadership  
Ability to work in a team  
Communication skills (written)  
Problem-solving skills  
Strong work ethic  
Analytical/quantitative skills  
Technical skills  
Communication skills (verbal)  
Initiative  
Computer Skills

(National Association of Colleges and Employers)



More than **70%** of companies use LinkedIn to recruit and screen candidates

SCU Employer Survey



## Contact Information

Include your name, professional email address and telephone number. Include a link to your LinkedIn profile.

## Objective

Keep it short and simple. The objective gives the employer a general idea of what type of position you are looking for. State the type of position you are looking for, such as an internship or full time position. Include the functional role (marketing specialist) that you are seeking or industry you would like to work in (technology field).

## Education

This section should be at the top of your resume if you are an undergraduate student. GPA can be added if it is higher than 3.0. Choose the higher of the two GPAs, cumulative or major. Don't forget to add your Study Abroad experience to this section. Class projects could also be listed here as a subset, such as "Projects," if you used/developed skills and experiences that are directly relevant to your objective.

Michelle Freshman  
mfreshman@aol.com  
[www.linkedin.com/in/sampleresume](http://www.linkedin.com/in/sampleresume)  
3000 Cabrillo Avenue  
Santa Clara, CA 95051  
(408) 554-4000

**OBJECTIVE:** An internship in the computer engineering field

**SKILLS**  
**HIGHLIGHTS:** Computer: HTML, JavaScript, CSS, C  
Language: Conversational in Spanish and Italian  
Additional: Team player, organized, problem solver, and excellent communicator

**EDUCATION:** Santa Clara University, Santa Clara, CA  
Bachelor of Science in Computer Engineering, June 20XX  
GPA: 3.80  
Honors and Awards: Dean's list 20XX, Engineering Dean's Scholarship

Relevant Coursework: Software Engineering, Operating Systems,  
Advanced Data Structures, Intro to Database Systems

**EXPERIENCE:** Bently Nevada Corporation, Minden, NV Summer & Winter 20XX  
Engineering Intern

- Managed operation of the Surface Mount stockroom
- Achieved the best accuracy of the work center at 96.63%

**ACTIVITIES:** Member, Society of Women Engineers  
Volunteer, Community Impact

## Skills Summary

For undergraduate students, this is a chance to highlight computer, language, and transferable skills and personal traits. (Graduate students and more experienced professionals should have a Summary of Qualifications section at the top of their resumes).

## Activities

For each activity listed, follow a consistent format. Spell out acronyms. If there is an activity that you are involved in, such as a fraternity, and you hold a position with a lot of accomplishments, consider adding that to your Experience section instead.

## Experiences

Use present tense for a job that you are currently doing; use past tense for all other descriptions. Bold the organization, italicize the job title. Arrange work dates on the right-hand side. Accomplishment statements should be powerful and succinct, while demonstrating your skills and results. Quantify results when possible by adding numbers or percentages. Begin accomplishment statements with action verbs.

## Tips

- » Make good use of blank space. It can help isolate and highlight an important point you wish to emphasize.
- » Customize the format to highlight your strengths.
- » Do not abbreviate with names of clubs or organizations.
- » Avoid using slang or trite expressions.
- » Double check all spelling and grammar.

## » *I've never had any work experience, so how do I write a resume?*

Don't underestimate the value of your educational experiences. Your degree and related coursework are important qualifications that meet the requirements for many entry-level professional positions. Consider highlighting your academic experience and achievements. You may want to add sections like: Relevant Coursework, Projects, Lab Experience, Honors/Awards, and Senior Thesis.

## » *I haven't worked because I've been so busy with my on-campus activities!*

Great! These activities count! Recruiters tell us they look favorably on extra-curricular experiences. Your resume will focus on your accomplishments and responsibilities in your club or organization. Highlight your contribution and transferable skills. Activities might include: student government, athletics, residence life, campus ministry, student newspaper, academic or cultural clubs, or a sorority or fraternity.

## » *I went to SCU and I have four years of volunteer experience but no REAL experience!*

Your demonstrated skills and experiences as a volunteer count just as much as any paid professional job. Help the reader to understand your responsibilities as well as the impact, results, and contributions you made in the volunteer position(s) you held. Your volunteer experiences can usually be included under the Experience section of the resume.

## » *Should I include my high school experience?*

In general, you should focus on your college experiences. However, high school information may be included for Freshmen or Sophomores who might not have a lot of college activities or work experiences yet. Consider listing your high school if you are tapping into an alumnus from that high school or job searching in your hometown area.

## » *How do I format my resume?*

- ▶ Preferred font size is 10-12 point. Your name should appear larger (14-16 point).
- ▶ One page is preferred by employers for undergraduate students.
- ▶ Use standard, easy-to-read fonts: Helvetica, Times, Palantino.
- ▶ Make effective use of spacing, margins, and bolding.
- ▶ Emphasize points with bullets, UPPER CASE, bold, italics, and underlining.

## How to Write a Good Accomplishment Statement

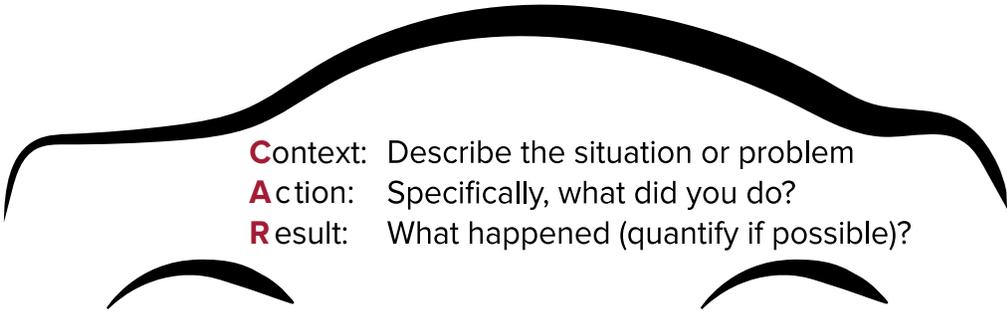
An accomplishment statement highlights experiences you have had in your work where you were successful. It does not have to be a huge accomplishment, but it should show something that you are proud of while demonstrating that you can take action when situations arise.

- » For example: Coordinated a Walk for Breast Cancer that raised over \$2,000.

To write an effective accomplishment statement, consider the CONTEXT, ACTION, and RESULT (CAR).

## Examples of accomplishment statements:

- » Designed a homepage and email newsletter to make campus information more accessible; efforts resulted in a 20% increase in member participation at club events.
- » Managed retail outlet and increased sales by 25% in six months through promotions and marketing.
- » Began as Sales Associate and was promoted to Assistant Manager after five months.



**C**ontext: Describe the situation or problem  
**A**ction: Specifically, what did you do?  
**R**esult: What happened (quantify if possible)?

Consider the following action verbs when developing your resume:

► **COMMUNICATION**

addressed  
arbitrated  
arranged  
authored  
collaborated  
convinced  
corresponded  
developed  
directed  
drafted  
edited  
enlisted  
formulated  
influenced  
interpreted  
lectured  
mediated  
moderated  
negotiated  
persuaded  
promoted  
publicized  
reconciled  
recruited  
spoke  
translated  
wrote

► **CREATIVE**

acted  
conceptualized  
created  
customized  
designed  
developed  
directed  
established  
fashioned  
founded  
illustrated  
initiated  
instituted  
integrated  
introduced  
invented  
originated  
performed  
planned  
revitalized  
shaped

► **RESEARCH**

clarified  
collected  
critiqued  
diagnosed  
evaluated  
examined  
extracted  
identified  
inspected  
interpreted  
interviewed  
investigated  
organized  
reviewed  
summarized  
systematized

► **FINANCIAL**

administered  
allocated  
analyzed  
appraised  
audited  
balanced  
budgeted  
calculated  
computed  
developed  
forecasted  
managed  
planned  
projected  
researched  
developed  
directed  
evaluated  
executed  
improved  
increased  
organized  
oversaw  
planned  
prioritized  
produced  
recommended  
reorganized  
reviewed  
scheduled  
strengthened  
supervised

► **HELPING**  
assessed

assisted  
clarified  
coached  
counseled  
demonstrated  
diagnosed  
educated  
expedited  
facilitated  
familiarized  
guided  
motivated  
referred  
rehabilitated  
represented

► **TEACHING**

adapted  
advised  
clarified  
coached  
communicated  
coordinated  
demystified  
developed  
enabled  
encouraged  
evaluated  
facilitated  
guided  
informed  
instructed  
persuaded  
set goals  
stimulated  
trained

► **ACCOMPLISHMENT**

revised  
scheduled  
achieved  
improved  
pioneered  
reduced (losses)  
resolved (problems)  
restored  
spearheaded  
transformed

► **TECHNICAL**

assembled  
built

calculated  
computed  
designed  
devised  
engineered  
fabricated  
maintained  
operated  
overhauled  
programmed  
remodeled  
repaired  
solved  
upgraded

► **CLERICAL OR  
DETAIL**

approved  
arranged  
catalogued  
classified  
collected  
compiled  
dispatched  
executed  
generated  
implemented  
inspected  
monitored  
operated  
organized  
prepared  
processed  
purchased  
recorded  
retrieved  
screened  
specified  
systemized  
tabulated  
validated

**MARK SOBRATO**

1875 Los Alamo Drive, Apt. 404  
 Santa Clara, CA 95050  
 (408) 553-xxxx  
 msobrato@xyz.com

<b>OBJECTIVE</b>	A management training position including project coordination and customer service	
<b>SKILL HIGHLIGHTS</b>	<b>Computer Skills:</b> Windows 98 and Mac OS; Lotus 1-2-3, Word, Excel, PageMaker <b>Languages:</b> Fluent in spoken and written Italian <b>Additional:</b> Creative, organized, excellent communicator and proven leader	
<b>EDUCATION</b>	<b>Santa Clara University</b> , Santa Clara, CA Bachelor of Science in Commerce, June 20xx Major: Marketing      Minor: Italian Major GPA: 3.14      Minor GPA: 3.65 <b>Honors and Awards:</b> University Honors Program, 19xx  <b>University of Rome</b> , Rome, Italy Studies Abroad Program, Santa Clara University, Spring Quarter 20xx  <b>Relevant Coursework:</b> Financial and Managerial Accounting, Strategic Management, Organizational Structure and Design, Marketing, Production Management	
<b>RELEVANT EXPERIENCE</b>	<b>The Gap Inc.</b> , San Jose, CA <i>Management Trainee (Internship)</i> <ul style="list-style-type: none"> <li>• Improved efficiency within department by setting up and monitoring a sales tracking database.</li> <li>• Implemented and coordinated activities for product displays, special sales promotions, and annual events that helped to increase sales.</li> <li>• Managed department of eight employees: trained, scheduled, and delegated; tracked payroll and time sheets.</li> <li>• Participated in seasonal forecasting and buying merchandise.</li> </ul>	Summer 20xx
	<b>Social Presentations Activities</b> , Santa Clara University, Santa Clara, CA <i>Manager of Events</i> <ul style="list-style-type: none"> <li>• Provided coordination, promotion, and publicity for entertainment and educational events.</li> <li>• Designed and developed marketing collaterals resulting in a 20% increase in student attendance</li> <li>• Supervised, motivated, and delegated to a volunteer staff of eight students.</li> <li>• Interacted with campus facilities, student clubs, faculty, and Dean of Students office.</li> <li>• Interfaced and negotiated contracts with performing artists, vendors, and other presenters.</li> </ul>	19xx-20xx
<b>ADDITIONAL EXPERIENCE</b>	<b>The Adobe Lodge</b> , Santa Clara University, Santa Clara, CA <i>Waitperson</i> <ul style="list-style-type: none"> <li>• Provide prompt and courteous service to lunch and dinner clientele.</li> <li>• Interact with faculty, business, and community visitors from diverse backgrounds.</li> </ul> <i>Caterer</i> <ul style="list-style-type: none"> <li>• Coordinate logistics and arrange menus for events of 100 to 150 attendees.</li> </ul>	Fall 20xx-Present
	<b>Empire Machine Tool, Inc.</b> , Seattle, WA <i>Wordprocessor/Office Assistant</i> <ul style="list-style-type: none"> <li>• Performed basic word processing and bookkeeping on Macintosh computer.</li> <li>• Maintained receivable and payable ledgers. Generated month-end spreadsheets.</li> <li>• Responded to phone inquiries and managed mail distribution.</li> <li>• Interfaced with vendors and customers.</li> </ul>	Summer 19xx
<b>ACTIVITIES</b>	<i>Pledge Chair:</i> Alpha Phi Omega; <i>Officer:</i> Management Club; <i>Volunteer:</i> Special Olympics	



21 Washington St.  
Santa Clara, CA 95050

## ANNA H. SENIOR

[www.linkedin.com/in/sampleresume](http://www.linkedin.com/in/sampleresume)  
[www.twitter.com/AnnHSenior](http://www.twitter.com/AnnHSenior)

annah@scu.edu  
408.555.5555

**OBJECTIVE** Editorial Assistant within the publishing industry

**EDUCATION** **Santa Clara University**, Santa Clara, CA  
Bachelor of Arts Degree in Communication with an emphasis in Print Journalism, June 20XX  
Minor in Art History Major GPA: 3.47 Overall GPA: 3.22

**Institute of European Studies**, Madrid, Spain  
Study Abroad Program, Santa Clara University, Fall 20XX

**Related Coursework:** Advanced Composition, Print Editing, Graphic Design,  
Creative Writing, Journalism Practicum, and Public Relations

**RELEVANT** **Antiques & Fine Art Magazine**, San Jose, CA January 20XX-Present

**EXPERIENCE** Assistant Editor Intern

- Write and edit articles for *Inside Antiques & Fine Art*, the company newsletter for distribution to 150 employees
- Research and compile report for national calendar of museum events
- Assist with additional editorial projects

**Amdahl Corporation**, Sunnyvale, CA June 20XX-August 20XX

Employee Communications Intern

- Wrote and edited bi-weekly company newsletter for headquarters' staff of 6,000
- Researched and wrote news briefs and feature articles for internal magazine, *Update*
- Contributed to improved communication among co-workers by coordinating and promoting annual employee photography contest

**Santa Clara University**, Santa Clara, CA April 20XX-June 20XX

Editor-in-Chief, *Santa Clara Review*

- Managed operations and administration of student-run literary and art magazine
- Edited and selected poetry and prose; selected art and photography
- Hired, trained, and directed 30-person staff
- Supervised advertising, production, printing, typesetting, and distribution
- Controlled \$30K budget for magazine with a potential circulation of 10,000

Arts and Entertainment Editor, *The Santa Clara*

- Wrote movie, theater, and restaurant reviews for the weekly student-run newspaper
- Improved quality of section by expanding calendar of events and increasing graphics
- Supervised design and production of section; selected and edited articles

**ADDITIONAL** **Wells Fargo Bank**, Santa Clara, CA June 20XX-August 20XX

**EXPERIENCE** Flex Schedule Teller

- Assisted customers with financial banking transactions
- Validated and retrieved customer account information using computer

**ACTIVITIES** Graphic Artist, Activities Programming Board (APB)  
Member, Women in Communication, Inc.  
Volunteer, Santa Clara Community Action Program (SCCAP)

**SPECIAL** *Computer Skills:* Excel, PowerPoint, Adobe InDesign  
**SKILLS** *Foreign Languages:* Conversational ability in Spanish

**SUSAN WONG**

12345 Main Street, Santa Clara, CA 95053

(408) 551-12XX, [swong@XXX.com](mailto:swong@XXX.com)[www.linkedin.com/in/sampleresume](http://www.linkedin.com/in/sampleresume)

<b>OBJECTIVE</b>	An entry-level position in bioscience laboratory environment applying proven skills in laboratory research and investigation
<b>EDUCATION</b>	<p><b>Santa Clara University</b>, Santa Clara, CA <b>Bachelor of Science in Biology, Minor in Chemistry</b>, June 20XX Major GPA: 3.42      Minor GPA: 3.32      Overall GPA: 3.14 Honors and Awards: Dean's List 20XX, 20XX</p> <p><b>Related Coursework:</b> Plant Chromatin Domains, Molecular Biology, Genetics, Virology, Chemical Biology, Animal Development, Plant Growth and Development, Biochemistry, Organic Chemistry, Quantitative Analysis, Ethics in Medicine, Cellular Biology, Immunology, Microbiology</p> <p><b>Techniques and Methodologies:</b> Plasmid DNA isolation, preparation of Agarose and SDS gel electrophoresis, immunoprecipitation, sterile technique, myoblast and fibroblast tissue culture, lambda phage and plasmid purification restriction and mapping, bacterial subcloning and transformation, determination of rate of protein synthesis in vivo through radioactive materials</p> <p><b>Computers:</b> Excel, PowerPoint, Microsoft Word</p>
<b>LABORATORY EXPERIENCE</b>	<p><b>Biology Department</b>, Santa Clara University, Santa Clara, CA <b>Independent Research, Plant Chromatin Domains</b> <i>Winter 20XX</i></p> <ul style="list-style-type: none"><li>• Screened a library of lambda phage containing a sequence that could transform yeast to replicate autonomously.</li><li>• Prepared and isolated DNA from recombinant bacteriophage and constructed restriction maps.</li><li>• Performed southern blot analysis on lambda phage: determined percentage of homology within various clones.</li></ul> <p><b>Sungene Technologies</b>, San Jose, CA <i>Summers 20XX, 20XX</i> <b>Lab Assistant</b></p> <ul style="list-style-type: none"><li>• Prepared genetic markers to screen inheritable traits in corn lines; prepared southern blots.</li><li>• Analyzed through restriction fragment-length polymorphism (RFLP) techniques.</li><li>• Performed over 2,000 genomic corn DNA preps: transferred preps to nylon membrane.</li></ul>
<b>OTHER EXPERIENCE</b>	<p><b>Santa Clara University</b>, Santa Clara, CA <i>Fall 20XX-Present</i> <b>Caterer, Faculty Club</b></p> <ul style="list-style-type: none"><li>• Provide prompt and courteous service to clientele; interact with faculty, business, and community visitors from diverse cultural, professional, and ethnic backgrounds.</li></ul> <p><b>Pathology Laboratories</b>, Los Gatos, CA <i>Summer 20XX</i> <b>Office Assistant</b></p> <ul style="list-style-type: none"><li>• Managed patient records on medical data base; processed files.</li><li>• Interacted with physicians, lab staff, and patients.</li><li>• Performed extensive data entry; scheduled appointments and referred phone inquiries to appropriate staff.</li></ul>
<b>ACTIVITIES</b>	<i>Treasurer:</i> Chemistry Club; <i>President:</i> Mendel Society; <i>Volunteer:</i> American Red Cross; <i>Volunteer:</i> San Jose Medical Center; <i>Participant:</i> Intramural volleyball and softball



## Alejandro Cervantes

Current Address:  
555 Monroe St.  
Santa Clara, CA 95050

[acervantes@xxx.com](mailto:acervantes@xxx.com)  
[www.linkedin.com/in/sampleresume](http://www.linkedin.com/in/sampleresume)  
408.555.5555

Permanent Address  
555 Seattle Dr.  
Seattle, WA 97863

### OBJECTIVE

Seeking a computer engineering internship with Google

### EDUCATION

#### Santa Clara University, Santa Clara, CA

Bachelor of Science in Computer Engineering, Expected June 20XX  
Major GPA: 3.60 Overall GPA: 3.39

**Related Coursework:** Software Engineering, Operating Systems, Advanced Data Structures, Abstract Data Types & Structures, Web Infrastructure, Intro to Database Systems, Mobile App Dev w/ iOS, Computer Networks, Web Usability, Information Security Management, Computer Forensics

### SKILLS

**Languages:** C, ML, HTML, JavaScript, CSS, Objective-C

**Operating Systems:** Solaris, Windows, Mac OS, Linux

**Applications:** Microsoft Word, PowerPoint and Excel, MultiSim, VersaCAD, Xcode, Adobe Photoshop

**Additional:** Team player, organized, problem solver, and excellent communicator

### PROJECTS

*iPhone App:* Built an iPhone app that allows the user to catalog restaurants they have visited and want to visit, along with reviews that involve many elements of the iPhone SDK. Written in C and Objective-C.

*Web-based Sign-up Sheet:* Collaborated with team of three to build a Web-based sign-up sheet to be customizable by the advisor. Written in HTML, PHP and JavaScript.

*Word Count:* Wrote a program to count words in a file, then count individual letters, to determine how many times a word was repeated. Written in C.

### WORK EXPERIENCE

#### SV Angel, San Francisco, CA

January 20XX – Present

Intern

- Demonstrate attention to detail to compile extensive information packets for new companies
- Analyze tech trends to find next big market and submit reports to company executives
- Participate on phone calls and meetings to hear company pitches

#### One WorkPlace, Milpitas, CA

June 20XX - September 20XX

Installation Intern

- Interacted with customers to identify best solution for clients' needs
- Prepared furniture for installation for office furniture dealer/distributor
- Assembled furniture and modified the product/project to maximize customer satisfaction

### LEADERSHIP EXPERIENCE

#### South Haven Yacht Club, South Haven, MI

June 20XX – August 20XX

Head Sailing Instructor

- Taught 38 children ages 7-14 the fundamentals of sailing
- Developed daily lesson plans including on and off water drills and activities
- Taught proper behavior including boating courtesies and safety

### ACTIVITIES

*President/Captain:* SCU Men's Lacrosse Team, 20XX-Present

*Member:* Association of Computer Machinery, 20XX-Present