Revamp Your Resume

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Berkeley School of Information

Housekeeping

- This session is being recorded
- Participant audio is off
- Use Q&A feature or chat for questions



Agenda

- General Advice
- Section-by-section tips
 - o Content
 - o Formatting
- Creative resume styles
- Q&A



General Advice



Simple Truths

- Resume writing is both *art* and *science*.
- A resume gets you an interview it does *not* get you a job!
- The more opinions you ask for, the more opinions (and less consensus) you will get!





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

As little as 7.4 seconds!



Eye-Tracking Study

Top-performing resumes:

School of

Berkeley

- Simple layouts, clearly marked section headers, written in a clear font
- Layouts that took advantage of F-pattern and Epattern 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

School of

Berkeley

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

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• 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: Content



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 2015 (anticipated) Part-time, two classes per semester; Relevant Courses include: Research Design & Applications for Data & Analysis, Exploring & Analyzing Data, Visualizing and Communicating Data

D3.js, Tableau

Python, iPython, C, C++, Java, Javascript, R

University of Wisconsin, Madison – Bachelor of Computer Science

Skills and Tools

- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce, Mahout
- Experience

Accelerated Pipeline

Data Analyst

- Work closely with various teams to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.
- Analyze large datasets and present findings in focused visualizations to provide strategic direction for business analysis team.
- Develop tools and reports that help users access and analyze data resulting in high revenues and margins and a better customer experience.
- Design and implement statistical / predictive models utilizing diverse sources of data to predict demand, risk, and price elasticity. Experience with creating ETL processes to source and link data.
- Collaborate with product teams to develop and support our internal data platform and to support ongoing analyses.

Sharknado

Software Engineer

- Coded, tested, debugged, implemented and documented apps using Java and Ruby.
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- Gathered and collected information from various programs, analyzed time requirements and prepared documentation to change existing programs.

Projects

BreathRight, UC Berkeley MIDS Team Project, Data Analyst

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ChemSafe, UC Berkeley MIDS Team Project, Data Analyst and Backend Developer

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Required Sections:

- Name
- **Contact Information**
- Education
- Professional Experience

Recommended:

- Skills / Tools
- **Professional Profile**
- Projects

Optional:

- Honors / Awards
- **Publications**
- Patents

San Francisco, CA

2010 - 2012

2014

2014

San Francisco, CA

2012 - present

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2010

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Contact info: Recommended:

- City/state (and country if applying for jobs in another country)
- Phone
- Email
- LinkedIn
- Website/portfolio

Optional:

- Street address
- Zip code

2014

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Professional Profile:

- Recommended, but not required
- "Sets the stage" & introduces your brand
- Helpful for career changers
- Don't be redundant of your experience section
- Keep it brief: 2 4 sentences
- Usually written in implied first person (no personal pronouns)

San Francisco, CA 2012 – present

San Francisco, CA

2010 - 2012

2014

2014

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Education:

- Undergrad, grad, relevant non-degree coursework
- Position near the top if: you are in school, recently graduated, or MIDS is pivotal to your target job
- May include list of relevant courses
- Don't need to list full attendance dates or include months (keep it consistent)
- Note future graduation date as "anticipated"

San Francisco, CA 2012 – present

San Francisco, CA

2010 - 2012

2014

2014

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

Degree Name	
Yes	Νο
Master of Information and Data Science ('Master' is singular, non- possessive; use 'of' not 'in'; capitalize when writing the full degree name)	Master of Data Science
	M.A. (or master of arts) or M.S. (or master of science) in



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Skills & Tools:

- <u>Highly</u> recommended
- Technical skills only
- Tailor this to the job!
- Use descriptors carefully ("advanced", "proficient", etc.) or not at all

San Francisco, CA 2012 – present

San Francisco, CA

2010 - 2012

2014

2014

Data Science Skills

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 (including 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



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San Francisco, CA 2010 – 2012

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Experience:

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

San Francisco, CA

2010

2012 – present

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Experience:

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

San Francisco, CA 2012 – present

San Francisco, CA

2010 - 2012

2014

2014

Accomplishments

- Saved money/increased revenue
- Saved time/increased efficiency
- Improved a process, service, or product in a tangible or measurable way
- Reduced errors in a process
- Won award/recognition

Berkeley

- 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 ("managed team of 10 analysts"; "managed projects with budgets up to \$5 million")

School of Information

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Projects:

- <u>Highly</u> recommended for career changers
- 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 resume depending on relevance of your other content

2014

2014

2010

San Francisco, CA

San Francisco, CA

2010 - 2012

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Resume Review: Format



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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.

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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

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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.

Built report interfaces and data feeds.

Gathered and collected information from various programs, analyzed time requirements and prepared documentation to change existing programs.

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

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Berkeley School of Information

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Contact Info: Can be smaller font (9-11pt)

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Berkeley

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Projects

BreathRight, UC Berkeley MIDS Team Project, Data A

Headings:

- Guide the reader's eyes
- Make them stand out: use bold, larger font, caps, underline, section lines, and/or color

School*of* Information

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Dates:

- Consider where you place datesright margin is preferred
- Months are not required
- Be consistent!

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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 help reader scan effectively
- Try columns for short lists

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BreathRight, UC Berkeley MIDS Team Project, Data Analyst

 Analyzed Bay Area air quality data to create interactive data visualization for individuals and communities concerned with neighborhood air pollution.

ChemSafe, UC Berkeley MIDS Team Project, Data Analyst and Backend Developer

• Created chemical management and hazardous waste disposal tracking system for UC Berkeley Environmental Protection team. Integrated data from multiple sources, including third-party MSDS system, Campus Hazardous Waste Facility, Campus laboratories, and approved outside vendors. **General Format Tips:**

- Length: 1 page unless 10+ years of experience
- Margins: 0.25 1"
- Format: pdf
- Color: tasteful, be sure prints well in black & white
- Font size: 10-12 pt
- Language: write in implied first person, pay attention to tenses
- **Typos/errors:** noneproofread! Watch your capitalization!

San Francisco, CA

2010 – 2012

2014

2014

San Francisco, CA

2012 - present

Creative Resumes



Creative Resumes

- Creative styles may help showcase your talents, add visual interest
- Less is more graphics shouldn't overshadow content
- Experiment w/ fonts, colors, and layouts before adding graphics
- Be careful of using graphs that display skill level as comparisons
- Get a second opinion, don't get personally attached to the design
- Make sure it is easy to read and comprehend too many visual elements can overwhelm the reader
- Online portfolio or website may be a better place to demonstrate creativity

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These *might* be OK....

MADISON GEORGE



WEB DESIGNER

ENPERTISE 1

USER INTERFACE LAYOUT DESIGN INFO ARCHITECTURE CONTENT MANAGEMENT FRONT END DESIGN



(2) PROFILE

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WWW, YOURWEBSITE, COM HELLO@YOURWEBSITE.COM 315.555.1234 LINKEDIN.COM/YOURNAME

HELENA MURAKAMI

SALES MANAGER

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12 345 878 8000	S
WWW.YOURLINK.COM	Ţ.

EDUCATION

ENTER YOUR DEGREE/MAJOR New York University 2004-2008

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PROFESSIONAL SKILLS

PROJECT DESIGN / PRODUCT PLACEMENT / CONTENT MANAGEMENT / LAYOUT DESIGN / PUBLIC RELATIONS / PHOTOGRAPHY / ENTER YOUR SKILL / ENTER YOUR SKILL / ENTER YOUR SKILLS

TECHNICAL SKILLS



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PROFESSIONAL EXPERIENCE

ENTER JOB POSITION HERE Company / Location / 2010 - Present

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Berkeley School of Information

But <u>don't</u> do this!

Berkeley



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Final Thoughts



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 always look at LinkedIn in addition to resumes



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



Resources

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

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

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

Webinar Recording & Slides: https://www.ischool.berkeley.edu/events/2022/revamp-your-resume

Resume Book Submission:

https://www.ischool.berkeley.edu/careers/students/resume-book

Contact:

Berkeley

amandacheung@berkeley.edu lhaskellwoerner@berkeley.edu

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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: 600 kB or smaller
- Recommendations
 - Submit after completing MIDS core courses (W201, W203, W205, W207) unless you have prior data-related experience
- Seeking leadership role?
 - Check box for those seeking a senior management or leadership role (director or executive level) in data science

Next deadline: June 15, 2022 (review deadline will be early May)

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

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