

Revamp your Resume

Laurie Haskell-Woerner
Amanda Cheung

Berkeley SCHOOL OF
INFORMATION



Agenda

1

General Advice

2

Resume Formatting

3

Applicant Tracking Systems

4

Resume Content

5

Final Thoughts & Q+A



Housekeeping

- Participant audio is off
- Use Q&A feature or chat for questions
- Note: General resume webinar for ALL programs

Resume writing is an art & a science.

Remember: a resume gets you an interview; it does NOT get you a job!



How long, on average,
will recruiters spend
reading your resume?

As little as 7.4 seconds!

Source: Eye-Tracking Study - Ladders | 2018

Eye-tracking study

Top-performing resumes:

- Simple layouts, clearly marked section headers, written in a clear font
- Layouts that took advantage of F-pattern and E-pattern reading tendencies, with bold job titles and bulleted lists of accomplishments
- A detailed overview or mission statement, primarily located at the top of the first page of the resume

Eye-tracking study

Worst-performing resumes:

- Cluttered layouts with long sentences, multiple columns, and very little white space
- Text flow that did not draw the eye down the page, lacking section or job headers
- A reliance on keyword stuffing

Eye-tracking study

Recommendations:

- Easy to read – simple layout and font
- Bold your job titles & section headings
- Write accomplishments in short statements
- Length: 2 pages max
- Use relevant keywords in context

Employers want to:

- Identify your *skills* and *strengths*
- Determine how *fast* you could get to work
- Understand *why* you are applying for this position
- Assess your *fit* for the role, team, and company

Your resume should be:

- Targeted
- Supportive of your “brand”
- Concise
- Accomplishment-driven
- Predictable

Resume Review: Format

Peder Connor Andersen

3249 18th Street, San Francisco, CA 00000 415.222.1548 pcandersen@gmail.com www.conman.com

Professional Profile

A former Python and Java programmer with newly acquired skills, an insatiable intellectual curiosity, and the ability to mine hidden gems located within large sets of structured, semi-structured and unstructured data. Able to leverage a heavy dose of mathematics and applied statistics with visualization and a healthy sense of exploration.

Education

University of California, Berkeley – Master of Information and Data Science, May 2015 (anticipated)

Relevant Courses: Research Design and Applications for Data and Analysis, Exploring and Analyzing Data

University of Wisconsin, Madison – Bachelor of Computer Science, May 2010

Core Competencies

Strategic Thinking: Able to influence the strategic direction of the company by identifying opportunities in large, rich data sets and creating and implementing data driven strategies that fuel growth including revenue and profits.

Modeling: Design and implement statistical / predictive models and cutting edge algorithms utilizing diverse sources of data to predict demand, risk and price elasticity. Experience with creating ETL processes to source and link data.

Analytics: Utilize analytical applications like SAS to identify trends and relationships between different pieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategies that drive value.

Drive Enhancements: Develop tools and reports that help users access and analyze data resulting in higher revenues and margins and a better customer experience.

Communications and Project Management: Capable of turning dry analysis into an exciting story that influences the direction of the business and communicating with diverse teams to take a project from start to finish. Collaborate with product teams to develop and support our internal data platform and to support ongoing analyses.

Skills and Tools

- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce, Mahout
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascript, R

Experience

Accelerated Pipeline, San Francisco, CA

2012 – present, Data Analyst

Work closely with various teams across the company to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.

Analyze large datasets to provide strategic direction to the company.

Perform quantitative analysis of product sales trends to recommend pricing decisions.

Conduct cost and benefit analysis on new ideas.

Assist in developing internal tools for data analysis.

Sharknado, San Francisco, CA

2010 – 2012, Software Engineer

Coded, tested, debugged, implemented and documented apps using Java and Ruby.

Developed eCommerce solutions and social networking functionality.

Designed, developed and maintained eCommerce and social networking applications.

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2014

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Name: Make it large! Suggested 18-24pt. font

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Contact Info: Can be smaller font (9-11 pt). Include: phone, email, relevant website (Github, portfolio, LinkedIn, etc.). Can include physical address. Make sure it's easy to find!

Peder Connor Andersen

Physical Address

City, State Zip

phone number | email

website, LinkedIn, etc.

Professional Profile

If you decided to use this section, keep it short and relevant! A few sentences or a short paragraph. Make sure it reflects your brand and is interesting to the reader (which means, you may have to update it depending on the job you are applying for).

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Professional Profile

A former Python and Java programmer with mine hidden gems located within large sets heavy dose of mathematics and applied statistics

Education

University of California, Berkeley – Mast

Focus Area: Data Analytics & Visualization

University of Wisconsin, Madison – Bachelor of Science

Core Competencies

Strategic Thinking: Able to influence the data sets and creating and implementing

Modeling: Design and implement statistical data to predict demand, risk and price elasticity

Analytics: Utilize analytical applications to draw appropriate conclusions and translate value.

Drive Enhancements: Develop tools and margins and a better customer experience

Communications and Project Management: direction of the business and communicate product teams to develop and support operations

Skills and Tools

- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce
- D3.js, Tableau
- Python, IPython, C, C++, Java, JavaScript

Experience

Accelerated Pipeline, San Francisco, CA

2012 – 2014, Data Analyst

Work closely with various teams across different semi-structured, and unstructured data to

Analyze large datasets to provide strategic

Perform quantitative analysis of product

Conduct cost and benefit analysis on new

Assist in developing internal tools for data

Sharknado, San Francisco, CA

2010 – 2012, Software Engineer

Coded, tested, debugged, implemented

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Designed, developed and maintained eCommerce

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Professional Profile

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Experience

Accelerated Pipeline

Data Analyst

• Work closely with various teams to identify and semi-structured, and unstructured data in a distributed

• Analyze large datasets and present findings in a report for business analysis team.

• Develop tools and reports that help users access margins and a better customer experience.

• Design and implement statistical / predictive modeling demand, risk, and price elasticity. Experience with

• Collaborate with product teams to develop and support ongoing analyses.

Sharknado

Software Engineer

• Coded, tested, debugged, implemented and documented

• Developed eCommerce solutions and social network improving user experience.

• Designed, developed and maintained eCommerce

• Built report interfaces and data feeds to improve

• Gathered and collected information from various prepared documentation to change existing programs

Projects

BreathRight, Data Analyst

• Analyzed Bay Area air quality data to create interactive communities concerned with neighborhood air pollution

ChemSafe, Play Hackathon 1st place award, Data Analyst

• Created chemical management and hazardous waste

Headings: Guide the reader's eye

Make headings stand out: bold, bigger font size; can use different font type, underline, color

Make sure they're all uniform

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A former Python and Java programmer who mines hidden gems located within large sets of data. Possesses a heavy dose of mathematics and applied statistics.

Education

University of California, Berkeley – Master's Degree
Focus Area: Data Analytics & Visualization
University of Wisconsin, Madison – Bachelor's Degree

Core Competencies

Strategic Thinking: Able to influence the direction of the business and communicate that direction to product teams to develop and support optimal margins and a better customer experience.
Modeling: Design and implement statistical models to predict demand, risk and price elasticity.
Analytics: Utilize analytical applications to draw appropriate conclusions and translate them into business value.

Drive Enhancements: Develop tools and processes to improve margins and a better customer experience.
Communications and Project Management: Communicate the direction of the business and communicate that direction to product teams to develop and support optimal margins and a better customer experience.

Skills and Tools

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Experience

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2012 – 2014, Data Analyst
Worked closely with various teams across the company to analyze semi-structured, and unstructured data in order to improve the business. Analyze large datasets to provide strategic insights. Perform quantitative analysis of product performance. Conduct cost and benefit analysis on new products. Assist in developing internal tools for data analysis.
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2010 – 2012, Software Engineer
Designed, coded, tested, debugged, implemented and deployed eCommerce solutions and social media applications. Designed, developed and maintained eCommerce solutions and social media applications.

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Systems

2016 (anticipated)

2010

ableau
iPython, C, C++, Java, Javascript, R

San Francisco, CA

2012 – 2014

utilizing large structured, unstructured data to provide strategic direction

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San Francisco, CA

2010 – 2012

and Ruby. Designed, coded, tested, debugged, implemented and deployed eCommerce solutions and social media applications.

applications.

requirements and

2015

for individuals and

2015

operational system for UC Berkeley

Dates: Consider where you place dates

Months are not required, but be consistent

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Education

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Core Competencies

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Modeling: Design and implement statistical / predictive models to predict demand, risk and price elasticity. Experience with Python, R, and SAS.
Analytics: Utilize analytical applications like SAS to identify trends and draw appropriate conclusions and translate analytical findings into business value.

Drive Enhancements: Develop tools and reports that help users access margins and a better customer experience.

Communications and Project Management: Capable of leading in the direction of the business and communicating with diverse groups of product teams to develop and support our internal data science initiatives.

Skills and Tools

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2010 – 2012, Software Engineer
Coded, tested, debugged, implemented and documented. Developed eCommerce solutions and social networking features to improve user experience.

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Software Engineer

- Coded, tested, debugged, implemented and documented.
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Spacing:

White space is your friend, use it wisely

Example:

- 8-12pts before each heading (12)
- 3-6pts after each heading (6)
- 2-4pts between items in the section (3)

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Bullets & Lists: Bullets
improve scannability

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General Format Tips:

Length: 1-2 pages max

Margins: 0.25 — 1"

Format: pdf

Color: tasteful!

Font size: 10-12pt

Language: write in implied first person, pay attention to tenses

Typos/errors: none! Proofread, watch capitalization & periods

What about the ATS?

Pay attention to Applicant Tracking Systems

- Do not write your resume for robots!
- But, be aware of how you are using keywords.
- Do not use: tables or text boxes.
- Use columns sparingly.
- Creative resume format? This is ok, but check how it will be interpreted by the ATS.

But DON'T do this!

Hi! I AM...

ANTONY SMITH

PERSONAL DETAILS

EMPLOYMENT HISTORY

EDUCATION

PERSONAL SKILLS

TECHNICAL SKILLS

GET IN TOUCH

NATIONALITY United States
LOCATION Florida
BIRTHDAY 8 March 1985 (26)
EDUCATION Major in Graphic Design
EXPERIENCE 6 Years
AVAILABILITY 8 Part time

HIGH SCHOOL
Lorem Ipsum Dolor sit Amet,
Consectetur
May 2004, GPA 1.5

UNIVERSITY
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PHOTOSHOP ★★★★★
ILLUSTRATOR ★★★★★
INDESIGN ★★★★★
FLASH ★★★★★
DREAMWEAVER ★★★★★
XHTML / CSS ★★★★★
JAVASCRIPT ★★★★★

GRAPHIC DESIGNER 2005 - 2007
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CREATIVE DIRECTOR 2007 - 2009
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SOCIAL COMMITMENT ★★★★★
ORGANIZATION ★★★★★
CREATIVITY ★★★★★
COMMUNICATION ★★★★★
TEAMWORK ★★★★★

PHONE +00 012 3456 7984
EMAIL johnsmith@mail.com
WEBSITE http://www.johnsmith.com
FACEBOOK http://fb.com/johnsmith

Try Jobscan!

Request a Jobscan Account

Jobscan is a resume software tool that analyzes your resume for how it would perform in an ATS. Submit this form to request a premium account with Jobscan.

With your premium Jobscan account, you will upload your resume and a job description to receive a report with information such as: match rate of your resume against the job description, a prediction of how your resume would be parsed in the ATS, and a side-by-side keyword comparison of your resume and the job description, ordered by frequency. Jobscan also has the ability to review cover letters and your LinkedIn profile.

About the match rate / score you will see displayed by Jobscan

This score displays the predicted match of your resume against a job description and it is very difficult/impossible to get high scores.

- If you receive a score **under 40%**, we strongly recommend that you consider revising your resume.
- If you receive a score **above 60%**, your resume is looking pretty good! You could make some revisions, but you could also go ahead and apply.

Don't forget! Jobscan is simply a useful source of information and you can pay attention to the findings and at the same time realize that it is not perfect. We suggest that you use Jobscan to see how your resume is performing, but you do not have to use it every time you apply for a job.

Request Premium Jobscan Account

Name *



www.ischool.berkeley.edu/careers/students/jobscan

Resume Review: Content

Peder Connor Andersen

3249 18th Street
San Francisco, CA 00000
415.222.1548 | pcandersen@gmail.com
www.conman.com

Professional Profile

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Required Sections:
Name, Contact Information
Education
Professional Experience

HIGHLY Recommended:
Skills & Tools
Professional Profile
Projects

Optional:
Honors & Awards
Publications, Patents

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Professional Profile:

- Recommended, but not required
- “Sets the stage” & introduces your brand
- Do not be redundant of your experience section
- Keep it brief: 2-4 sentences.
- Keep it targeted & interesting
- Use keywords but do not drop random buzz words
- Usually written in implied 1st person (no personal pronouns)

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Education:

- Undergraduate, graduate, and relevant non-degree coursework
- Position near the top if: you are in school, recently graduated, or degree is pivotal to your target job
- May include SHORT list of relevant coursework
- Don't need to list full range of attendance dates
- Note future graduation date as "anticipated" graduate month optional

University Name	
Yes	No
University of California, Berkeley <i>(with a comma)</i>	University of California at Berkeley <i>(no 'at')</i>
UC Berkeley <i>(with a space)</i>	University of California – Berkeley or UC-Berkeley <i>(no hyphen)</i>
	U.C. Berkeley <i>(no periods)</i>

Degree Name	
Yes	No
Master of Information and Data Science Master of Information and Cybersecurity Master of Information Management and Systems	Master of Data Science Master of Cybersecurity
<i>(‘Master’ is singular, non-possessive; use ‘of’ not ‘in’; capitalize when writing the full degree name)</i>	M.A. (or master of arts) or M.S. (or master of science) in...

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Skills & Tools:

- Highly recommended
- Technical skills only
- If you have familiarity with the skill/tool and could use it on the job, add it
- Tailor this to the job
- Avoid using descriptors (e.g., advanced, proficient, etc.)

Data Science Skills Include:

Programming Languages - Python [could include libraries], R, SQL, MATLAB, Java, HTML, CSS, Javascript, C++, VBA, SAS

Visualization - D3.js, Tableau, Matplotlib, Plotly, Bokeh, ggplot, ggplot2, Power View

Cloud Computing - Amazon Web Services (AWS), Azure, Google Cloud Platform (GCP), BigQuery, IBM Softlayer, DigitalOcean

Databases/Data Engineering - MySQL, SQLserver, PostgreSQL, NoSQL, DB2, Neo4j, Airflow, Docker, Kafka

Machine Learning (+ deep learning, NLP) - Neural networks, recurrent neural networks, convolutional neural networks, clustering, K means, K nearest neighbors, decision trees, random forest, Scikit-learn, naive Bayes, XGBoost, recommender systems, computer vision, Tensorflow, PyTorch, Keras, NLTK, SpaCy

Statistics - Logistic/Linear Regression, Time Series Forecasting, Pandas, NumPy, SciPy, Theano, RStudio

Distributed Frameworks - Hadoop, HDFS, Hive, MapReduce, Spark, PySpark, Apache Storm

Business Intelligence - Power BI, Power View, Excel

Code Management - Git/Github, Jupyter notebooks, Visual Studio

Platforms - Windows, Linux, Unix OS, Bash, MacOS

Software Development Methodology - Agile, Scrum

Research/Experimentation - A/B testing, Multivariate testing

Cybersecurity Skills Include:

Languages: Python, JAVA, C, C++, C, SQL, , JavaScript, PHP, Bash, PowerShell, AngularJS, NodeJS, React, HTML, CSS

Software and Tools: BurpSuite, Wireshark, OWASP, Jupyter Notebook, PyCharm, Visual Studio VS Code, Terraform, BICEP, GitHub Actions, Azure DevOps Pipelines, NET, AWS, Docker, Kubernetes, Jenkins, Junit, Oracle, DB2, OWASP ZAP Proxy, Nessus, Github, CyberArk, Jupyter Notebook, Pycharm, Sage, Semantic DLP, Automax, ForgeRock, IBM IAM Management, QRadar, SPLUNK, Hashcat

Operating Systems: Windows, Linux, Kali Linux, Raspbian, Android, MacOS

Cybersecurity Competencies:

Threat Mitigation - Threat Intelligence, Threat Modeling, Penetration testing, Cryptography, Risk Mitigation, Incident Response, Vulnerability Management

IT Strategy - Enterprise Architecture, Cloud Computing, Hybrid Cloud and Cloud Security, Technical Project Management, Program Management

Product Development and Security Architecture - Secure Design, Secure Coding, Software Development Lifecycle (SDLC), Privacy Engineering, Test Strategy, Test Engineering,

IT Operations- DevOps, Information Security (InfoSec) Security Operations (SecOps), Application Security ,Network Security, Infrastructure Security, Privacy Engineering

Cyber Risk Management - Governance, Risk and Compliance, Identity Access Management, Privacy

User Experience Skills Include:

Sketch, Illustrator, Adobe Creative Suite, HTML, CSS, InVision, Principle, Figma, Balsamiq

Wireframing, usability testing, journey mapping, storyboarding, accessibility, prototyping, survey design, Interviews, in-person and remote usability studies, experimental design, focus groups, diary studies, card sorting, vignettes

Product Management Skills Include:

Requirement/Gap Analysis, Stakeholder Analysis, Personas and Job Statements

Functionality Design/Specs Creation, Software Development Lifecycle, Lean & Agile Methodologies (Scrum, XP), Roadmapping, Competitor Analysis, Market Research

Customer acquisition, growth marketing

Prototyping, design thinking, wireframing, storyboarding

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Experience:

- Keep it relevant & tailored to the job
- Go back up to 10 years
- Can include unpaid or volunteer
- Be sure to showcase YOU and not just the company/projects
- Start descriptions with action verbs; check verb tenses
- Use relevant keywords
- Use consistent punctuation

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Experience:

- Describe your accomplishments: include **why, how, who, impact/results/outcomes** and/or **skills used**
- Quantify where applicable
- Showcase transferable skills
- Only include relevant details

Responsibilities vs. Accomplishments

Don't focus on responsibilities

- Simple lists of daily tasks don't demonstrate your value/impact

Do focus on your accomplishments

- The strengths/skills/tools you used
- HOW you completed the task (e.g., collaboration, leadership, took initiative)
- The result or impact (e.g., \$\$, scale, improvements your action made, what you enabled through your work)

Accomplishments:

- Saved money / increased revenue (can be an estimate!)
- Saved time / increased efficiency
- Improved a process, service, or product in a tangible/ measurable way
- Reduced errors in a process
- Won award / recognition
- Completed project on schedule and on budget
- Completed project ahead of schedule and under budget
- Led team to success (describe success)
- Exceeded goals (describe how far you exceeded)
- Describe scale (“taught curriculum to class of 75 students”)

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Projects:

- HIGHLY recommended
- Great for showing off new skills/strengths
- Include project title, brief description, tools used, affiliation, date
- Be specific!
- For group projects, focus on YOUR role
- Position high or low on your resume depending on relevance of your other content

Final thoughts

What about ChatGPT?

- Just another resource that can help you in your job search process
- Can be a helpful starting point to optimize resumes and cover letters for specific roles
- Be careful - always review what ChatGPT creates and ensure it's relevant and accurate for you
- You'll still need to put in some time and effort - customize it to make it your own

Tips from recruiters:

- Don't rank or graph your skills on your resume
- It is better to have a 2-page resume than a dense 1-page resume
- Use powerful verbs to start bullets
- Grammar and spelling are important
- Resumes need to match job qualifications (key words)
- They want to know *how* you did that job, your *impact*, what you *accomplished*, how you added *value*
- Use the space on a resume to sell YOU and not the company
- They often look at LinkedIn in addition to resumes

Make it easy for the reader to
understand your strengths and what
is unique about **YOU!**

Resume Book

- Three scheduled distributions per year (Feb, Jun, Oct)
- Resumes expire after 6 months; resubmit as often as you'd like
- Requirements
 - Format: PDF
 - Length: 1 or 2 pages (2 page max)
 - File size: 600kb or smaller
- Seeking leadership role?
 - Check box for those seeking a senior management or leadership role (director or executive level)

Next deadline: February 15, 2024

Submit at: <https://www.ischool.berkeley.edu/careers/students/resume-book>

Resources:

Career Advising: www.ischool.berkeley.edu/careers/students/advising

Resume Review: www.ischool.berkeley.edu/careers/students/resumereview

Resume Resources & Templates: www.ischool.berkeley.edu/careers/students/guides#resumes

JobScan: www.ischool.berkeley.edu/careers/students/jobscan

Resume Book Submission: www.ischool.berkeley.edu/careers/students/resume-book

ChatGPT:

- [Artificial Intelligence - Berkeley Career Engagement](#)
- [How to Use ChatGPT to Write a Resume - LinkedIn](#)
- [People Are Using ChatGPT To Write Their Job Applications. Should You? - HuffPost](#)

Contacts

MICS Contact: marymchale@berkeley.edu

MIMS Contact: evamollett@berkeley.edu

MIDS Contacts: amandacheung@berkeley.edu lhaskellwoerner@berkeley.edu

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Survey!