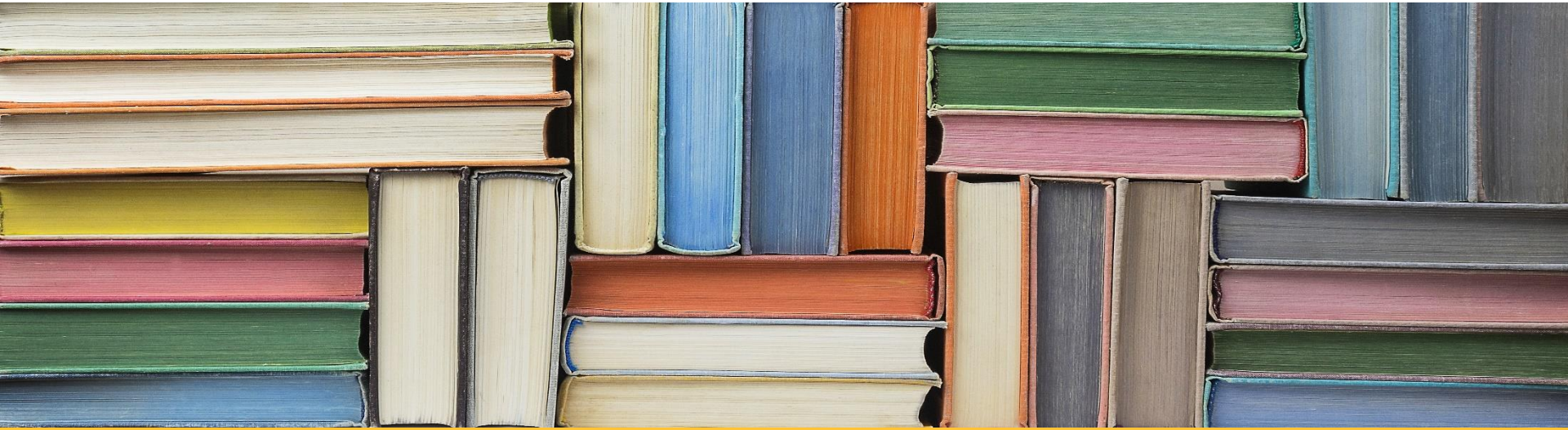


# *Writing an Effective Resume*

***Ken Bohrer***

Senior Career Counselor

kcb36@drexel.edu



DREXEL UNIVERSITY  
**Steinbright**  
Career Development Center

## Workshop Goals

- Introduction
- Overview of SCDC
- Resumes



# STEINBRIGHT CAREER DEVELOPMENT CENTER

[COOPERATIVE EDUCATION](#)

[CAREER SERVICES](#)

[EMPLOYER RELATIONS](#)

[PROFESSIONAL RESOURCES](#)

[ABOUT](#)



# Career Services for Graduate Students

The Steinbright Career Development Center provides Drexel graduate students with important resources and services for career and job search support for both campus and online students.

## Steinbright Career Development Center Services

Advancing your career is one of the most important reasons for going to graduate school. With research, preparation, and perseverance, and with the guidance of Steinbright's Career Services, you can achieve your career objectives. Steinbright provides individual sessions for graduate students, workshops on important topics relevant to your job search, and various events that connect you with employers. The Steinbright Career Development Center supports students with the following and more.

- Career assessment and counseling
- Job search skills
- Interview preparation
- Resume and Curriculum Vitae (CV) critique
- LinkedIn profile review
- Salary negotiations

### Career Navigator

Discover your next steps along your career development journey.

**EXPLORE THE CAREER NAVIGATOR**

### Speak with a Career Counselor

Ken Bohrer  
Senior Career Counselor

**SCHEDULE AN APPOINTMENT**



# Resumes vs Curriculum Vitae

How many pages for a CV?

**No page limit!**

How many pages for a resume?

**2 Pages MAX!**

# Resumes

- Average employer reviews a resume in?

**5-15 seconds!**

- What's its purpose?

**To get you an interview!**

- Find an excellent job description to use as your guide
- Don't write a generic resume
- Disclaimer



# What do employers want?

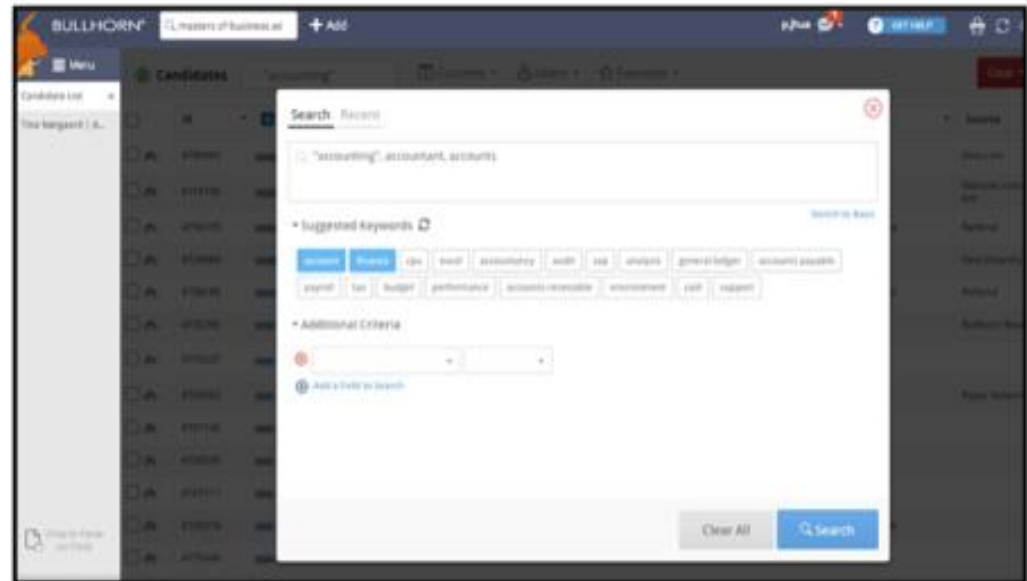
- They tell you!
- Analyze job descriptions
- Use [O\\*net](#) to create a skills/key words group
- Review action verb lists



# ATS: Applicant Tracking Systems

## ATS Features

- Resume Parsing
- Resume Storage
- Keyword Search
- Filters





# ATS at Work

## VICTORIA HARRIS

15 First St,  
New York, NY

### Sales Background and Experience

**Sales Development Representative** | June 2018 - Present  
Honeyuckle Tech Company, New York, NY

- Research companies and generate 50+ leads a month using LinkedIn Sales Navigator
- Approach potential customers through cold calling, emailing, and social engagement
- Manage, qualify, and track leads using Apollo.io
- Test, measure, and improve outreach strategy using Salesforce Analytics Cloud and Salesforce Sales Cloud
- Flip 20+ leads to warm leads per month, set initial sales meetings with account executives
- Collaborated with team of account executives and marketing strategists to help refine initial prospecting message, leading to a 20% increase in number of new clients FYT
- Exceed personal lead generation and initial sales meeting goals by up to 50% each quarter

**Sales Associate** | January 2015 - May 2018  
Tom's Hardware Store, Ithaca, NY

- Proposed, tested, and helped implement popular customer loyalty program resulting in 200 signups in 3 months
- Named "Tom's Hardware Store Sales Associate of the Year 2017" (out of 20 employees) for number of sales and outstanding customer service

### Contact Information:

vcharris@email.com | (555)111-3333 | linkedin.com/in/vcharris

### Education

Ithaca College, Ithaca, NY  
Bachelor of Arts (BA) in  
Communications  
Awarded: May 2018

### Technical Skills

|                            |                        |
|----------------------------|------------------------|
| Salesforce Analytics Cloud | Salesforce Sales Cloud |
| LinkedIn Sales Navigator   | Apollo.io              |
| CRM                        | Apptivo                |
| Google Suite               | Microsoft Office       |

### Volunteer Work

Sept 2017 - May 2018  
Children's Healthcare Foundation, Ithaca, NY

- Reached out to and booked prospective vendors for fundraising events, resulting in donated supplies and services worth \$20,000
- Engaged with donors at fundraising events, resulting in \$2,500 in donations
- Called and emailed past donors to bring in repeat donations totaling \$8,000



## Experience

### Sales Development Representative

June 2018

### Education

### Sales Cloud

### Apollo.io

May 2018 to May 2018 (1 month)

- Research companies and generate 50+ leads a month using LinkedIn Sales Navigator

- Approach potential customers through cold calling, emailing, and social engagement

- Manage, qualify, and track leads using Apollo.io

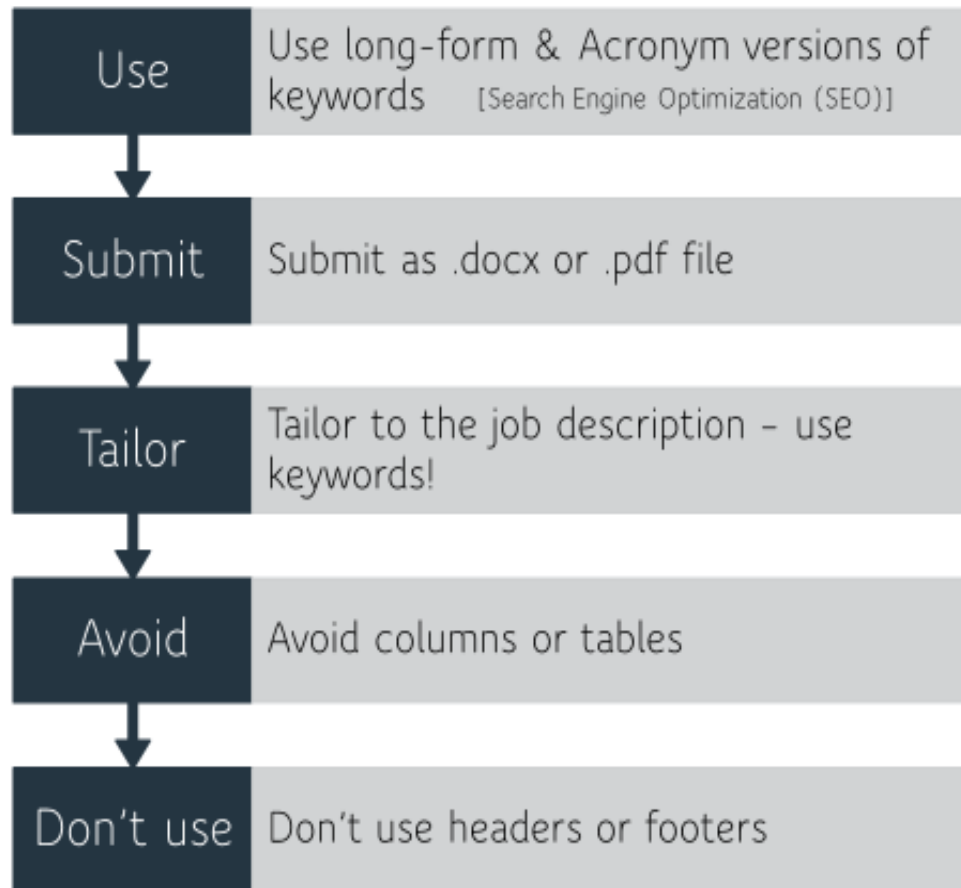
- Test, measure, and improve outreach strategy using Salesforce Analytics Cloud and Salesforce Sales Cloud

- Flip 20+ leads to warm leads per month, set initial sales meetings with account executives

- Collaborated with team of account executives and marketing strategists to help refine initial prospecting



# How to Beat ATS






- Jobs
- Events
- Employers
- Inbox **40**
- Career center

# The best way to get noticed by employers? Re out.

Make your profile stand out

**Get the Handshake app** ✕

Stay on top of your job search with job notifications and interview reminders.



- Jobs
- Events
- Employers
- Inbox 37
- Career center

Search  Location On-site/remote Popular in your major All filters

21.6K jobs found Relevance

Full-time · Job

**UI Full Stack Developer (Angular)**

Marlabs, LLC

Remote · New York City, NY

Full-time · Internship

**Back End Developer Intern**

Full-Time · Job

# UI Full Stack Developer (Angular)

**Marlabs, LLC**

Remote · New York City, NY

## About the role

# VP of Clinical Programming

Charlie Health Clinical

New York, NY • Remote

Full-time



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**JOB SUMMARY:** The VP of Clinical Programming will be the face of our curriculum internally and externally. They are responsible for providing expert knowledge of all current Charlie Health programming, overseeing new curriculum development, implementing new care tracks, and collaborating with all relevant departments to ensure care is delivered in accordance with our best practices. This person will provide and coordinate educational programming for clinical and non-clinical staff. This person is a natural leader who thrives in complex, fast paced environments. They work directly with the Chief Clinical Officer and collaborate often to think outside of industry norms to implement prioritized new clinical initiatives.



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## DUTIES & ESSENTIAL JOB FUNCTIONS:

- Provides expert knowledge and thought to leadership to develop and manage all of Charlie Health's programming including but not limited to BIPOC, LGBTQIA+, SUD, Experiential, Creative Arts, Contemplative and more
- Develops, organizes and owns the creation and implementation of new curriculum to ensure process measures and outcomes are improving month over month
- Develops and organizes Charlie University internal educational programming for Clinical and Non-Clinical Staff
- Organizes and prioritizes all Clinical Programming Projects in alignment with Company-wide goals and objectives
- Serves as point person for the launch of new treatment tracks based on Company-wide goals or pilot projects
- Works closely with Research and Outcomes, Care Delivery and Care Strategy leadership to ensure programming is successful and aligns to organization goals
- Works with Research and Outcomes to identify key trends to the efficacy of the clinical model in an effort to find areas to change or improve in the clinical model
- Provides flexible hours for staff to come and ask questions and to have client consultations
- Manages a team of 8 (and growing) Clinical Programming Directors including the developing and implementation of Key Performance Indicators and Milestones for tracking productivity and performance
- Collaborates with Outreach to educate referral sources about Charlie Health's mission to provide inclusive care and assists with the development of relationships with key referral sources.
- Collaborates with Growth Strategy to be the Ambassador of Charlie Health's Clinical Programming
- Ensures that clinical services are delivered in accordance with recognized best practices within literature and research with the continued development across modalities provided at Charlie Health
- Strives to keep Charlie Health's clinical services relevant and to the highest quality possible by consistently reviewing recent literature and research of the recognized best practices
- Takes initiative on individualized projects set forth by Leadership
- Speaks at conferences representing Charlie Health



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## REQUIREMENTS:

- Work authorized in the United States and native or bilingual proficiency in English
- PhD in Clinical Psychology or related field
- 5+ years of management experience developing and leading large teams
- Background in adolescent behavioral healthcare or related fields required
- Experience in operations and driving clinical outcomes
- W2 position, full-time with availability for 40 hours per week
- Ability to work in ambiguous environments and create structure for yourself and your team
- Ability to function both independently and collaboratively in a totally remote environment
- Strong interpersonal, relationship-building and listening skills, with a natural, consultative style
- Ability to energize, communicate, and build rapport at all levels within an organization
- Passion for working in a rapidly growing business with curiosity, humility, humor, and professionalism
- Proactive self-starter and natural multitasker
- Familiarity with and willingness to use cloud-based communication software—Gmail, Slack, Zoom, Dropbox—in addition to EMR and outcomes survey software on a daily basis



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1<sup>st</sup> application received 200 seconds  
after a job is posted

75 = average number of candidates that  
apply for openings

10-20 seconds = Time employers spend  
on resume

Make your personal marketing tool  
**STAND OUT**



# Guidelines

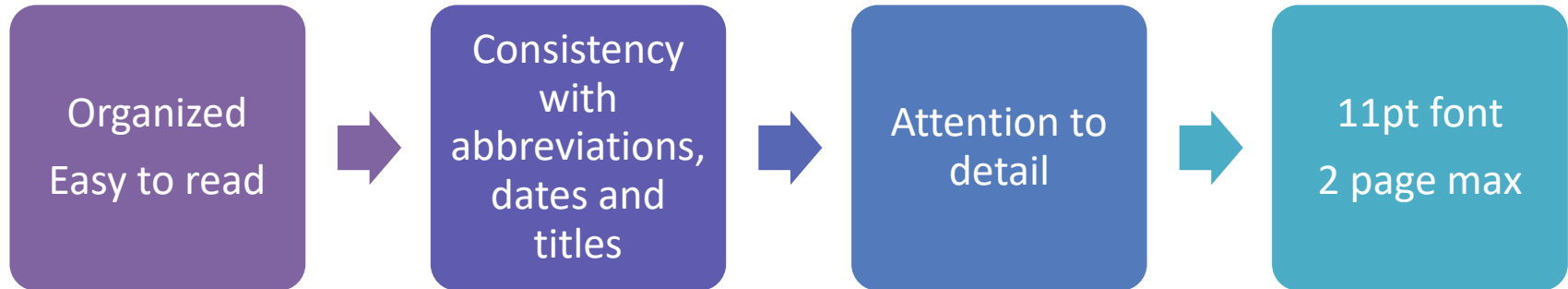
- **Reverse chronological order within sections**
- **Action verbs and watch tenses**
- **Technical jargon – appropriate to the reader**
- **Be specific to convey your skills and knowledge**
- **Format – Consistency in style and fonts; 11 point font, margins that are  $\geq 0.5$  inches**
- **Visually appealing and easy to read quickly**
- **Name on each page; number page 2**
- **Don't include personal information such as marital status, children etc.**

# Resume Sections

- ❖ Name and contact information
- ❖ Summary of professional qualifications (optional)
- ❖ Education - most recent degree first
- ❖ Professional Experience
- ❖ Other sections as needed (Research, Teaching, Clinical, Military, Community Service)
- ❖ Technology
- ❖ Professional Association
- ❖ Languages



# Format



# Header

- Review contact information to ensure updated
- Name 1-2 font sizes larger than the rest of your header

**Beyonce Knowles**  
123 Street Road  
Philadelphia, PA 19104  
215-895-2185  
[beyonce@drexel.edu](mailto:beyonce@drexel.edu)

---

## Beyonce Knowles

123 Street Road ▪ Philadelphia, PA 19104 ▪ 215-895-2185 ▪ beyonce @drexel.edu

# SUMMARY

- Over 5 years Clinical Programming experience in healthcare, industry and education
- Proficient in ...
- Developed curriculum for ??? according to ??????? regulations
- Collaborates with ??? to create/administer etc. ?????????? programs

# Education

## ***PhD in Education***

Drexel University, Philadelphia, PA

Expected June 2023

## ***M.S. in Higher Education***

Another University, Philadelphia, PA

December 2018

## ***B.S. in Psychology***

My First College, Anywhere, PA

June 2016



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## Experience Section

- Prove you are professional through content
- Numbers speak louder than words
- Include results and achievements
- Prioritize bulleted phrases
- Top 1/3 of resume should stand out
- Readers review from left to right

# Experience Section

- 3-5 bullets per job are average
- Don't use the verbs assist, duties include, responsible for and worked
- Remove extraneous words  
(a, an, the, various, as-well-as, both, their, personal pronouns)
- Notice if you repeat the same action verb more than once





# Accomplishment Statements

---



Strong verbs to start your bullets

What was the task you completed?

Why was this important?  
Who did you complete the task for?  
How was the info used?  
Time frame | # of people  
| Quantify

Did you:  
Save time?  
Increase productivity?  
Reduce costs?  
Improve procedure?  
Increase sales?  
Enhance performance?



# Accomplishment Statements

---

- What you did
- Why did you do it
- Results
- Specifics (quantifiers)

Demonstrate the **impact** of your work when writing experience and academic project bullet points



# Accomplishment Statement Examples

---

- Automated and refined monthly metrics reporting process utilizing advanced Excel functionality such as PivotTables and VLOOKUP, saving the company \$20k annually
- Forecasted 2020 tax liability for up to 50 clients to develop tax planning strategies and on-time tax payments adhering to IRS rules and regulations resulting in an average of 15% savings per client



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Forecasted 2021 tax liability for up to 50 clients to develop tax planning strategies and on-time tax payments adhering to IRS rules and regulations in an average of 15% savings per client

What you did

Why did you do it

What were the results

What are the specifics

Forecasted 2021 tax liability for up to 50 clients to develop tax planning strategies and on-time tax payments adhering to IRS rules and regulations in an average of 15% savings per client



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# Powerful Resume Language

How you express yourself verbally – orally and in writing – has tremendous impact on the impression you create. If you use language imprecisely, incorrectly, or immaturely, those same adjectives may be applied to you.

## **A few pointers for resume language:**

- ✓ Don't write in full, complete sentences. Phrases, key words, and bullets are preferred.
- ✓ Eliminate personal pronouns (I, me, mine).
- ✓ Use buzzwords, technical jargon, and correct names (i.e. "MS Word, not "word processing").
- ✓ Use action verbs to describe your achievements and experiences.

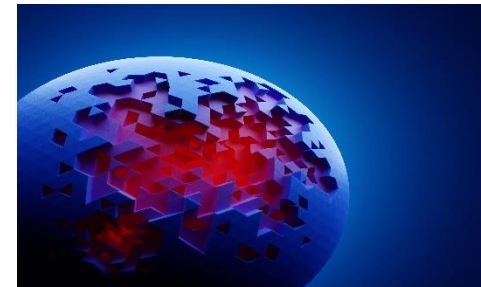
## **Communication/People Skill**

|              |            |              |              |             |
|--------------|------------|--------------|--------------|-------------|
| Addressed    | Debated    | Incorporated | Moderated    | Referred    |
| Advertised   | Defined    | Influenced   | Negotiated   | Reinforced  |
| Arbitrated   | Developed  | Interacted   | Observed     | Reported    |
| Articulated  | Directed   | Interpreted  | Outlined     | Resolved    |
| Authored     | Discussed  | Interviewed  | Participated | Responded   |
| Collaborated | Drafted    | Involved     | Persuaded    | Solicited   |
| Composed     | Edited     | Joined       | Presented    | Specified   |
| Conferred    | Elicited   | Judged       | Promoted     | Summarized  |
| Consulted    | Enlisted   | Lectured     | Proposed     | Synthesized |
| Conveyed     | Expressed  | Listened     | Publicized   | Translated  |
| Convinced    | Formulated | Marketed     | Reconciled   |             |



# Honors/Awards/Technology Activities/Professional Associations

- List professional associations or organizations to which you belong
- Include honors/awards and the year in which you received them
- Don't use abbreviations – spell out source of award
- Start with most recent activities and move in reverse chronological order
- Activities and volunteer experiences can highlight skills more difficult to quantify, such as leadership, team-work, time management, organization





Has people check for spelling and grammar mistakes

Send as a PDF

Always completely fill in online applications and follow instructions

ATS (Applicant Tracking Systems) – scanning software & key word searches



# Common Resume Mistakes

- Omissions about employment experience or not enough detail about specific duties
- Resume is poorly organized or not reader friendly
- Lack of keywords specific to profession
- Listing very broad or general objectives
- Not following reverse chronological order or using wrong verb tenses





## Resume – Best Practices

- Your resume will only receive about 5-15 seconds for the first screening by an employer, to decide if you are “interview worthy”.
- Put your most impressive information in the top 1/3 of the resume.
- There should be no misspellings, typing or grammatical errors. Using spell check is not enough – at least 3 human checkers are recommended.
- Do not use the word “I” or any personal pronouns.
- Avoid paragraph or narrative structure. Use lists, bullets, and easy-to-see layout



## More Resume Suggestions

- Highlight, bold, underline the points you want the reader to see, but be selective and don't overdo the graphics.
- Use action verbs such as examined, prepared, improved, searched, compiled, managed, performed.
- Stick with one format & font and make sure that everything lines up. Inconsistent margins and spaces look messy.
- Do not include information that you are not prepared to discuss.
- Be careful in using templates – they do not allow you to change formats.
- Do not mention salary or why you left a position.



## Jonathan D. Smith

3220 Market Street, Philadelphia, PA 19104 • 267-123-4657 • [jdsmith@drexel.edu](mailto:jdsmith@drexel.edu)

### EDUCATION

#### Drexel University

Bachelor of Science in Business Administration

Majors: Accounting and Finance

Honors: Dean's List, 2015 – Present; Dean's Scholarship, 2015 – Present

Philadelphia, PA

Expected Graduation: June 2020

GPA: 3.75

### PROFESSIONAL EXPERIENCE

#### Traditional Finance Services

New York, NY

##### Options Broker Co-op

September 2018 – March 2019

- Developed and fostered relationships with current and prospective customers to increase market share by 35% through effective partnership with two brokers
- Analyzed daily market and fund performance using FactSet and Bloomberg for fund managers, actively monitoring trading desk activities to ensure brokers' performance and identify potential problems
- Performed daily trade verifications as well as trade settlement management ensuring execution of trade details were entered correctly into proprietary system
- Improved internal quality and efficiency by 40% through writing macros and utilizing VBA programming language, automating multiple due diligence tasks
- Managed and oversaw over 12 domestic and international accounts covering Asian emerging products totaling up to \$500 million ensuring performance and risk characteristics are aligned with clients' investment objectives

#### JPMorgan Chase & Co.

Wilmington, DE

##### Financial Analyst

September 2017 – March 2018

- Prepared monthly executive presentations that highlighted the key drivers of expense variances vs. the budget, prior forecast and months for more than 30 subgroups under the CFO
- Used Excel to track and monitor invoice reports and automated monthly reporting process utilizing macros, SAP, and Essbase to increase efficiency by 20%
- Reviewed and performed quarterly telecom cost reduction saving the company \$100K annually
- Created a budget book based on previous year's expenses for management team's use in 2018 budget allocations to thoroughly review departmental operating costs
- Conducted competitor analysis assessing online and mobile services industry trends highlighting 30, 60, 90-day user activity for future product decisions

#### Johnson & Johnson

Fort Washington, PA

##### Finance / Accounting Co-op

September 2016 – March 2017

- Recorded and posted monthly journal entries and documented critical data transactions for the 2017 financial statements using SAP
- Managed marketing expenses and consumer selling accounts totaling up to \$200K by monitoring and updating transaction data

### PROJECT EXPERIENCE

#### Investment Securities & Markets

March 2019 – June 2019

- Performed analysis on two Fortune 10 companies assessing financial statements, trading patterns, and market efficiency to develop optimum investment strategies
- Computed historical average annual returns, risk, weighted and compounded returns, and past investment results calculating data and current economic conditions as well as prospecting revenue stream for each company

### SKILLS

Computer: Bloomberg; FactSet; Essbase; SAP; Microsoft Word, Excel, PowerPoint

Language: Fluent in speaking Spanish

### ACTIVITIES

Drexel Finance and Investment Group; 2015 – Present

Dean's Student Advisory Board; 2017 – Present

Drexel Club Lacrosse Team; 2015 – Present

Math Tutor; 2017 – 2019



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## SCHEDULE JANUARY-MARCH 2024

### January

**Tuesday, 1/16-3pm-4pm**-Writing an Effective Resume

**Monday, 1/29-1pm-2pm**-Cover Letters are [Important](#)

### February

**Wednesday, 2/14-2pm-3pm**-Finding That Ideal Internship

**Tuesday, 2/27-2pm-3pm**-LinkedIn/Handshake Profiles

### March

**Thursday, 3/7-2pm-3pm**-Job Search Strategies That Work

**Tuesday, 3/19-3pm-4pm**-Interviewing Techniques (**In-Person-Graduate College Conference Room**)



# Questions?

Click [here](#) to schedule an appointment with a member of the Career Services Team

OR

Contact the Steinbright Career Development Center Career Services team at 215-895-2185, [scdc@drexel.edu](mailto:scdc@drexel.edu)

