

# Resume Writing

**KAITLIN HENNESSY:** Hello, everyone. And welcome to the Writing Resumes Workshop. My name is Kaitlin Hennessy, and I'm the program coordinator here at Global Connections. And our goal at Global Connections is to provide engaging, extracurricular programming for online students anywhere they have an internet connection.

Presenting tonight is Chris Miller. He is the career counselor for Global Campus. And he's also a Washington State University alum. And as many of you are doing, please do use that chat box to discuss tonight's content. And you also submit your own resume questions for Chris throughout the evening.

If you have any technical difficulties, please do let me know, and I'll do my best to help you in the chat box. Or you can email me at connections-- or sorry, global.connections@wsu.edu. Once again, that email is global.connections@wsu.edu. I'm gonna pass it over to Chris. Thank you for coming tonight.

**CHRIS MILLER:** Thank you, Kaitlin. And thank you, everybody, for-- hold on. There we go. And thank you, everybody-- there it goes-- for showing up tonight. And as Kaitlin said, we're here to talk about resumes. And just use the chat box for any questions that pop up during the webinar. And I will cover those at the end.

Toward the middle to end part here, we will have a little bit of an activity. And so hopefully, you have seen the mock posting and the four mock candidates for that job posting that we will kind of look at and determine who we think we would hire for that position or who we would interview. And so if you haven't seen that, that's OK. I will take some time to go over it as well. And yeah, we'll go ahead and get started. Thanks for being here.

I always start off my webinars with a look at the career development process in general. And I think this is a pretty decent snapshot of it from my point of view. Some of the four main stages of this process are self-evaluation-- exploring options-- career options, getting focused, making a plan, and then, putting that plan into action-- taking action.

So the topic tonight being resumes, I would say this is taking part in the Know Yourself and Take Action part. Because if you don't know yourself well and can't talk about your strengths and your interests, then it's really difficult to put a resume together. And then, of course, taking action-- this is one of the main tools in the job search, as we all know.

So a brief look at just the history and the reason for these things called resumes. Obviously, it's a French word when I have it spelled correctly with the accents, which I never do. It means summary. Leonardo da Vinci is credited as being the first person to use a resume. That's kind of just like a fun little historical note that's probably not true. I'm sure there were other people around the same time and before that did something similar.

Because what it really was, was a letter. It was a letter that he sent to the Duke of Milan. As he was traveling around Europe, he was sending letters to traveling-- or to nobility around Europe and kind of assessing their needs and kind of saying what he could do to help them with their problems.

And it's kind of funny that today, that is still like the right idea for a resume. But often, over the course of time, it's been-- that target concept has kind of been lost where it's been more about, these are all the things I've done instead of, what are your business problems, and how can I help you solve them? Which is really what is most likely, or I should say, more likely to help people get hired, or at least get an interview.

So throughout the next several or few hundred years, that's kind of what a resume was. It was a letter, a description of a person, their abilities, and, in some cases, their past employment, until about the 1900s. Early 20th century, things started to change. And in the-- up until the 1930s, a resume was really more of a formality than a mandatory document. Things like weight, height, religion, and marital status were commonplace for resumes. Of course, that is illegal for a lot of things nowadays, for most employers.

And in about the 1950s, resumes started to become mandatory for employment. And in the 1970s is kind of when things started to change with the digital age. And resumes started to look more professional and more like the presentation content you see today. In the 1980s, background checks became a lot easier to perform with the-- not the invention, but the popularity of the fax machine. People started doing more creative things, like having VHS portfolios, for employers. And of course, now everything is online.

And talking about some misconceptions about a resume-- even these misconceptions I listed are a little deceptive. Because sometimes, the resume is the first impression. And I think the misconception that I want to get across to you is that it shouldn't be the first impression if you can help it. Some employers put up barriers or prevent people from having that pre-contact, so a resume is the first impression.

And so when that's the case, good, think of it that way. It's a first impression. How should I go about making sure it's the best first impression that's possible?

Another old misconception-- oh, and so, what is that pre-contact? What is the-- what should that first impression be, before we move on? It should be some kind of a networking piece ahead of time, so contacts-- connecting on LinkedIn, an informational interview, something where you get your name in front of a decision-maker before you've submitted a resume. That gives you a much greater chance of them-- they see a resume, they recognize you-- of getting an interview. And so getting the interview, of course, is how you get the job.

So every job should be listed. That's not necessarily the case. Sometimes, an employer will ask that you provide every job that you've worked at. And in that case, you should do that. But the idea is to prevent a cohesive theme that lists all the relevant work experience for that position.

It is an old industry rule that there should be one page for every 10 years of experience. That's not necessarily the case now. It's definitely a point of contention for quote, unquote "resume professionals" so HR people, career counselors, career coaches. Really, most people can put together an effective one-page resume, but it's not necessary for all industries.

And I recently attended a webinar for jobs in the federal government. So they highlighted what a federal resume should look like. And for them, they said totally ignore the one-page rule. Give as many pages as you need in order to provide as much detail as you can that's relevant about your work experience. And they said, we don't want a 20-page resume, but they're not opposed to seeing a good five-page resume if it's all unique information.

And like I said, it's the most important piece of your job search. Well, you know, that networking before you even submit your resume should be the most important piece. The resume is there to get you an interview, to help you stand out from that pile of paper from the other applicants. So it's an important piece of the job search for sure, but it's not the most important piece. Making the connection with the employer is the most important-- most important part.

So just to start off with some pointers-- and we'll come back to some more in a little bit here. I've already mentioned that first one, that a resume should present a clear theme. And ideally, this is done through work experience and education. Ideally, you're trying to apply for a job where you already have some experience in the field and your education is directly relevant to that.

That's not always the case. And so if you're a career-changer or if you're going into a field entry-level, how do you present a clear theme? Well, you do that through a functional resume that highlights transferable skills and experiences. And so I will be showing off kind of a template, an idea for this, in a little bit as well. But the idea is just to highlight, what have I done in the past with each experience that I've had-- work experience, volunteer, internship. What, within those jobs, what experiences are relevant to the job that I'm trying to obtain?

Full pages versus the old industry role we talked about in the misconceptions. One of my pointers here is that, sure, a lot of people aren't able to get it down to one page. But use all of the space that's available to you within those pages-- so my point is not one and a half pages-- either one or two full pages. Use the space you're taking up.

Font size is important, that it's legible, so it's not too small in order to fit everything down onto one page. Around 10 to 12 is pretty common. Verb tense consistency-- so just to be consistent in how your writer-- your writing is. So you can either write in the present tense for every job you've had.

You can write in the past tense for previous jobs and also have present tense for the current job. That's fine. And in that way, you could say it's not necessarily consistent. But it's in order to

be consistent in one of those ways. So everything's either past tense or everything in the past is past tense, and your present job is present test.

Dates and locations should also be listed consistently. So in whichever way you're listing it on your format, reverse chronological is ideally how you want to list dates. And locations just means that for every position, you're remembering to include what city and state you're in. Sometimes, if you're submitting a lot of resumes within a region that you've lived in for a long time, you forget to list where-- you just make the assumption that everyone knows where that business is.

Leading in is very important. And this applies to the entire document and also within each section. So your lead-in to your resumes the top one-third physical space of your resume. And the reason for that is because a lot of people who will be reviewing your resumes or pulling it up on electronic device, be it a phone or a tablet or a laptop, in that first third of your-- of that page you submit is usually the space that shows on that electronic device where they're reviewing it. So that's the idea of having a nice heading, having a professional summary. And usually, that's-- and sometimes, you'll see a little bit of the next section.

Leading in within sections-- so for your work experience section on your resume, you're listing your title and where it was, the dates, and your title. And then, you start listing some of those-- some of that content. You should lead in with your best-selling point, your most relevant piece of information.

Your resume header should be-- have your name and your contact information. And your name should stand apart from your contact information. And you should have, at a minimum, four things-- so your name, your phone number, your email address, and your unique LinkedIn URL. And that's still kind of a new thing for people. Not everybody puts that on their resume. And that's because some people haven't created their LinkedIn profiles yet. And so that's something that needs to be done for every job seeker.

PDF-- so format is important. Submitting in a PDF format tends to have the best results on the uploader side. There seem to be fewer issues with the way your resume looks. So it should look the way you intended it to look. So that's my recommendation is to submit in a PDF form.

Who should review your resume? Very important point is that you should have different eyes look at your resume. Because people like me, we don't necessarily have the same-- within group-- other career counselors, other HR professionals, we don't necessarily have the same opinions about what looks effective on a resume. And also, especially for content, because the best people to give you a review for your resume are the ones that have experience in the areas you're trying to go into.

And so for me, people in education or counseling and psychology, I can give them the best content reviews. That's my background. So for other people, I do the best I can. But it's more

about format and aesthetics. So a little bit about resume pointers, and we'll get back to some more.

Which tools are available to you in order to help develop your resume content? There's the Resume Coloring Book. There is the WSU Resume Packet. There's the Occupational Outlook Handbook. You can perform informational interviews. And there's also a website called Wordle.net that simply creates a word cloud. And I will show you a little bit from these resources, and how to get to them, to give you an idea about how that can be helpful for you.

So I'll start with the Resume Coloring Book. [Ascc.wsu.edu](http://Ascc.wsu.edu), that's the Academic Success and Career Center for the WSU Pullman campus. And so this is where you would go to access the Resume Coloring Book and also the WSU Resume Packet.

So on the dropdown menu here on the left side, click on Career [? Services ?]. Then, scroll down to Resumes and Cover Letters. And then, you'll see the access point, the portal for the Resume Coloring Book right here. And I think you can login just at the bottom. Nope, you just click on the Resume Coloring Book box to log in.

What is it? Why should you use it? It's a series. So originally, it was a book. And the author started kind of transforming it into online modules for higher institution, higher academia. And so there are these six online modules. They're about 90 minutes total from start to finish.

The vast majority of people-- you don't do it all in one sitting. I wouldn't recommend you do it all in one sitting. Because there's going to be a lot of brainstorming and a lot of worksheets to fill out along the way to help you develop your resume content, which is the most important part of your resume. So it helps you translate that volunteer experience, internship experience, any kind of leadership experience, both paid and unpaid, into skills and competencies that are valued by employers.

It's an action-oriented way of teaching resume writing and resume wording. So it's not just about formatting and aesthetics. It'll talk about different styles of resumes, different types.

A lot of people find it difficult to self-promote. And it helps you take that self-judgment out of the equation and really focus on your experiences. Focusing on transferable skills helps you look at the work you've done, like I said.

There's a thing called the ETHOS method, where you look at every experience. And you break down the tasks within those, how you did it, the outcomes, and the skills. So that's E-T-H-O-S is their acronym, ETHOS method. And so you can kind of pick and choose, too, where you want to focus your time as you familiarize yourself a little bit with the software. So you don't have to necessarily focus on the formatting part, how to add color, but really more about really developing content and brainstorming experiences.

This is one of the worksheets, just to give you an idea, about brainstorming your experience. Goes through everything you've done, like I said, all these different kinds of experiences, and pull out what's relevant from those. So did you make decisions? Did you lead or influence others? Did you handle money?

Were you in charge of the building? Did you supervise? Were you part of a team? Did you work with customers? So they have all these little resources, like this, that you can just take and keep, so you can keep for future use.

Talks about the ETHOS method, how to write powerful sentences. That's definitely part of the Resume Coloring Book. Helps you think about things like, did you deal with money or customers? Were you involved in decision-making or supervision?

It helps you quantify your work. Numbers are very important for resumes. They're very powerful. The eyes are naturally drawn to numbers, so not just the quantity of your work, but also the impact of your work, the quality of your work, and the scope of your work environment. So this is really a great tool for developing that content of your resume.

Also here at the ASCC website is that Resume Packet. And the easiest way to get there is to go, again, on the left hand menu under Career Services to Helpful Links. And on the right side, they have these different information packets. And one that you can see is Resume and Cover Letter.

This one is helpful because it has good examples. And no matter what, you'll go through things like the Resume Coloring Book and you'll do these brainstorming activities. And you'll fill out these worksheets. But sometimes, you still get stuck. Sometimes, you still have a hard time thinking about different ways to make the language different and still powerful. And sometimes, you just need an example.

So they have examples on how to think about new ways to word things, questions to ask yourself, focusing on non-technical competencies. That's definitely a point that I hear a lot from students that I work with. For some students who might be more in the general studies, liberal arts side of things, it's really-- the we have a hard time identifying skills that they're learning through their education.

But a lot of those are these non-technical competencies. And these are ones that employers have identified as important to them. And there are some written examples here. And again, more solid examples of things that you can use.

And you're not probably not using the things that they're listing here word for word, but it's going to help generate ideas for you. Here's one of those-- those action word charts which are helpful. It's helpful to see so you can mix up your language. And so it's just like a resume-building worksheet.

And then, I just want to show you some of the examples. So this one, I think, is chronological. Looks like it, yup. And it does have that LinkedIn URL. You can see it's-- when you create a LinkedIn account, it will be-- your page will be LinkedIn.com slash a bunch of random numbers and letters. And there's a way within LinkedIn where you can customize it if it's-- whatever you want it to be if it's available-- so it can look cleaner like this one.

As a sample or chronological-- and that's kind of just like a traditional resume. It's a functional look. So that's one focusing on critical experience, community experience, and food service experience. You can get a better idea of what this format looks like-- technical and I think science, also.

[INAUDIBLE]

And I'm scrolling quickly. Well, that's a little bit of what that looks like. And my reference page, references should be on a separate page. Gives you a nice format on how to do that.

And I wanted to show you also the Occupational Outlook Handbook and how you can use this for your resume. This is located at [www.bls.gov/ooh](http://www.bls.gov/ooh). And so sometimes, when you are creating a resume and you're thinking about developing content and how to tailor that for the employer, you want to look at their job posting. What if there isn't a job posting? How do you use it then?

Well, you can go to the Occupational Outlook Handbook, or you can conduct an informational interview to get an idea of what is important within that company, what is important with that industry. So I'm just going to search for a job here. I'll just use something within these groups here on the left side. I'll go [AUDIO OUT] We go audiologists.

So for each listing, it will have a summary of everything. What Does an Audiologist Do? is the second tab. What's the Work Environment Like? is the third tab. How to Become One, What's the Pay Like, What's the Outlook? So this is how it gets its name. Audiologists are projected to grow 21% from 2016 to 2026, so that's much faster than the average, which gives you an idea this is good-- generally a good career area to pursue for the outlook.

What Audiologists Do? So for each one, they'll list duties. And there are some different sections for different job listings that kind of break it down for different types. For this one, there's only - they're saying there's only this one type of audiologist. But for other areas, it'll break it down into, what are different responsibilities for different types of that career.

But what I'm going to do is copy and paste these duties. So I'm copying. And now, I'm gonna show you Wordle.net, which I mentioned, is just a word cloud generator.

And so just to show you what this is like, I'm going to click Create My own. I'm pasting it in there. And I'm gonna click Go. And it's going to create a word cloud for me.

And it always likes to do it in a layout that's difficult to read. So I'll switch here, under Layout, the horizontal. And I don't love this font either. There we go, much easier to read. So it just does kind of-- it randomizes the layout and the font. But you can change those very easily.

So this is a-- it's like a little trick. And it doesn't always work. But if you're trying to think a way to tailor your resume, look at information on a professional organization, on the Occupational Outlook Handbook, to give you an idea of things to focus on.

So for audiologists, obviously, there's going to be a lot of patient experience. What kind of treatment experience do you have? Obviously, knowledge of hearing in the ear-- what's your educational background? What kind of data experience do you have with measuring hearing loss, working with implants, et cetera, et cetera, et cetera? So this is just an example I totally just pulled out from a random search. So yeah, that's an idea of how you can use information online about a certain career area in order to provide resume content, to build resume content-- another brainstorming thing that you can do.

So just some ideas of how you can use resources-- also informational interview-- I talk about these in most of my webinars. It's just conversations you arrange with people who have knowledge and experience in a profession that you wish to investigate. It's used by professionals to research advancement opportunities, as well as career changers or people looking to enter the field.

So it helps you to gain insight and information from a personal account of the work setting, knowledge and skill requirements and current trends, develop your networking skills and introduce yourself to people, help you identify how to prepare yourself for that particular career goal, and also increase motivation in doing so. And so if you want more information on informational interviews, you can just send me an email. And I can share that with you too.

But these are all great resources you have at your fingertips to help you develop that resume content, which is the most important part. So under your work experience, it should be a mix of duties, responsibilities, skills, that you developed accomplishments. That is the most important part of your resume.

Common mistakes-- and so, like a lot of these things, common mistakes are the opposite of the tips. So a common mistake being not listing your LinkedIn URL in the heading, not focusing on the strong lead-in, not listing a professional summary, having a professional summary that's too vague or off-point.

Same thing with an objective. Objectives should be short and sweet. And they're also kind of outdated. And not everyone agrees on this. But I personally don't recommend using objective. I'd say you should probably use that space to focus on a professional summary.

Being too long or too short. It lacks an appropriate format. Usually just messiness or it's too bland, because someone hasn't decided how they want to go about presenting their

information. Using full sentences, using full paragraphs-- that's definitely something we haven't talked about, something you want to avoid. You want to stick to bullets and phrasing. Typos, only listing duties, and including references. So just some little things that are mostly just the opposite of those pointers.

Briefly, just addressing cover letters-- cover letters should be fairly simple. Whenever you have the opportunity to provide one with a resume, I recommend doing it, as long as it's just not you're doing it for the sake of repetition. So the idea is to pull out some information, some content from your resume, and kind of expand on it. It should be in a letter format. I can show you a format of what it looks like.

You should try to address this specific person of the company. You should have done that pre-contact work and not listed it "To whom it may concern." Sometimes, you can't do that, and I understand. But you should really put in the effort to find who is going to be looking at your resume.

You should introduce yourself, reference the position and how you found it. Elaborate, like I said, on your qualifications. And if you can, if there's an open listing, trying to hit on some points from that, requesting a meeting and thanking them for their time. So let me share that Resume Packet again as a sample cover letter.

Breaking down the cover letter and what you should do in the first paragraph, second paragraph, third paragraph. And again, this is a letter. So it's not saying to list bullet, bullet, bullet. It's just that these are different points that are important for each section of your cover letter. And here's one. Here's a sample. That's another thing you can review to get an idea of what an effective cover letter might look like.

And sometimes, it's an afterthought. Some employers don't care. They just want your resume. And they'll say, just your resume. But if you have an opportunity to provide more information, I think that's one you should really take.

Hopefully, you've had time to see this job-- this mock job posting and the applicants. I know it's outdated, so don't pay too much attention to the dates. I don't have the original copy. So I can't make edits, unfortunately. So these are my candidates and a mock employer posting. I'll go over the posting quickly, and then, we'll take a look at these applicants.

And applicants, which one do you feel is the best fit? Some questions ask yourself as you're looking at them. Why do you feel some resumes are more effective than others? Do you see any red flags? And who would you interview?

If there are four of them here, let's say, which two of them would you interview? And you can write your answers in the chat box. I'll just kind of go over my thoughts about them and provide a brief overview of this posting and these candidates. So let me share that.

So here's our company, Pro Lab, and they're looking for a marketing assistant. And as you can see, they have a wide swath of products or targets here. They focus on telecommunications, computer, and hair care products. And they're seeking a marketing assistant-- looking for someone to develop-- assist in the development and implementation of strategic and tactical marketing programs for their key products. They want someone to coordinate project initiatives in support of major product marketing programs; assess current product opportunities; and determine the viability, maintenance of product categories; collaborate with Salesforce on new products and features and benefits; coordinate copy developments or writing copy; assemble and assess category and brand review data-- there's that word "data"-- monitoring marketing budgets monthly with senior marketing execs.

Let's go ahead and scan down here. The requirements-- it requires a bachelor's degree in marketing or a related field, or equivalent experience. Minimum of one year experience in a business environment-- marketing, it should say. Skills in product management, brand management, PR, journalism, advertising, sales, and/or product development, possess strong communication skills, to inspire and lead peers and instill confidence within the organization, effective conflict resolution skills while maintaining the ability to challenge thoughts and ideas, strong execution skills, detail-oriented, analytical project management skills, multi-tasking, working in a fast-paced environment, proficient with Microsoft Office, and self-driven, high energy, and dedicated work ethics.

So that's just giving you an idea of this mock posting for a marketing assistant the Pro Lab is looking for. So some of the things that I see-- and I can't copy and paste this into Wordle-- but I'm seeing a lot of project management; of course, marketing experience; things that they've developed and implemented, so different strategies that have kind of come-- that they've started from cradle to grave; product experience-- writing copy, working with sales, reviewing data, so any kind of data analytics experience they have; budgeting work; education or relevant experience in marketing; PR; product management; brand management; journalism; advertising. So these are kind of those keywords that they're looking for with this one, some of the things that you would hope an applicant would be focusing on.

But first, we're gonna start with Gabriel. And like I said, these are older. So there's not going to be any LinkedIn information in their contact information. But we'll go ahead and ignore that for the time being. And we'll ignore the dates, for the most part.

You don't have to list-- so with contact information nowadays, you don't have to list physical address. You can just list your phone number, your email address, your name, of course, and that LinkedIn. So but he has his phone number and his email address.

He has a really long objective, and an objective should be short and sweet, clear and concise. So you know, I'm looking at this as a career counselor right now, not necessarily as that employer. So from an employer's point of view, this is a one-page resume, so maybe it's OK. I wouldn't really call this section an objective. It's more like a professional summary. So maybe a simple retitling would help there.

So in looking at the format, they're going from objective to experience and education second. And so thinking of leading in, I would say, what is your experience now? It's retail sales specialist. It's not necessarily marketing. Sales, it is something I would say is-- can be construed as relevant, depending on the specific experience. But education down here shows a degree in marketing. So in terms of the lead-in in being strategic, I would probably go professional summary here and then education and then experience.

And of course, within education, the lead-in is important. They're starting with the certification and then the bachelor's degree. Well, that's a two-week sales training certificate, which isn't super relevant to marketing. So I would lead-- flip that. You're gonna want to lead with your bachelor's degree and then have the certification underneath it. So that's one of the things I see.

There's great data. I'm seeing the numbers pop out right now. Met or surpassed sales expectations each month for two consecutive years, averaged 120% of quota in a given year, ranked number one out of 15, sold to 900-plus customers. So that's great information for a resume.

So he has relevant experience-- he has a relevant education. You would say, you know, him experience, mm, it might be relevant. I would consider-- I would consider Gabriel based on those.

He has some affiliations listed here about a professional association. I really like how he's listing his skill level for skills. So telecom sales-- expert level, working with a CRM-- expert level, working with Microsoft Office-- intermediate. And additional information-- he's kind of-- well, languages-- so that's one of the quirky things that I-- you really wouldn't need to have on here. This isn't an international posting. And so you don't really need to list that you're fully fluent in English. That's unnecessary information.

I like his additional information here at the bottom-- high energy sales professional with a proven track record of sales. And that's backed up with these bullets here, or these stars, about how I was ranked number one out of 15, 120% of the quota. But this seems kind of repetitive to me, this additional information section. It could be something you could combine with objective, replace as the objective, or kind of flesh that out more in the cover letter.

But overall, I think it has a nice format. It flows fairly well. And you know, I'm keeping Gabriel in my stack.

Miranda-- the heading looks nice with the name standing apart from the contact information. That objective is very short and sweet. I would say you want it to be clear and concise. And they got the concise part down, but not the clear. So that would need some work.

Leading with education suggests that maybe you don't have any experience, but then, looking at the employment, there is relevant marketing experience. It's just as an internship, so I do

understand why she-- this person is leading with education first. So I'm OK with that. But as a career counselor, what you want to do is kind of make this part stand out. This all kind of runs together here. So know this Bachelor of Arts International Business Marketing-- using some kind of bolded font, italicized font, undersized-- underlined font just to help that stand out.

Putting on my employer hat again-- that's great education. Employment-- there's four years of this internship. And I know as an intern, this person is not working. So I'm ignoring the specific dates. But there's a four-year gap here of employment as a marketing intern. And I know this person-- it's an internship. They're not working full-time.

But three bullets is very little. And there's really not a lot of information there. So that is a concern for me. Resident adviser-- moving on. And sales associate below that.

Again, not a lot of information. There's a lot of white space on this resume. Relevant computer skills are listed. But again, this is just mostly an expansion of Microsoft Office skills. Interests being ice hockey and limericks-- that's interesting to me. So although it piques my curiosity, I don't know if this one would be in my pile.

Moving to Farley-- Farley has done well with his name standing apart from the contact information, but there's no email address, which is odd, even for the time. Seeking an entry level position in sales or marketing-- that is definitely not something you'd want to see. You'd say, why doesn't that just say marketing, and also, marketing for Pro Lab?

Education-- BA in Communications with a Public Relations, PR major. Yeah, that's-- I mean, that's not marketing, but that's very relevant. Where it is-- everything looks good there.

So leading with education over experience. The experience is specific-- again, switching hats a career counselor. It's sales and marketing rep and then a marketing assistant below that. So I don't know. For this one, I would consider leading with experience over education.

This is an example of someone who left off locations. So they're taking the assumption that, I know where Lon's Computing System is, and I know where Broadway Master Theater is, which is not necessarily the case. That first line underlined-- applied marketing skills to increase sales of old G3 computers. Well, that's good information. But where's the data, where are the numbers to back that up? Honors and interests are all helpful selling points. But again, with the leading thought-- lead-in thought, I might lead with that award over senior honors for that specific award for communications.

And this isn't-- I would say this-- this is good, because of the-- we don't have a lot of information about the timeline of these dates. Again, we're ignoring the specific year. But from when to when, what is that timeline? But this person seems to have relevant education and directly relevant work experience. So I'm considering Farley.

Richard Anderson here has the longest one. It is running over a page. And it's doing so in a way that seems unnecessary to me. He could take off references. And what's that leave? One, two, three-- maybe five or six lines of bullets here that you'd have to cut back to fit this all into one page. I see an easy way you could do that right now.

Objective-- to obtain a marketing position in a corporation. So that's very-- that's very bland. Again, concise but not clear. So I would say cut that. And then, under Honors and Activities, make this two columns instead of one column, and there you go. You have a one-page resume. Again, that's my career counselor hat.

Education-- leading with the education, so probably not a lot of direct experience with marketing. But maybe there is. A marketing major, so that's fine. Looks good. Leading with honors and awards over work experience-- that's not something I would recommend as career counselor, unless it's like in a professional summary section and it's [INAUDIBLE] relevant at the top.

Work experience-- it kind of-- it's interesting how they list it. It runs together. My career counseling hat-- University Hallmark Oxford. So it's not really separating the business from a location. This all it's like one name, instead of it being in Oxford, Mississippi.

And looking at these bullets, there's not-- there's sales. There's a lot of sales, which again, is partially-- is somewhat relevant. You can make that argument. And sales is a part of the marketing assistant piece. But for me, I don't know. There's just not a lot of very super relevant information compared to, I would say, Farley and Gabriel. So for me, I'm thinking about Farley and Gabriel.

So hopefully, you are able to work through some of these questions as you are looking at-- as you were looking at these candidates and this mock job posting for the marketing assistant. I know it's hard. Even with these mock candidates, I feel like I want to interview everybody. But I can't always do that. So based on those reasons of education and experience, those are the two-- Gabriel and Farley, I think, are the two that I would select.

OK. I think that brings us to the end here for the Question and Answer segment. Before I end, I do want to say thank you. And I will stick around for questions. I've listed my contact information there, [cmiller66@wsu.edu](mailto:cmiller66@wsu.edu) is the easiest way to get a hold of me.

And there's information about the Career Support website, at [online.wsu.edu](http://online.wsu.edu), and also the WSU Career Guide blog that I try to do a posting about every week. And right, now it's going to be information about these kind of events. And also, this is a good time to point out that I will be at Rendezvous this Saturday.

So hopefully, if you're in the area you do have a resume that you would like me to look at and give some feedback specifically for you. That would be great. Send me an email. And let's set up a time to go over your resume. So thanks again. I'll stick around for questions now.

**KAITLIN HENNESSY:** Thank you, Chris. Our first question asks, do you always provide a cover letter or only when requested?

**CHRIS MILLER:** That's a good question. If they don't say anything about a cover letter, then I would provide one. Because usually, when they don't want one, they'll say resume only. Do not submit a cover letter. So I say always take that opportunity to provide more information.

If you're in a position where you've been working at it for a long time and you just can't seem to find any way to provide more detail than your resume has, then maybe it's not a good idea. But in most instances, I would say it's another opportunity to let them know a little bit more about yourself and your experience.

**KAITLIN HENNESSY:** Our next question asks, why shouldn't you provide references on a resume? Would you put references available upon request, or you just need to not address it at all? say

**CHRIS MILLER:** Yeah, I'd say don't address it at all. It's kind of this bargaining chip idea is that they're-- the vast majority of employers are not going to be concerned with calling anyone's references until they're ready to make a job offer. And they're not going to do that until they've interviewed you. So what you want to do is-- most people would make no reference to it whatsoever.

And all that does is-- if you put it, available upon request, it just takes up space on your resume. And so that's something they're going to do. After they've met you, they can ask for references. Or if you submit a resume, they might ask you for references at the same time. And then, you would do it. But if there's no mention of it, don't do it.

**KAITLIN HENNESSY:** Thanks, Chris. The next question asks, would you include scholarships in the resume?

**CHRIS MILLER:** Yeah, I mean if you have the space for it, then absolutely. It's an honor and an award. So if there's an Honor and Award section, you can do that. If you don't have that, you could make a case that you could fit in nicely into the education section. A lot of people lost their degree and then, they list relevant coursework below that major, that degree. So you could definitely find a way to do that to do-- within the Education section or within an Honor and Award section.

**KAITLIN HENNESSY:** Our next question asks, some jobs are better for numerical examples on a resume. What if your experience has less numbers to back it up, for example, a teaching assistant or a nanny, and no hard numbers, like sales experience or marketing experience?

**CHRIS MILLER:** Yeah. I mean, that's when I would really recommend the Resume Coloring Book, because they have different ways to quantify your work experience, in other ways to think beyond just numbers, in other ways that are creative ways to use numbers too. So that's when I

would really recommend diving into that resource and finding different ways to quantify your experience.

That's a good question. And it's very difficult for me to specifically answer it without seeing the resume. But I would definitely recommend that resource for that specific issue.

**KAITLIN HENNESSY:** Thanks, Chris. Our next question asks, are one-inch margins necessary for a resume?

**CHRIS MILLER:** No and again, if you take a look at some of the examples from the Resume Coloring Book or if you even just do a Google search-- let me do a quick Google search. I'll share my screen here. Just to show you some resume formats of what's common now-- it's not necessary at all. It just has to be something that is easy to scan through. And as long as it doesn't look like a huge block that's taking up everything, it's not necessary.

Let me just do just a quick search here. [INAUDIBLE] resume format [INAUDIBLE]. So as you kind of start to look-- these ones aren't even as artistic as you'll see nowadays. I'm surprised. But you'll see-- start to see things in more color-- if you can pop these out as easily. You'll start to see things that have lots of variation on the margins. Look at this one, specifically. Doesn't want me to do it, OK. Not now. You know, the margin is very different with something like this.

There's all these-- you can look at a lot of different formats online. So just to give you an idea that there's really no wrong or right way to submit a format. It should just be something-- because you've got to think about the other side of the table. You present the same resume to five different companies in the same industry. And you're not going to get the same response.

So it really should just be something that looks good, that conveys the message-- Come on, jump over-- conveys the message, and is something that works for you, something you think that looks good, that you've asked other people, they think it looks good. There are so many different ways to format a resume. There just aren't specific ways it should be done now, as long as it's following some of those pointers that we've talked about. That was a very long answer, I know.

**KAITLIN HENNESSY:** Excellent. Our last question for right now asks, what is the difference between a professional summary and an objective?

**CHRIS MILLER:** Yeah, that's a good question. So an objective is short and sweet. Like the ones we were looking at through these mock resume posts-- this mock job posting, so something where it says a junior marketing-- or to obtain a market position at Pro Lab utilizing my skills and so and so, that's an objective. It's just short and sweet. And I would say most resume professionals now say don't even focus on that. Take that off and just do a professional summary.

It's something that pulls together important pieces of your experience in a neat-- like on a research paper, it would have the abstract upfront at the top. It's kind of like an idea to think of it. So if you have that ability to look at the job posting and kind of see what they're looking-- what they're trying to get out of an applicant, and kind of specifically address those by highlighting your qualifications-- so a professional summary is just that. It's saying, I have this many years in this industry. I have this profession skill level in this and this and this that they are looking for.

And you can have a little text block. Or you can have a couple of columns of bullet points. And again, the Resume Coloring Book will help you focus on a professional summary. And you can see different formats that have different ways of doing that. And again, I'm speaking, I know, very generally. But that's basically the difference, is, it's more tailored. It's a better way of tailoring your experience with the specific posting and kind of presenting a neat introduction.