



# Resume Writing Guide

Daytona State College  
Career Placement  
Building 100, Room 205  
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# Elements of Your Resume

**Contact Information** - All of your contact information should be at the top of your resume.

- Name – Include your first and last name prominently at the top.
- Address- Street address, City, State & Zip code.
- Phone/Cell number – Include the best number where you can be reached. Make sure your voicemail is appropriate and professional.
- E-mail address- Do not use your work e-mail address. Make sure it is professional-sounding. An employer may get a bad first impression if your email is [sparklebaby@aol.com](mailto:sparklebaby@aol.com).

**Introductory Section** - This section will summarize your qualifications, the position you are applying for and most important - state how you will benefit the employer. A summary will allow you to state your intent (3-5 sentences), while highlighting additional skills and expertise. It can be titled any of the following:

Accomplishments  
Career Summary  
Key Features

Professional Profile  
Professional Qualifications  
Qualifications

Skills Summary  
Summary of Qualifications  
Value Summary

- The key is to keep it short, relevant and results-oriented.
- Review the job description and include your expertise in the highlighted areas.

**Skills & Abilities** - This works well with the Functional Resume format allowing you to highlight strengths without being redundant in job descriptions.

- Works well in a specialized field like IT that requires extensive knowledge/certifications.
- Utilize numbers or percentages whenever possible. Don't say you merely increased sales. Say you "Increased sales by 75 percent while reducing waste by 25 percent."

**Education** - Include any information about your degree(s), including where and when you graduated; date(s); major, minor, or concentration; certification; and academic awards and honors.

- If you are a student, or recent graduate, this section will come before your experience.
- Include your GPA if it is an asset. A general rule of thumb is to include it if it is 3.0 or higher.

If you are a student or recent graduate, you can add a section for "Related Coursework" to balance a lack of formal experience. This will show you have current experience that you are ready to utilize in the workplace.

**Experience** - Describe experiences that support your summary of qualifications. Decide which style of resume best represents your qualifications for each career objective. The key is to focus on accomplishments rather than job descriptions. Sample headings include:

Career Experience  
Career Highlights  
Career History

Employment Experience  
Experience Highlights  
Professional Experience

Professional Highlights  
Relevant Experience  
Work Experience

- Experience should be listed beginning with your most recent employer.
- Not limited to paid employment, list internships and volunteer and fieldwork as well.
- Be sure to include the name of the employer, position title and dates of employment.

# Select the Best Resume Format:

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**Chronological:** This type of resume is used most frequently. With this format, you present information in reverse chronological order (most recent first) and give a detailed account of education, work experiences and other relevant skills.

**Advantages:**

- Easy to read and clearly identifies your job history
- Most preferred by employers
- Emphasizes steady employment and career growth
- Emphasizes prestigious employers

**Disadvantages:**

- It is difficult to spotlight skill areas
  - Gaps in employment and/or a lack of career progression can easily be seen
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**Functional:** This type of resume includes functional skill categories that highlight work experiences and transferable skills. A functional resume may be used if your experience and/or education do not support your professional objective. Many employers are suspicious when reviewing these resumes, as they may be used to hide evident gaps in, or a lack of, work experience.

**Advantages:**

- Emphasizes skill areas & professional growth
- Good for new graduates entering the job market
- May camouflage “spotty” employment
- Useful if you performed the same responsibilities at multiple employers

**Disadvantages:**

- Least preferred by employers, raises suspicion you are hiding something
  - Does not allow you to highlight companies or organizations
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**Combination:** This type of resume includes functional skill categories that highlight work experiences and transferable skills within the reverse chronological listing of work history.

**Advantages:**

- Downplays employment history
- Capitalizes on the strengths of the chronological and the functional formats
- Prepares the reader to focus on what you feel is most important

**Disadvantages:**

- Can be repetitive
- Requires more careful research on the position to make sure you highlight the most important skills

# Resume Do's & Don'ts

## DO

- ✓ Use active, descriptive language.
- ✓ Highlight special accomplishments.
- ✓ Develop a rough draft, then edit, edit, edit.
- ✓ Choose the correct format for your experience.
- ✓ Avoid odd layouts and pre-formatted templates.
- ✓ Do your homework on the position you are applying for.
- ✓ Make each page a full page, keep it short and powerful.
- ✓ Keep headings to a minimum. Three to five is usually sufficient.
- ✓ Emphasize headings using bold, italics, underline or indentation.
- ✓ Balance the white space. Too much makes it too long, too little makes it difficult to read.
- ✓ Seek help and advice. Have another person proofread for spelling and grammatical errors.
- ✓ Be consistent with the same font and point size for the body and headings throughout the resume.
- ✓ Focus on your accomplishments and results – quantify your experience with numbers if possible.
- ✓ Use nice quality resume paper – the same style & color for resume, cover letter & references – ivory, cream, white or light gray paper.

## DON'T

- ✗ Include a whole life history.
- ✗ Use long-winded full sentences.
- ✗ Be afraid to toot your own horn
- ✗ Include why you left your previous job
- ✗ Use phrases with “I”, “Me”, or “My”
- ✗ Use abbreviations (exceptions: GPA, Inc., states)
- ✗ Write “duties include” before your job descriptions.
- ✗ Include salary information, or names of supervisors.
- ✗ Submit a resume without having someone review it
- ✗ Include personal information such as age, date of birth, marital status, health condition, etc.
- ✗ Include references or “references available upon request”. References go on a separate sheet and the employer knows if they request them, you will provide them.

**FONT** You do not have to use a certain font type, but the serif fonts are usually the easiest to read and the most professional. A few safe bets are:

Times New Roman	Century
Goudy Old Style	Garamond

Each font looks different, so the type size should be adjusted according to the font style. For the most part, anything smaller than a 9-point font is too small, and anything larger than a 12-point font is too big

## One Page or Two?

The length of your resume should be determined by several factors, including the years of experience/education you have, the position you are applying for, as well as the industry you are applying for. Here is a general guide:

- One page for new graduates or people with 5-10 years of experience.
- Two pages for management-level candidates and those with more than 10 years of experience. (Make sure to give the most information about the most recent or relevant experience).
- Two to three pages for “C” level executives – chief executive officer, chief operating officer, etc.

# Gabriel T. Ruiz

555 Main Street

(386) 555-5555

GRUIZ@GMAIL.COM

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*Dedicated, goal oriented student with excellent work ethic and a strong customer service background seeking position as...*

- Excellent communication skills
- Proficient in Microsoft Office
- Bilingual in English & Spanish
- Well rounded comprehension of business operations and principles

## EDUCATION

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Daytona State College, Daytona Beach, FL

2012-Present

Bachelor of Applied Science – *Supervision & Management*

Anticipated Graduation Fall 2016

- President's List – 3.6 GPA

Associate of Science Degree – *Business Administration*

2014

## RELEVANT COURSEWORK

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- |  |                             |                                   |
|--|-----------------------------|-----------------------------------|
| ✓ Strategic Management and Decision Making | ✓ Human Resource Management | ✓ Customer Relations for Managers |
| ✓ Business Law                             | ✓ Principals of Finance     | ✓ Business Writing                |

## EXPERIENCE

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Dillard's, Daytona Beach, FL

2007-Present

### Assistant Manager

- Perform recruiting, training and coordinate onboarding of store personnel
- Formulate daily and weekly sales and activities reports
- Track and report inventory control, and employee payroll
- Train and supervise full and part time personnel
- Manage all aspects of merchandising, window displays, and stocking

### Team Leader/Sales Associate

- Ensure excellence in customer service and resolved all problems at the store level
- Assist manager in all areas of resets, remodels, relocations, and new store openings

News Journal, Daytona Beach, FL

2010

### Marketing Intern

- Assisted marketing department in generating new customer leads
- Designed and scheduled advertisements for publication in local newspaper
- Recorded and filed all accounting paperwork

# Melissa A. Martin

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555 MAIN STREET • DAYTONA BEACH, FL 32114 • MMARTIN@GMAIL.COM

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**CAREER DRIVEN, HARD-WORKING AND TECHNICALLY SKILLED ACCOUNTS SPECIALIST** known for accuracy, attention to detail and timeliness in managing expenses and disbursements. Quick learner, with the ability to juggle multiple priorities and meet firm deadlines without compromising quality.

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## KEY SKILLS

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- Accounts Payable Processes & Management
- Invoices/Expense Reports/Payment Transactions
- Compliance with Government Regulations
- Proficient in Microsoft Office
- Journal Entries & General Ledger
- Spreadsheets & Accounting Reports
- Purchase requisitions for supplies and materials
- Committed to ensuring customer satisfaction

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## EDUCATION

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Associate of Science – Accounting Technology 2016  
Daytona State College, Daytona Beach, FL

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## PROFESSIONAL EXPERIENCE

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### Student Accounts Specialist

Daytona State College, Daytona Beach, FL 2006-2007 & 2015-Present

- Maintain accuracy while calculating payments of tuition, reimbursements and financial aid refunds
- Provide timely, courteous and knowledgeable response to information requests; screen and transfer calls
- Handle multifaceted clerical tasks (e.g., data entry, filing, records management and billing)
- Effectively process over 30 students per day and address and diffuse escalated issues

### Office Manager, Accounts Payable

G & M Automotive Center, Daytona Beach, FL 2008-Present

- Provide employees with guidance in handling complex problems or in resolving escalated complaints or disputes.
- Responsible for all aspect of hiring and employee benefits
- Review records or reports pertaining to activities such as production, payroll, or shipping to verify details, monitor work activities, or evaluate performance

### Manager

Baby Tyme Kid's Consignments, Port Orange, FL 2007

- Directed and supervised employees engaged in sales, inventory-taking, reconciling cash receipts, or in performing services for customers
- Payroll, Training, Accounts Receivable & Accounts Payable
- Planed and coordinated advertising campaigns and sales promotions and prepare merchandise displays and advertising copy

# William R. Smith

555 Main Street, Daytona Beach, FL 32114 / (386) 555-5555 / WSmith@gmail.com

## Profile

Motivated, personable professional with over valuable experience in the customer service industry that welcomes the opportunity to work in a fast paced environment with a diverse customer base...

- Excellent Customer Service
- Written Correspondence
- Microsoft Office Certification
- Multi-line Phone System
- Scheduling
- Multi-tasking
- Front-Office Operations
- Notary Public
- General Office Skills

## Experience

### Customer Service and Reception

- Effectively diffused & resolved customer complaints
- Answered phone calls and directed calls to appropriate parties or take messages
- Scheduled appointments for 30+ clients per day
- Ability to maintain composure and work efficiently in a fast-paced environment

### Communication: Reports/Technology

- Prepared reports for intake statistics and program success rates
- Rapidly learned and mastered various computer programs
- Developed letters for mailings to advertise upcoming programs and events
- Detail oriented and resourceful in completing projects
- Updated social media sites such as Facebook and Twitter

## Education

Daytona State College, Daytona Beach, FL  
Associate of Science Degree – *Hospitality Management*  
Culinary Operations – *Baking & Pastry Certificate*

2014-Present  
Anticipated Graduation Spring 2017  
2015

## Employment History

Receptionist (Volunteer) - Halifax Humane Society, Daytona Beach, FL 2010-2012  
Hostess - Ruby Tuesday, Ormond Beach, FL 2003-2006

## Professional Affiliations and Community Involvement

- Relay for Life-American Cancer Society Team Leader 2012
- Volusia County Schools Volunteer 2011- 2012

# Cover Letter

The cover letter is an introduction to your resume. Your letter should show why the employer should read your resume, and how your talents will benefit the company.

- Write a separate, customized letter for each job application. Content needs to be individualized to address the specific needs of the employer and the position.
- A tone of confidence should prevail. Convey personal interest and specific talents for the position.
- Length should be one-half to two-thirds of a page
- Be sure to state the position you are seeking and the source of the job opening (newspaper ad, Career Placement office, reference from a friend, etc.)
- In the body of the letter, include highlights of your qualifications and information about your education, related experience and accomplishments that relate to the employer's needs

## Cover Letter Outline

### Heading:

Your Name

Address

Date

Employer's Name

Address

### Salutation:

- Address the letter to person responsible for hiring (if you absolutely can't find that information, you may use "Hiring Committee" or "Hiring Manager").
- Do **NOT** use "Dear Sir or Madam" or "To Whom it May Concern"

### Opening (2-5 sentences):

- Reveal your purpose and interest.
- Identify the position and where you discovered the posting.

### Body (1-2 paragraphs):

- Outline your strongest qualifications that match the position requirements.
- As much as possible, provide evidence of your related experiences and accomplishments - Discuss your education, skills and personal qualifications that make you a strong candidate.
- Make reference to your enclosed resume, but do not simply regurgitate it.

### Closing (2-5 sentences):

- Reiterate your interest in obtaining an interview to discuss the position.
- Thank the employer for their time and consideration.

Sincerely,

Signature

Your Name Typed



Michelle Smith  
555 Main Street  
Daytona Beach, FL 32114  
386-555-5555

February 2, 2016

Mr. Scott Murphy  
100 South Street  
Daytona Beach, FL 32114

Dear Mr. Murphy:

I am interested in applying for a teaching position, on the elementary level, in your school district. As a 2017 graduate of Daytona State College, I have student teaching experience on the third and sixth grade level, in both suburban and urban school districts.

At the present time I am teaching “at-risk” preschool children. This position enables me to provide these students with a “head start” in mastering basic skills. I am challenged to be creative, nurturing and most of all, patient. In my junior year at Daytona State College, a passion for Marine Science created an opportunity for me to work for Marineland. This position allowed me to teach every fourth grade class in the local school system. I coordinated field trips along with classroom instruction.

It is my goal to combine my range of experience with my ability to be a compassionate, enthusiastic, intelligent teacher who will make a positive contribution to your school district. Thank you for taking the time to review my qualifications. I would welcome an interview and look forward to hearing from you at your earliest convenience.

Sincerely,

(Signature)

Michelle Smith

# References

Choose your references carefully. People who are the best references are:

- Former bosses you got along well with
- Professional mentors
- Instructors
- Colleagues
- General character references (people who have known you for five years or more)

**DO NOT** give a relative's name as a reference.

You should always contact your references before giving out their name. Tell your potential reference that you are applying for a job and ask for their permission. Be sure they have up-to-date information about you.

References should be typed on a separate sheet of paper. Normally, 3-5 references are sufficient.

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## **Michelle Smith**

555 Main Street  
Daytona Beach, FL 32114  
386-555-5555

### REFERENCES:

#### **John Doe**

Instructor  
Daytona State College  
Daytona Beach, FL 32114  
386-506-3000  
DoeJ@daytonastate.edu  
Relationship: Instructor

#### **Reference's Name**

Manager  
Company Name  
City, ST, ZIP code  
Phone  
E-mail  
Relationship: Former Supervisor

#### **Reference's Name**

Title  
Company Name  
City, ST, ZIP code  
Phone  
E-mail  
Relationship:

# Additional Resources

- **O\*NET – [www.onetonline.org](http://www.onetonline.org)**

A comprehensive database of job characteristics, duties and salary statistics

- **Occupational Outlook Handbook – [www.bls.gov/oco](http://www.bls.gov/oco)**

Detailed occupation descriptions including training and education required, salary and job outlook data

- **Monster Career Advice - <http://resume.monster.com>**

Find articles on job seeking, interviewing, resume & cover letter writing tips

- **Quintessential Careers – [www.quintcareers.com](http://www.quintcareers.com)**

Situation-specific career and job search resources