Revamp Your Resume

Laurie Haskell-Woerner
Career Advisor

Agenda

- General Advice
- Section-by-section tips
    - Content
    - Formatting
- Creative resumes
- Q&A

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General Advice

Resume writing is an *art*, not a science.

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 6 seconds!*

*The Ladders eye tracking study

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In 6 seconds, recruiters see...

- Name
- Current job title/company
- Previous job title/company
- Previous job start/end dates
- Current job start/end dates
- Education
- Relevant keywords

Source: The Ladders – *Keeping an Eye on Recruiter Behavior*

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Employers want to:

- Find out what you know - your skills and strengths

- Determine how fast you could get to work

- Understand why you are applying for this position, how does it make sense as a next step

Do you "fit"?

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Your resume should be:

- Targeted

- Supportive of your "brand"

- Concise & stimulating

- Accomplishment-driven

Interesting!

Your resume should <u>not</u> be:

- All inclusive of your entire career (a "CV")

- A simple chronology of your jobs

- A list of your job responsibilities

Stale!

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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

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

University of Wisconsin, Madison – Bachelor of Computer Science   2010

Skills and Tools

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

Experience

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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Required Sections:

- Name
- Contact Information
- Education
- Professional Experience

Recommended:

- Skills / Tools
- Professional Profile
- Projects

Optional:

- Honors / Awards

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Professional Profile:

- Recommended, but not required
- Helpful for career changers
- "Sets the stage" & introduces your brand
- 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:

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

University Name	
Yes	**No**
University of California, Berkeley *(with a comma)*	**University of California at Berkeley** *(do not use 'at')*
UC Berkeley *(with a space)*	**University of California – Berkeley** or **UC-Berkeley** *(do not use a hyphen)*
	U.C. Berkeley *(do not use periods in 'UC')*

Degree Name	
Yes	**No**
Master of Information and Data Science) *('Master' is singular; 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)**

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Skills & Tools:

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

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Experience:

- Keep it relevant, tailored
- Can include internship / unpaid / volunteer
- Be sure to showcase YOU and not 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,** and/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

- 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 goals)

- 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

Resume Review: Format

Version 1 (Left)

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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.

Skills and Tools

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Software Engineer   2010 – 2012
- Coded, tested, debugged, implemented and documented apps using Java and Ruby.
- Developed eCommerce solutions and social networking functionality, enhancing feature set and improving user experience.
- Designed, developed and maintained eCommerce and social networking applications.
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Projects

BreathRight, UC Berkeley MIDS Team Project, *Data Analyst*   2014
- Analyzed Bay Area air quality data to create interactive data visualization for individuals and communities concerned with neighborhood air pollution.

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- 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.

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.

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

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Contact Info: Can be smaller font (9-11pt). Recommended: city/state, phone, email, LinkedIn, website/portfolio; street address is optional.

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Education

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Relevant Courses: Research Design and Ap
University of Wisconsin, Madison – Bache

Core Competencies

Strategic Thinking: Able to influence the s
data sets and creating and implementing d
Modeling: Design and implement statistic
data to predict demand, risk and price elas
Analytics: Utilize analytical applications lik
draw appropriate conclusions and translat
value.
Drive Enhancements: Develop tools and re
margins and a better customer experience
**Communications and Project Managemer
direction of the business and communicati
product teams to develop and support our

Skills and Tools

- NoSQL data stores (Cassandra, MongoD
- Hadoop, MySQL, Big Table, MapReduce
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascrip
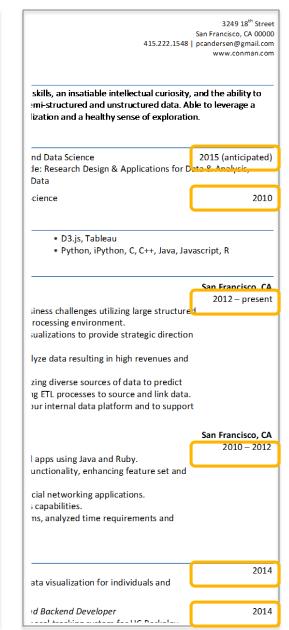
Experience

Accelerated Pipeline, San Francisco, CA
2012 – present, Data Analyst
Work closely with various teams across the
semi-structured, and unstructured data in
Analyze large datasets to provide strategic

Peder Connor Andersen

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A former Python and Java programmer with newly ac
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Education

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Part-time, two classes per semester; Relevant Course
Exploring & Analyzing Data, Visualizing and Communi

University of Wisconsin, Madison – Bachelor of Com

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Accelerated Pipeline
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- Work closely with various teams to identify and so
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- Analyze large datasets and present findings in focu
  for business analysis team.
- Develop tools and reports that help users access a
  margins and a better customer experience.
- Design and implement statistical / predictive mode
  demand, risk, and price elasticity. Experience with
- Collaborate with product teams to develop and su
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BreathRight, UC Berkeley MIDS Team Project, *Data A*

Headings: These guide the reader's eye - make stand out: use bold, larger font, caps, underline, or color.

Berkeley
School *of*
Information

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Experience
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2012 – present, Data Analyst
Work closely with various teams across the company t
semi-structured, and unstructured data in a distributed
Analyze large datasets to provide strategic direction to
Perform quantitative analysis of product sales trends to
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 document

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2012 – present
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cial networking applications.
s capabilities.
ns, analyzed time requirements and

2014
ata visualization for individuals and

d Backend Developer   2014

Dates: Consider where you place dates- right margin is preferred. Months are not required. Be consistent!

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 scanability
- Try columns for short lists

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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

University of Wisconsin, Madison – Bachelor of Computer Science   2010

Skills and Tools

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

Experience

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.
- 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.
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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!

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

(M/G)

WEB DESIGNER

EXPERTISE ✓

USER INTERFACE
LAYOUT DESIGN
INFO ARCHITECTURE
CONTENT MANAGEMENT
FRONT END DESIGN

TECH SKILLS 🔲

DRUPAL

WORDPRESS

HTML/CMS

MAC OSX

⊙ PROFILE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut in nulla mattis erat. Proin in lobortis urna. Vestibulum ante ipsum primis in amet id faucibus orci luctus et ultrices posuere cubilia Curae; Pellentesque id justo erat. Vivamus at tellus orci. Nulla orci enim, mollis id eros et, sodales lacinia leo donec id tincidunt.

💼 EXPERIENCE

POSITION TITLE HERE COMPANY NAME HERE
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POSITION TITLE HERE COMPANY NAME HERE
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✎ EDUCATION

MASTER OF DIGITAL ARTS NEW YORK UNIVERSITY
SEP 2012 - JUNE 2014 Integer efficitur odio gravida des nisi ullamcorp fermentum suspendisse in blandit ac nisi vel dignissim id sagittis.

BACHELOR OF ARTS NEW YORK UNIVERSITY
SEP 2008 - JUNE 2012 Integer efficitur odio gravida des nisi ullamcorp fermentum suspendisse in blandit ac nisi vel dignissim id sagittis.

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

HELENA MURAKAMI

SALES MANAGER

123 STREET NAME, CITY 🏠
CONTACT@DOMAIN.COM ✉
12 345 678 9000 📞
WWW.YOURLINK.COM 🖥

EDUCATION

ENTER YOUR DEGREE/MAJOR
New York University
2004 - 2006

ENTER YOUR DEGREE/MAJOR
New York University
2004 - 2006

PROFESSIONAL SKILLS

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

TECHNICAL SKILLS

PHOTOSHOP
MICROSOFT WORD
INDESIGN
POWERPOINT
PC + MAC SYSTEMS

Hello! Write an engaging text about yourself and your objectives, mlantis lopus loren. Monoseis erol sumos acerts, ornare commodo leo. Aliquam vehicula iaculis augue, eu dapibus magna mollis vitae. Morbi consequat tempor dui veleuzscelerisque. Lordi salavatori nomil loren vel ante, luctus pulvinar leo. Photolis loren osum merili soda et commodo aliquem magna veluzu acerto lilosp loren sumos gelatos dorenmi magistratus advocacis lorenio igrapiso.

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!

Final Thoughts

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YOU do the work...
so the reader doesn't have to!

- Be careful with industry jargon and acronyms
- Be concise
- Use the employer's words
- Remember – you may only get 6 seconds!

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

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Resources

Career Advising/Resume Review:
http://www.ischool.berkeley.edu/careers/mids/advising

Resume Guide & Template:
http://www.ischool.berkeley.edu/careers/mids/guides

Webinar Recording:
http://www.ischool.berkeley.edu/careers/mids/events/

Contact: lhaskellwoerner@ischool.berkeley.edu

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