Revamp Your Resume

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Senior Career Advisor

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Career Advisor

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
  - Content
  - Formatting

- Creative resume styles

- Q&A

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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!

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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

Source: Eye-Tracking Study - Ladders | 2018

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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

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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

- Use relevant keywords in context

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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

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Your resume should be:

- Targeted

- Supportive of your "brand"

- Concise

- Accomplishment-driven

- *Predictable*

Resume Review: Content

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

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

University of Wisconsin, Madison – Bachelor of Computer Science   2010

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Accelerated Pipeline   San Francisco, CA
Data Analyst   2012 – present
- Work closely with various teams to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.
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- 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.

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Projects

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ChemSafe, UC Berkeley MIDS Team Project, *Data Analyst and Backend Developer*   2014
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Required Sections:
- Name
- Contact Information
- Education
- Professional Experience

Recommended:
- Skills / Tools
- Professional Profile
- Projects

Optional:
- Honors / Awards
- Publications
- Patents

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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

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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)

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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 <u>relevant</u> courses
- Don't need to list full attendance dates or include months (keep it consistent)
- Note future graduation date as "anticipated"

University Name	
Yes	**No**
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	**No**
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

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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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

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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

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

- 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")

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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

Resume Review: Format

Left Resume

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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.

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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.
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Peder Connor Andersen

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Professional Profile

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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
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Experience

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

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Headings:

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

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Dates:
- Consider where you place dates- right 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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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:** none- proofread! Watch your capitalization!

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….

But don't do this!

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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

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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:

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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