



I ILLINOIS
Gies College of Business

RESUME WRITING :

*Preparing a Resume, Using it to Apply for Jobs,
and Attracting a Recruiter's Attention*

Lily Huang

AGENDA



Part I

About Me

Part II

What Recruiters Look For
Resume Tips
Resume Design & Sections

Part III

Peer Resume Review
Group Discussion/Q&A

Part IV

Aligning Resume + LinkedIn

Part V

Wrap-up/Next Steps

About me...



The Gies Career Services resume process



Pre-arrival: Resume formatting

Career Management Foundations Course

- Focus on format
- Initial organization of ideas and past positions



Early first semester: Resume writing

Resume writing basics

- Focus on developing effective content
- Refine format to maximize content



First semester: Resume communication

Advanced resume communication

- Focus on application-ready resume writing
- Apply resume writing skills to actual job descriptions



Beyond first semester: Resume application

Self-guided resume writing

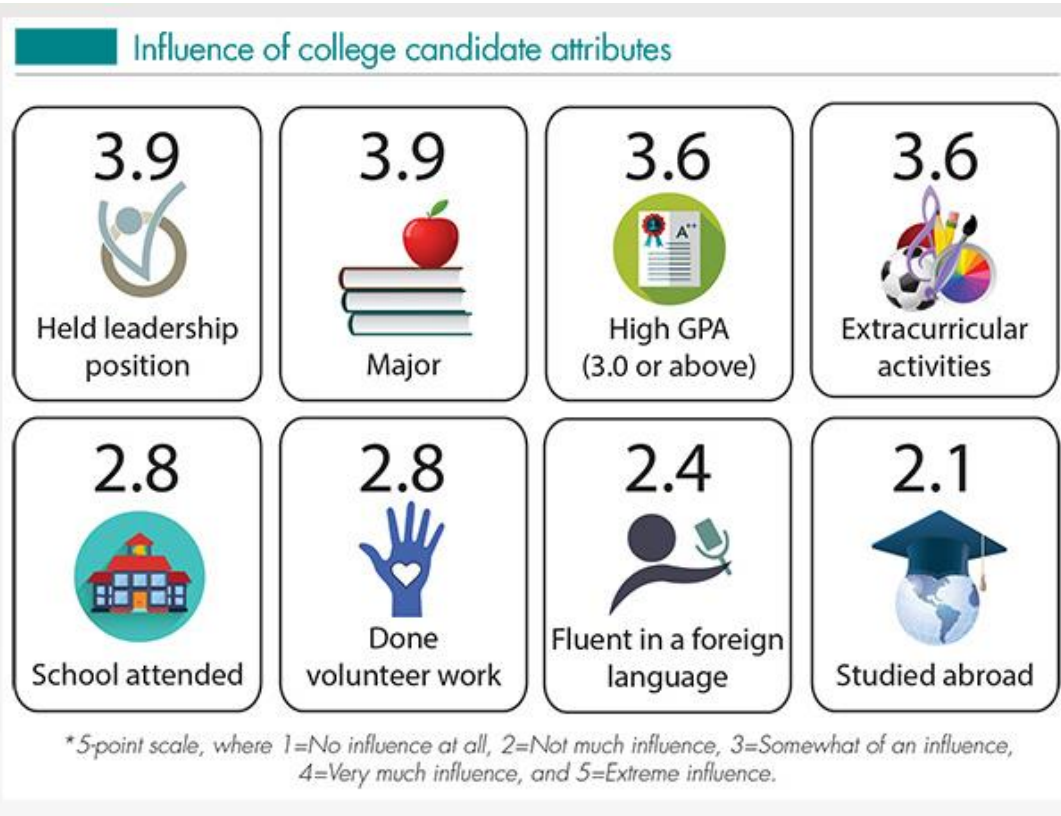
- Focus on refining and updating resume on your own
- Quick reviews with Career Services

What do recruiters look for in a resume?

Questions recruiters ask themselves...

- 1 Is it clear and easy to read?
- 2 Does the candidate have the relevant skills and experience best suited for this specific role?
- 3 Is there anything “risky” about this candidate?

What do they look for in a resume?

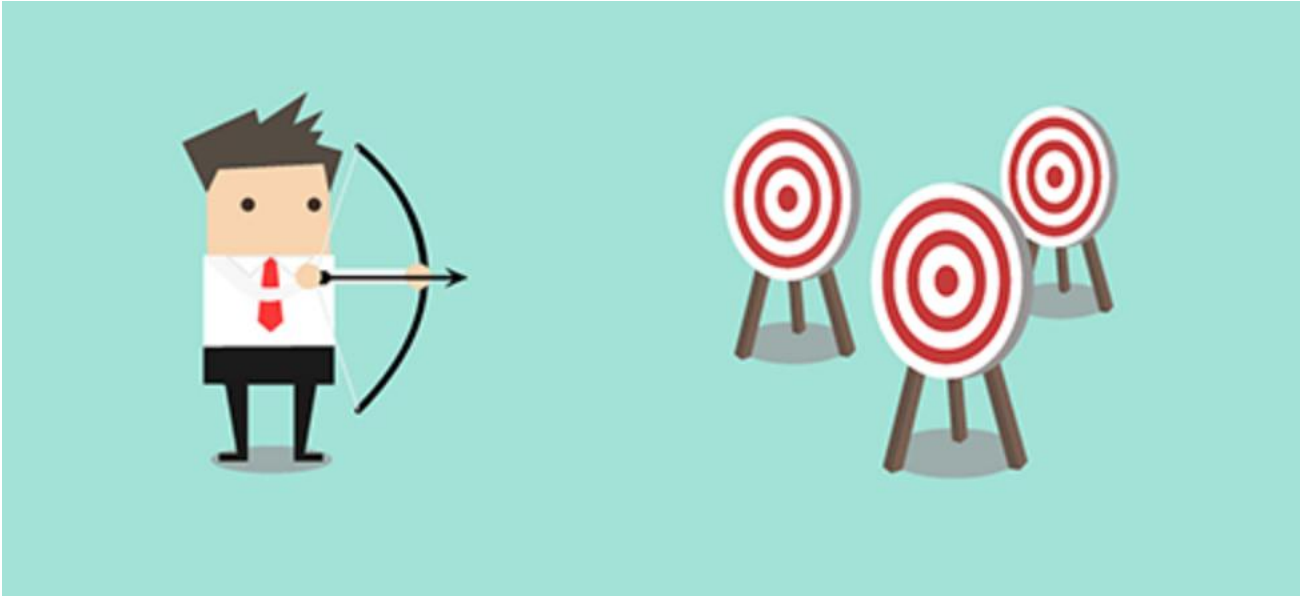


Top 10 Skills that Companies Require from Business School Graduates



8 Tips to Prepare a Resume that Gets the Attention of Recruiters

1. Target your resume



2. Focus on accomplishments & outcomes

- Example 1

Before: *Created a cost control program*

After: *Created a cost control program which **effectively reduced costs** for the company by 20%*

- Example 2

Before: *Designed a website for the company's new organic food product*

After: *Designed a user interactive website, using big data to **study user online consumption habits** and incorporating e-commerce, to **boost sales** of the company's organic food product*

4. Quantify your achievements

Before

- Created a cost control program which effectively reduced costs for the company

After

- Created a project based cost control program which effectively reduced costs by 20% on each project over a two-month period

Various methods for quantifying

Performance Driven	Achieved 90% completion of employee survey
Goal Oriented	Surpassed company goal of \$30 million in sales by 15%
Time Defined	Shortened process by 3 weeks
Measurable	Grew share from 23% to 30%
Initiative Based	Developed project that generated \$300,000 in additional sales
Action Backed	Created and deployed sales plan that led to 10% increase in revenues
Leadership Focus	Led a 5-person mentorship team to train new hires

5. Highlight what you learned

Example 1

- Gained first-hand experience with professional duties of a tax preparer, including obtaining client's demographic and financial information, applying specific tax laws, using TaxWise software; as well as explaining results to the client

Example 2

- Developed solid knowledge of financial products through a 3-month intensive training period to learn about various investment products, including bonds, stocks, funds, futures and options

Try the following formula...

1. **Identify** the skills you developed

- Use an action verb
- Honed, demonstrated, enhanced, expanded, developed, learned, increased, cultivated

2. **Describe**

- **What** you did to learn that skill
- **How** you learned
- **Who** did you learn from
- **What resources** you used



Describe the skills you gained from an experience

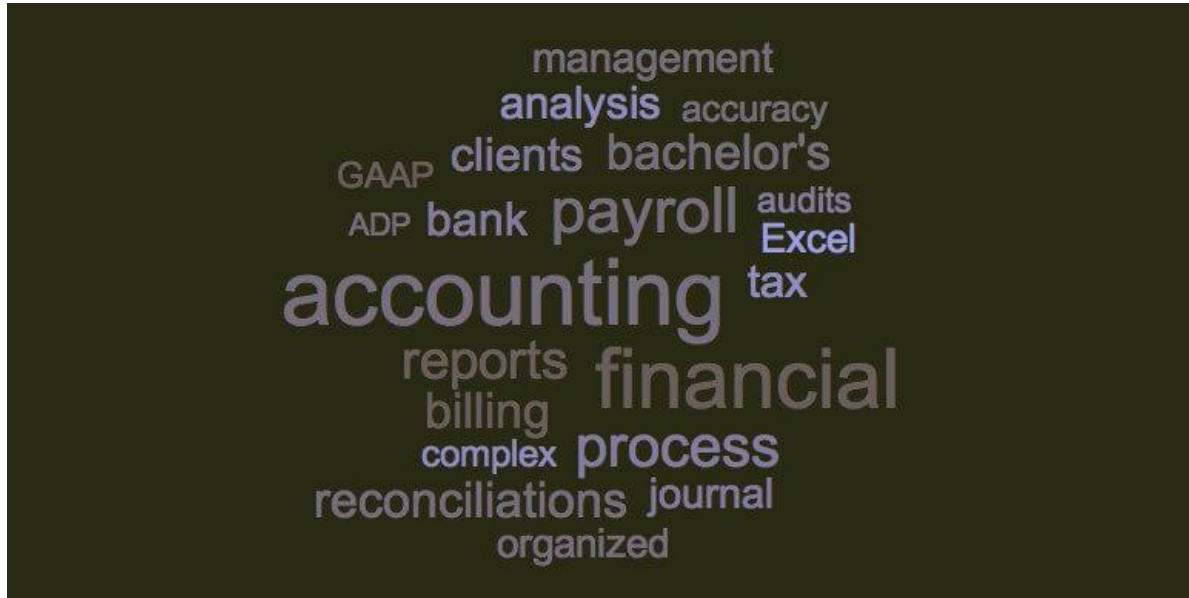
Example 1

- Enhanced oral communication skills by giving an independent presentation to the leadership team on the merits of pursuing a different sales distribution channel

Example 2

- Cultivated teamwork skills by working productively with a diverse team of 24 to complete the project within a tight timeframe

6. Use strategic keywords



When applying key words, use “Noun” instead of “Verb”

7. Showcase your leadership

Leadership experience

- Any activity where you learned leadership or other soft skills

Leadership skills

- Solving problems, inspiring others, empowering others, resolving conflicts, navigating directions, managing project/process/team, etc.



8. Think from an outsider's perspective

First Draft

- Consolidated financial statement in support of the team
- Conducted cash test, vouching test and cut-off test
- Performed internal control test in BEA's three subsidiary companies

Application Ready

- **Engaged in the 2016 Financial Audit of BEA, a leading international software company, in a six-member team led by senior manager**
 - Consolidated financial statements to generate 2 integrated financial documents for senior management review
 - Conducted cash test, vouching test and cut-off test to ensure the truth and 100% accuracy of financial information on client's ledger
 - Performed internal control test in BEA's three subsidiary companies to evaluate the effectiveness of BEA's international control system and therefore mitigate risks

Recap: 8 tips for a successful resume

1. **Target** your resume
2. Focus on your **accomplishments** and **outcomes**
3. Use a variety of **strong action verbs**
4. **Quantify** your achievements
5. Highlight what you **learned**
6. Use **strategic keywords**
7. Showcase your **leadership**
8. Think from an **outsider's perspective**

Resume Sections and Design

Resume sections should basically include, but ARE not limited to...

Education

Experience

Activities / Leadership

Additional Information

Publications

Skills

Relevant Coursework

Projects

Honors & Awards

Community Service

Choose the sections
(or create your own)
that **best fit** your
background and
experience

Should I use a creative or standard resume design?



Xangfeng (Jane) Doe

123 Capitol Street, Urbana, IL 12345 | (217) 888-8888 | abc123@illinois.edu

EDUCATION

University of Illinois at Urbana-Champaign

Urbana, IL

Master of Science in Finance, Gies College of Business, December 2019

GPA:

CFA Level 2 Candidate, plan to sit for CFA exam in December 2019

ABC University

Beijing, China

Bachelor of Science in Finance, June 2017

GPA: 3.7/4.0

DEF University

Paris, France

Exchange Student in College of Business, Spring 2016

EXPERIENCE

Ten Wind Securities

Beijing, China

Management Trainee, M&A Department

November 2016-February 2017

- Conducted comparable company analysis by comparing the valuation multiples with world leading sports stores listed in NASDAQ. Created PowerPoint presentation for the company's IPO roadshow
- Worked closely with the bond project team to draft the prospectus of corporate bonds and analyze the key financial index and profitability

- Use the Gies Career Services template to create your “Generic Resume”
- Pay close attention to margins, font, font size
- Paper quality and color
- Stay consistent with formatting
- 1 page maximum!

Peer Resume Review

Peer Resume Review

Breakout Rooms Instructions

1. 2 students in a room
2. Introduce yourself (name, program)
3. Exchange resumes (share screen or send document)
 - **Two options to review:**
 - Taking turns for each person, all review one resume together
 - Each person review one resume
4. Using the Resume Scorecard sheet, evaluate each resume (~5 min)
5. Provide feedback to each other (~10-15 min)
6. Be ready to share your experience with the whole group!

Peer Resume Review

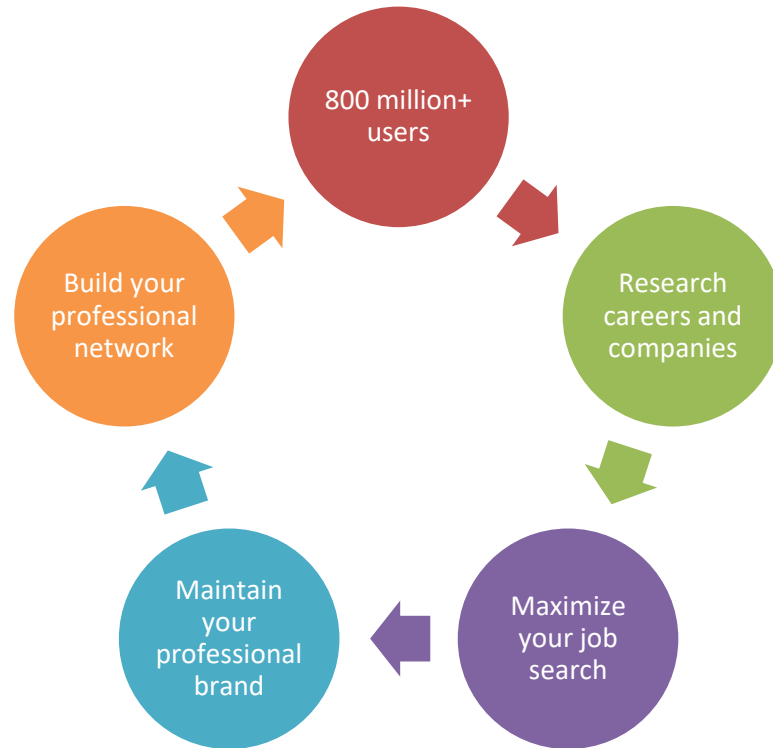
DISCUSSION / Q & A



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Aligning Your Resume and LinkedIn Profile

Why is LinkedIn Important?



Resume ≠ LinkedIn: 6 Key Differences

Resume

1. Short. Simple.
2. One page. Static.
3. Tailored to each job application.
4. Multiple resumes.
5. Face value. What you see is what you get.
6. Formal language. Never in the first person.

LinkedIn

1. Tell a bigger story.
2. As long as you like (within reason).
Dynamic.
3. Bigger picture. Broader audience.
4. One LinkedIn Profile.
5. Back-up your talents with media.
Highly visualized.
6. Conversational. Social. Always use “I” statements.

Resume ≠ LinkedIn: Writing Styles

Resume

Unique Events

Event Coordinator

January 2019 – June 2019

- Planned and executed 20 private and corporate events
- Learned to coordinate all event details: Created client contract and payment system, designed floor-plan
- Managed relations with 10+ artists
- Enhanced the organization of the event department by carrying out administrative tasks

LinkedIn

Event Coordinator

Unique Events

January 2019 – June 2019 · 6 months

In this position, I had the opportunity to develop my event planning and coordinating skills. My accomplishments include planning and executing 20 private and corporate events, and managing relationships with 10 artists. I also performed administrative tasks that enhanced the organization of the event department. Through this experience, I learned about all aspects of coordinating a successful event, and I gained confidence in my own abilities. I am so proud to be a part of this team!

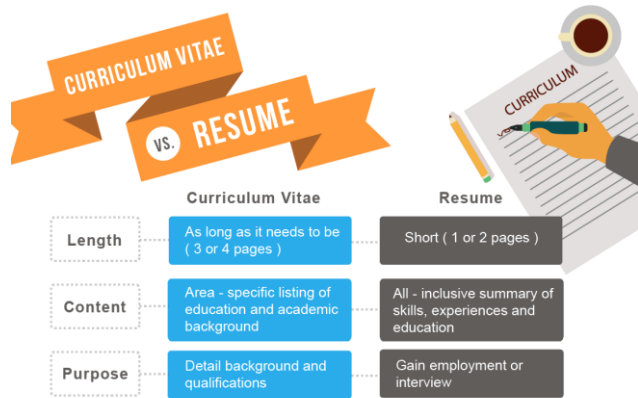
Resume & LinkedIn: It's Still YOU!



1. Names, dates, titles **HAVE to match!**
2. Highlights of your experiences are **complimenting** the accomplishments and duties written on your resume.
3. **Elaborate** on things you are proud of but could not include in your resume.
4. **Add the color** your resume lacks!
5. Promote the **same message** about you and your value.

Wrap-Up and Next Steps

Reminders for Content and Format



- There are different types of resume formats and styles
- Ensure your resume is “typo-free”
- Use the same font style and size for the entire document
- Keep a file with every version of your resume to easily revise for new versions
- Save your resume as a PDF when submitting soft copy
- Print on 8 ½ x 11-inch paper (resume paper optional)

Resume Don'ts

- **Do NOT** use an “Objective Statement”
- **Do NOT** write in first person (I, we, us, our)
- **Do NOT** include a photo in your resume
- **Do NOT** include obvious skills
- **Do NOT** Include “References Upon Request”
- **Do NOT** use tiny font ←(don't do this!)
- **Do NOT** use more than 2 lines per bullet
 - But if you must, make sure there is more than one word per line ←(don't do this!)



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Next Steps

1

Update your resume (applying the information you learned from today's workshop)

2

Schedule a "Resume Review" appointment on Handshake to meet with a Business Career Services advisor

3

Post your resume on Handshake.
Remember to **update your LinkedIn profile** too (or create one if you haven't already)

Final Words



Be honest when listing your credentials and work experience

Be strategic when writing your resume – personalize it depending on the target role and employer

You “own” your resume -- apply suggestions and advice selectively and according to your individual situation



Thank You for Your Attention

Questions?

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