Tips for Building an Experienced and Senior Leader Resume

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Career Advisor

Berkeley SCHOOL OF INFORMATIO

Agenda

1. Resumes 101
2. **Build Your Brand**
3. **Compelling Content**

Resumes 101

Understanding Perspectives and Process

Resume writing is both *art* and *science*.

The job of a resume is to get you an *interview*

It does NOT get you a job!

A resume is one part of today's Job Search Strategy.

Career Collateral

Social Footprint

+ Network

= Value Proposition

90%

“Employers filter/rank candidates based on skills, credentials and years of experience”

Harvard Business School

75%

“Qualified applicants are rejected by ATS programs because the resumes can’t be read”

Forbes

Career Tip

Understand the Recruiting Process

Career Tip

Can your resume get past the three hiring gates?

First Gate

Second Gate

HR Screener

Final Gate

Hiring Manager

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

As little as 6 seconds!*

**The Ladders eye tracking study*

In 6 seconds, recruiters see....

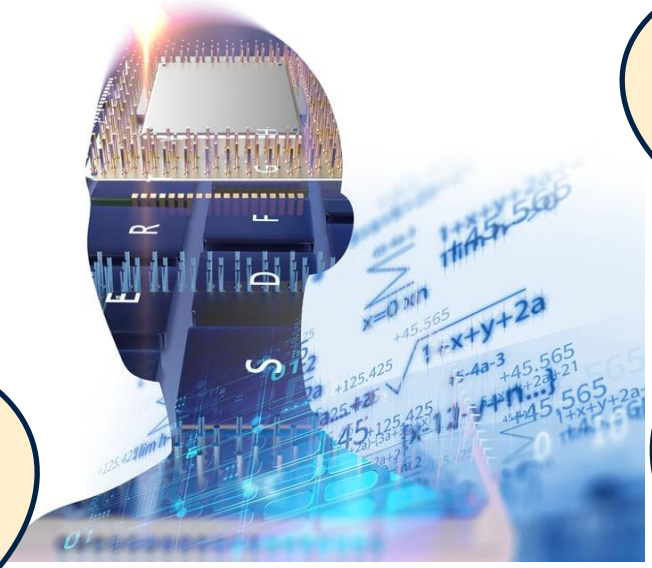
- ✔ Name
- ✔ Summary / Key Skills
  (Relevant keywords)
- ✔ Job titles/company names
- ✔ Job start/end dates
- ✔ Education

Career Tip

How will you solve our business problems?

What have you accomplished?

How will you help our business in the future?



Do you have the right experience?

Can you be an effective leader?

Are you a good fit for our culture?

Understand the mind of the employer

Your Resume Should Not Be…

- All inclusive of your entire career (a “CV”)
- A simple chronology of your jobs
- A list of all of your job responsibilities
- Cut and paste list of past job descriptions
- Your LinkedIn Profile
- Filled with mistakes, misspellings, and typo’s

Leadership Resumes Should be

- Targeted
- Supports your “brand”
- Accomplishment-driven
- Show – Don’t tell
- Concise (Executive Summary)
- Clarity trumps creativity

Interesting!

Build Your Brand

Who do you want to hire?

Ineeda Job

me@gmail.com
1234 Elm Street
Anytown, Anywhere 55555
555-555-5555

Visionary leader with twenty plus years of innovating with technology and bringing security, compliance and IT solutions from concept to reality for organizations. Seeking a position in which my leadership, security first, innovation, technical, collaborative, assessment, communication, and presentation skills enhance the success of the organization.

HISTORY OF WORK

- March 2020 – November 2021
  Business Development Specialist (Cyber Security, Managed IT), ACME Networking
  - Created new business partnerships for managed IT services
  - Created new business partnerships for managed cyber security services
  - Led weekly cyber security and technology trainings for the sales staff
  - Drove HIPAA gap analysis procedure for multiple organizations
  - Implemented solutions for companies ranging from 4 – 1,000 employees
  - Developed a cyber security stack along with CISOs, and cyber security engineers
- July 2019 – March 2020
  Enterprise Architect (contract), Consulting Company
  - Technical lead for "Signa Smart Subscription", new product for GE Healthcare
  - Architecture design for 3rd party MR Apps to deploy on GE hardware at customer sites.
  - Coordinated with the 3rd parties to successfully utilize the architecture
  - Technical Security lead responsible for all FDA, HIPAA, and gating documentation
  - Responsible for all technical documents for all gates from concept to product release
- March 2018 – July 2019
  Enterprise Architect (contract), Regional Bank,
  - Designed the commercial lending software migration and upgrade solution
  - Created and implemented automation process for migration between environments (Dev, Stage, User Acceptance Testing, Production
  - Created and implemented automated process for migration of data and configurations from current to new environment
  - Lead a team of 6 for the project completion that included Quality Assurance, IT Security, Line of Business personal, DBAs, and Business Analysists
- March 2008 – March 2018
  Chief Solutions Architect\IT Manager, ACME,
  - Presales demonstrations of value-add technology to business leaders
  - Post sales management of customer expectations to technology services
  - Deployment of advanced cyber security solutions for customer data
  - Project technology lead for rework of customer facing product (1.0 to 2.0)
  - Customer presentations and configurations for Business to Business communication
  - Hadoop/Cloudera/Casandra cluster designer, implementation, and deployment
  - ITIL V3 Foundation Certification
  - Implementation and presentation of e-business technology and solutions
  - Manager\Architect of cloud services (internal and external)
  - Project manager and design architect endpoint evolution (BYOD, Mobility)
  - Authentication Implementation

TECH. EXEC

phone number | email | LinkedIn URL-edited, website, github, etc.

If you decide to use this section, keep it short and relevant! A few sentences to grab their attention and highlight why you are a great candidate. 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).

AREAS OF EXPERTISE

Cybersecurity | Risk Mitigation| Threat Intelligence | Vulnerability Management | Agile / SAFe Methodologies | SaaS Cloud Computing | IT Strategy | Enterprise Architecture |Software Development Lifecycle | Software Engineering Governance, Compliance and Risk |Leadership | Cross-Functional Teams

PROFESSIONAL EXPERIENCE

Company or Organization, City, State
TITLE **Month Year – Month Year**

- List your jobs from most recent to least recent.
- If you've been at one job for a long time or have a LOT of experience there (i.e., a lot of bullets), you can break up the bullets by subheadings such as "leadership & innovation", "technical skills", "projects", etc.
- Start your descriptions with action verbs! Use implied first tense. Pay attention to verb tense- use present tense for your current job, and past tense for previous jobs.

Company or Organization, City, State
TITLE **Month Year – Month Year**

- The most important thing you should do when writing your descriptions is to showcase your strengths, skills, and accomplishments. Do NOT just write what you did (i.e., what you were responsible for, what tasks you completed). Always include some element of why you did it, or how you did it, or who you did it with (i.e., how you collaborated or communicated), or what impact you made.
- Make sure descriptions are action oriented and talk mostly about what you did, not what the product was or what the project accomplished. Spoon-feed the reader; spell out why it is relevant.

Company or Organization, City, State
TITLE **Month Year – Month Year**

- A good article to read to gain information about what to put in the description can be found here: http://ti.me/1iEKMdM

TECHNICAL SKILLS AND TOOLS

Languages: list your programming languages
Software and Tools: list the software applications you have experience with
Operating Systems: list the operating systems you have worked in

CERTIFICATIONS

Certified Information Systems Security Professional (CISSP), (ISC)2 **Date**
Certified Ethical Hacker (CEH), EC-Council Date
Security+, CompTIA

EDUCATION

University of California, Berkeley – Master of Information and Cybersecurity **Anticipated 2025**
RELEVANT COURSEWORK: If you list relevant courses, be sure the titles make sense to the reader! Don't list a course they wouldn't know! No need to include course numbers.

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

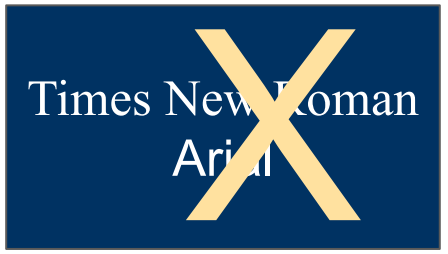
Best and Worst Resume Fonts for ATS

Calibri
Cambria
Corbel
Helvetica
Garamond
Tahoma
Verdana
Trebuchet MS

*Monster.com

Career Tip

- Avoid uncommon, specialty or ‘designer’ fonts-less
- Save file as a docx or txt file
- Recommend 10-12 pt for text
- 14-16 pt for headings
- Industry font



Forbes.com

Is Your Resume Lost in Space?

ATS Do's and Don'ts

DON'T

Graphics
Tables
Columns
Pictures
Charts
Resume Templates

Why not?

Interfere with ATS system's ability to get information from your resumé, causing the ATS to simply reject you.

May use formatting tricks that are invisible to the eye, but are very real to the ATS.

DO

Customise Keywords
save as .docx or txt
Print and Proofread
Upload
Use ATS Checker

Why?

Human eyes only see resumes not rejected by the ATS

May use formatting tricks that are invisible to the eye, but are very real to the ATS.

It matters!

Branding Elements

Headline → Communicate who you are - what you are known for

Summary → Executive Summary - Let your experience speak for itself.

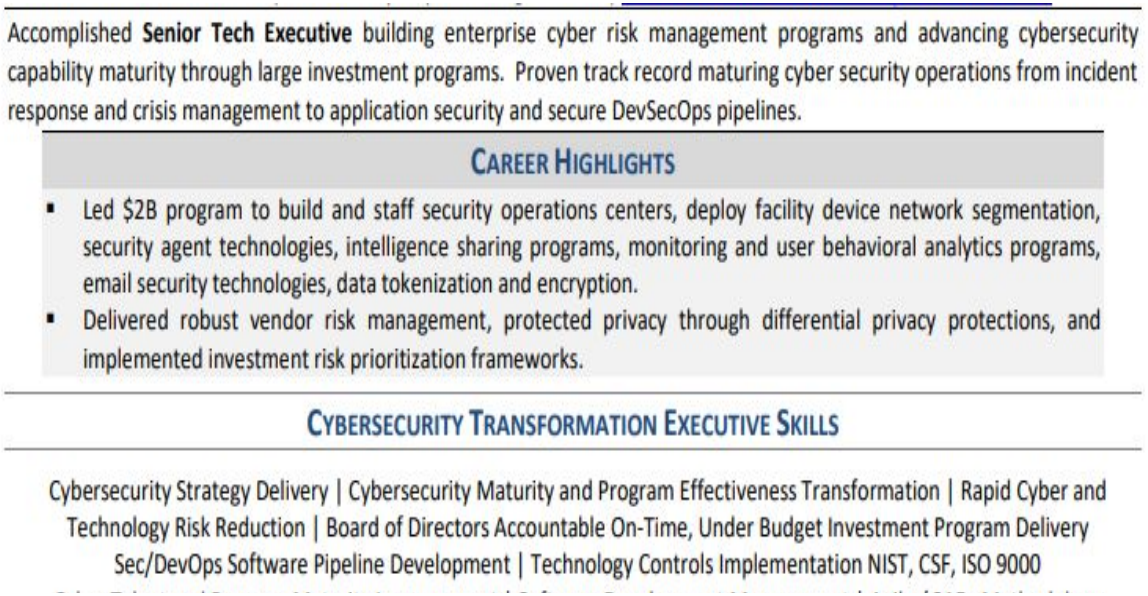
Key Skills → Show Your professional value

Highlights → Can show 3-4 key career highlights

Design Tip! Top third of resume is most valuable. Use formatting to guide the eye but not distract. Use **Bolding**, SMALL CAPS and color appropriately

Create a Compelling Story

Dream Job	ME
Qualifications	
Requirements	
Love to Have	



Accomplished **Senior Tech Executive** building enterprise cyber risk management programs and advancing cybersecurity capability maturity through large investment programs. Proven track record maturing cyber security operations from incident response and crisis management to application security and secure DevSecOps pipelines.

CAREER HIGHLIGHTS

- Led $2B program to build and staff security operations centers, deploy facility device network segmentation, security agent technologies, intelligence sharing programs, monitoring and user behavioral analytics programs, email security technologies, data tokenization and encryption.
- Delivered robust vendor risk management, protected privacy through differential privacy protections, and implemented investment risk prioritization frameworks.

CYBERSECURITY TRANSFORMATION EXECUTIVE SKILLS

Cybersecurity Strategy Delivery | Cybersecurity Maturity and Program Effectiveness Transformation | Rapid Cyber and Technology Risk Reduction | Board of Directors Accountable On-Time, Under Budget Investment Program Delivery Sec/DevOps Software Pipeline Development | Technology Controls Implementation NIST, CSF, ISO 9000

Show you are a great fit for the job!

Compelling Content

Prove and Prioritize Your Value

What would my manager, faculty or mentor say are the three things I do that add the most value?

Why do my colleagues and classmates **come to me**?

What are 1-3 of my **most significant accomplishments** from the past 90 days, six months and one year? What stands out?

ROI Personal Strengths

- What do you create?
- What do you improve?
- What problems do you solve?
- What risks or costs do you minimize?
- How do you increase efficiency?
- What is your subject matter expertise?
- How do you strengthen culture? Productivity?
- How does my Masters degree add to my value?

DIGITAL LEADER

phone number | email | LinkedIn URL-edited, website, github, etc.

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SaaS | Cloud Computing	Software Development Lifecycle	Leadership
IT Strategy	Software Engineering	Team Development

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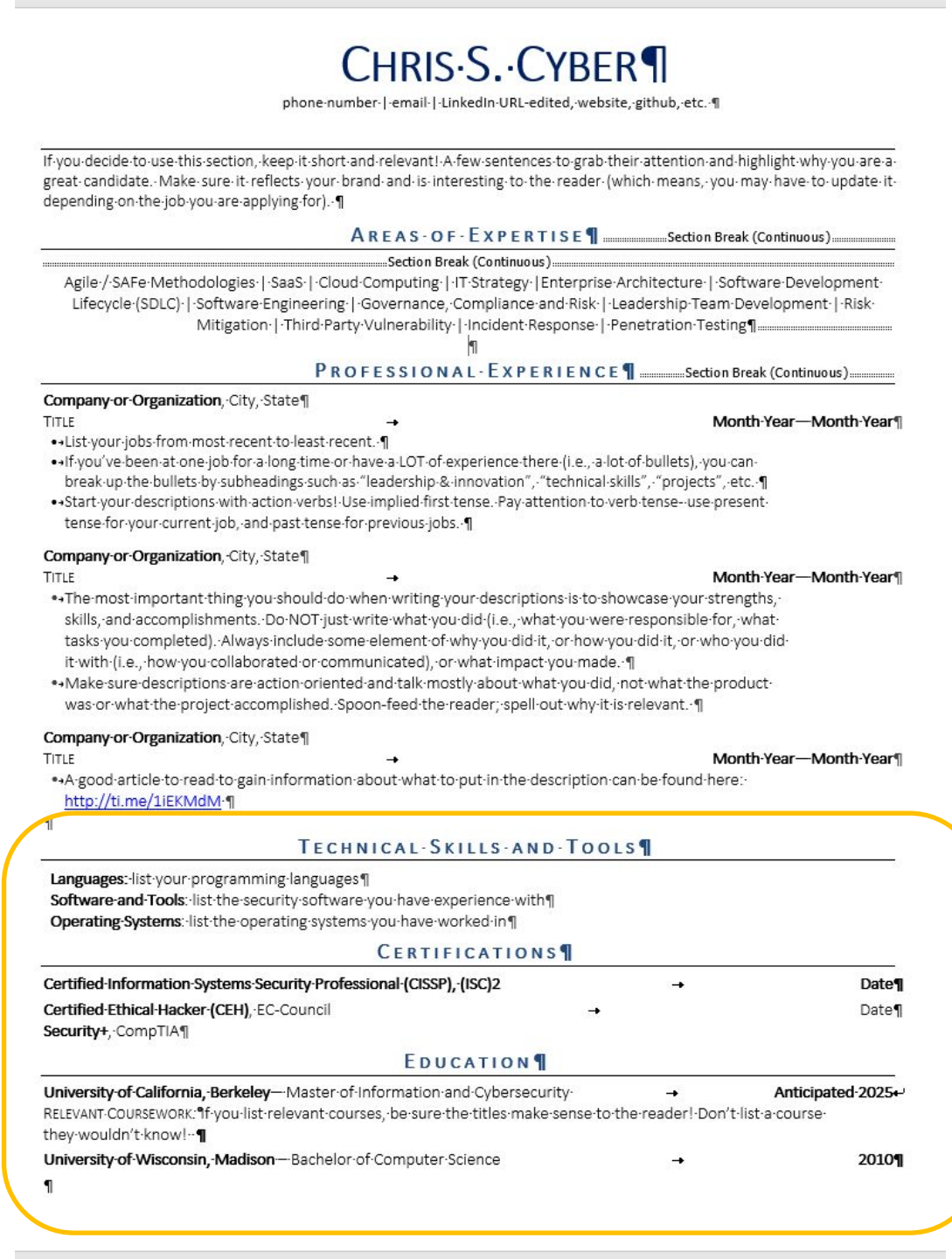
Section Options:

- Key Skills or Core Competencies
- Reflect key words
- Make it easy to see qualifications
- Tailor for the job

Sections for:

- Technology Skills
- Certifications
- Awards, Honors or Competitions, Publications etc



CHRIS·S.·CYBER¶

phone·number·|·email·|·LinkedIn·URL-edited,·website,·github,·etc.·¶

If·you·decide·to·use·this·section,·keep·it·short·and·relevant!·A·few·sentences·to·grab·their·attention·and·highlight·why·you·are·a·great·candidate.·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).·¶

AREAS·OF·EXPERTISE¶ Section Break (Continuous)

Section Break (Continuous)

Agile·/·SAFe·Methodologies·|·SaaS·|·Cloud·Computing·|·IT·Strategy·|·Enterprise·Architecture·|·Software·Development·Lifecycle·(SDLC)·|·Software·Engineering·|·Governance,·Compliance·and·Risk·|·Leadership·Team·Development·|·Risk·Mitigation·|·Third-Party·Vulnerability·|·Incident·Response·|·Penetration·Testing¶

¶

PROFESSIONAL·EXPERIENCE¶ Section Break (Continuous)

Company·or·Organization,·City,·State¶

TITLE → **Month·Year—Month·Year**¶

- List·your·jobs·from·most·recent·to·least·recent.·¶
- If·you've·been·at·one·job·for·a·long·time·or·have·a·LOT·of·experience·there·(i.e.,·a·lot·of·bullets),·you·can·break·up·the·bullets·by·subheadings·such·as·"leadership·&·innovation",·"technical·skills",·"projects",·etc.·¶
- Start·your·descriptions·with·action·verbs!·Use·implied·first·tense.·Pay·attention·to·verb·tense--use·present·tense·for·your·current·job,·and·past·tense·for·previous·jobs.·¶

Company·or·Organization,·City,·State¶

TITLE → **Month·Year—Month·Year**¶

- The·most·important·thing·you·should·do·when·writing·your·descriptions·is·to·showcase·your·strengths,·skills,·and·accomplishments.·Do·NOT·just·write·what·you·did·(i.e.,·what·you·were·responsible·for,·what·tasks·you·completed).·Always·include·some·element·of·why·you·did·it,·or·how·you·did·it,·or·who·you·did·it·with·(i.e.,·how·you·collaborated·or·communicated),·or·what·impact·you·made.·¶
- Make·sure·descriptions·are·action-oriented·and·talk·mostly·about·what·you·did,·not·what·the·product·was·or·what·the·project·accomplished.·Spoon-feed·the·reader;·spell·out·why·it·is·relevant.·¶

Company·or·Organization,·City,·State¶

TITLE → **Month·Year—Month·Year**¶

- A·good·article·to·read·to·gain·information·about·what·to·put·in·the·description·can·be·found·here:·http://ti.me/1iEKMdM·¶

¶

TECHNICAL·SKILLS·AND·TOOLS¶

Languages:·list·your·programming·languages¶
Software·and·Tools:·list·the·security·software·you·have·experience·with¶
Operating·Systems:·list·the·operating·systems·you·have·worked·in¶

CERTIFICATIONS¶

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Security+,·CompTIA¶

EDUCATION¶

University·of·California,·Berkeley—Master·of·Information·and·Cybersecurity· → **Anticipated·2025**↵

RELEVANT·COURSEWORK:¶If·you·list·relevant·courses,·be·sure·the·titles·make·sense·to·the·reader!·Don't·list·a·course·they·wouldn't·know!··¶

University·of·Wisconsin,·Madison—Bachelor·of·Computer·Science → **2010**¶

¶

Order of Content

- Flexible
- Reflects amount of experience
- Decide which sections will open doors for you
- Education typically on top for new grads- moves to bottom with experience
- Leadership

Content Frameworks

S	**Situation** • **Context / Background** • **“I was in X job…”** • **“My role was…”**
T	Task • Specific problem or challenge • “I was tasked to do X …”
A	Action • Identify the steps you took to solve the problem and/or add value
R	Result • What is the outcome or accomplishments from your actions? • “Because I took this action, X happened…” • Quantify when appropriate

XYZ Model

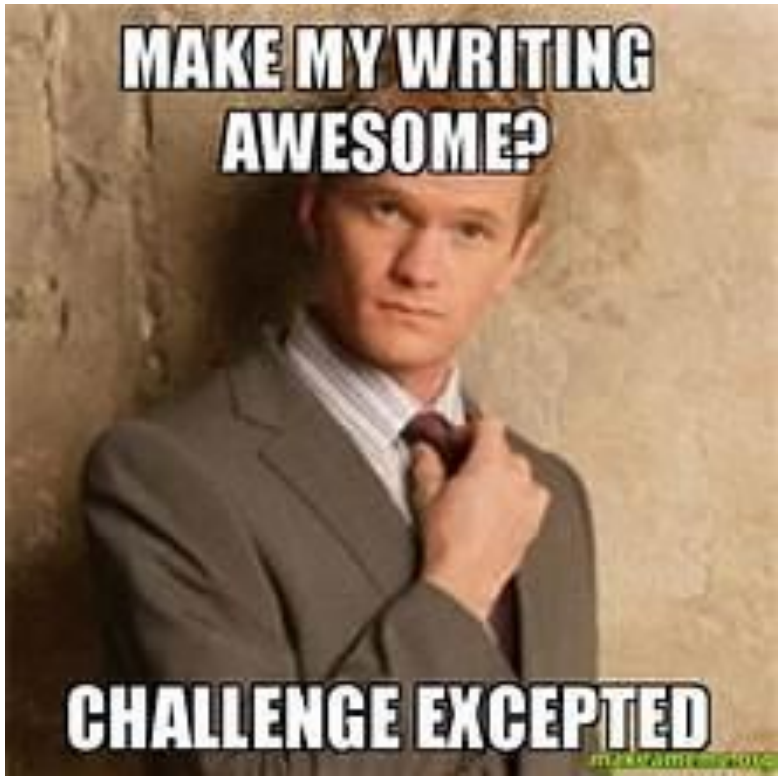
Accomplished **X** by doing **Y** resulting in **Z**

- Tie results to business metrics
- Have concrete qualitative metrics
- Use dollar signs, numbers ($2.5M, 58%, 500+)
- Show percentage (increase, reduced, change)
- Frequency of process, events

Showcase your Accomplishments

- ✔ Clearly and concise highlight your strengths, skills, and accomplishments.
- ✔ Be strategic- what to include and how to show it
- ✔ Avoid jargon, buzzwords and clichés

What Business Problem Did You Solve?



Review each bullet and ask, does this answer the question…**so what?**

So, because you did XYZ, **what was the outcome, result, or impact on the business?**

Story Telling for Audience Appeal

- ✔ **Provide detail on information** on the number of applications, systems, engineers, programs, users, locations, budget size, or revenues.
- ✔ **Who does your work impact?** Where ? Locations? Regional, national or global users/customer base?
- ✔ **Who did you work with?** How many on the team or number of teams? On premise or distributed or global? Engineers? Data Scientists? Product Managers?

Measurable Results

- ✔ Tie to business metrics
- ✔ Have concrete qualitative metrics (scope/scale)
- ✔ Use dollar signs, numbers ($2.5M, 58%, 500+)
- ✔ Show percentage (increase, reduced)
- ✔ Frequency of process, events

Leverage Leadership Language

- **Show vision and direction -** Build and Drive Strategy, Roadmap
- **Demonstrate leadership -** who or what did you lead?
  - Directed team to execute? Cross functional? Distributed? Cross organization? Global?
- **Use Strong Action Verbs -** Spearheaded, Oversaw, Campaigned, Engagement, Mobilized Commitment, Recommended, Presented, Led, Directed, Achieved, Awarded, Recognized, Promoted, Drove,

Sample Bullets

- Guided over $400M and 2800+ project initiatives on time and on budget for 115 enterprise applications by leading a team of 40 Project Managers (PM) and 110 developers worldwide.
- Architected a cloud-first IT strategy that eliminated on-prem infrastructure, reduced physical attack footprint, and connected all cloud services seamlessly with Google Workspace SSO and Zero Trust solutions; saved $1M+ in resource costs.
- Delivered innovative technology solutions to enable business goals and reduced department administrative operational expenses by $5M+ by authoring an IT governance strategy and framework.
- Managed 15-member cross-functional team to develop a mobile-wallet prototype compatible with Android and iOS using Agile methodology to link voice recognition and biometrics software.
- Managed cybersecurity risk by benchmarking against security frameworks including ISO 27000, NIST, and CIS critical controls baseline.
- Achieved 30% project turn delivery and increased customer satisfaction by implementing an internal Salesforce CRM solution to track and manage 5000+ internal customers and business partners.

What is Relevant?

- Generally- last 10-15 years experience most valued- except if an older experience is *relevant*
- Demonstrate career path and work history by truncating older roles

Examples

Prior Employment

SONY MUSIC, Marketing Manager
THE GILLETTE COMPANY, Assistant Brand Manager
XEROX COMPUTERS, Planning and Price Analyst

Prior Work History

Startup, Inc., San Mateo, CA *(employee #14/150+)*	September 2005 – April 2007
Semiconductor Manufacturing Company, Inc., San Jose, CA	December 2003 – September 2005
Circuit Company., San Jose, CA	January 2001 – November 2003

Best Practices for Using AI as a Tool

- **Use Prompts Effectively-** By role or task **e.g.** *act as if I was a software engineer or as a professional resume writer*
- **EDIT** output– review for **truth, accuracy**, and demonstration of desired skills and outputs. STAR and XYZ Check?
- **Make it ATS friendly** – Use Google Docs or Microsoft Word and review/edit formatting
- **Confidentiality** Check-NDA?
- **Caution -** Generic, bland, fluffy, repetitive, lacks specifics and impersonal

Use as a tool or starting point

Using Jobscan for ATS Check

- Read job description carefully
- Identify and use the same keywords
- Tailor experience and language to the job description requirements.
- Maximize searchability- use long-form and acronym version of keywords (e.g., product manager and PM)
- Do not use tables or columns, can cause parsing errors
- Do not use headers or footers for critical information - may be lost in parsing
- Use standard resume section headings (e.g., Professional Experience)
- Look to improve score by editing appropriately.

Request your own Jobscan Premium account on the I School Careers Page
https://www.ischool.berkeley.edu/careers/students/jobscan

Finally, Show Attention to Detail

- ✔ Spell check
- ✔ Grammarly
- ✔ Consistent Tense
- ✔ Punctuation
- ✔ Print and Proofread

Show Don't Tell

SVP Tech Startups

555-555-5555 | SVP@svp.com | linkedin.com/in/SVP

Accomplished technology leader experienced in building enterprise environments from the ground up and owning large-scale operations. Provides expertise in architecture, information security, process, and policy to ensure successful technology implementations. Valued for fostering efficient teams and implementing scalable organizations for profitability and growth.

Signature Skills and Competencies

SaaS IT Operations	DevOps / Code Ops / CI/CD	Building Managed Services
Data Center & Cloud Platforms	Site-Reliability Engineering	Scalable Enterprise Architecture
Cybersecurity Leadership	Secure Software Development	AdTech / MVPD Experience

Professional Experience

Great Company, San Jose, CA

VICE PRESIDENT – GLOBAL TECHNICAL OPERATIONS **September 2014 – Present**

Led the global operations of a 24x7 ad decisioning platform driving 1.4B+ monthly ad impressions and annual ad revenue of over $175M. Designed and implemented platform's cloud architecture for high availability and led DevOps modernization efforts to migrate monolithic services into orchestrated containerized environments for service scalability. Built global team to provide managed services and support for multinational enterprise customers.

Leadership and Business Development

- Launched dynamic advertising backends for major multichannel video programming distributors (MVPDs) based in the United States, Canada, and Europe. Delivered on multi-year projects that enabled linear TV addressable advertising for Virgin Media UK and Ireland, expanding into Liberty Global properties in Belgium and Netherlands.
- Established Technical Operations organization consisting of DevOps, Technical Support Services, and Infrastructure Operations to manage over 50+ customer environments, covering over 2000+ application instances.
- Collaborated with Product, Data Science and Engineering departments to build resiliency into Cadent applications, delivering +99.95% uptime SLAs for SaaS and managed services.

Technology and Innovation

- Managed data center colocation operations in US and EU. Transitioned from bare metal to virtualized environments, and subsequently into a hybrid cloud deployment increasing backend resiliency and ability to maintain service SLA's.
- Architected AWS and Google Cloud for auto-scale runtime environments and data center disaster recovery, reducing DR costs by 50% while maintaining Return-To-Operation (RTO) times within SLA's.
- Spearheaded containerization and componentization of monolithic applications. Guided design and implementation with engineering teams to increase the scalability of application services and reduced time required for application deployments and maintenance.
- Transitioned applications from branch-based to trunk-based development to facilitate more frequent application releases. Fostered adoption of microservices for newer applications which allowed DevOps to leverage CI/CD mechanisms for more consistent product deployment.
- Deployed big data processing in data centers and cloud. Transitioned Cloudera Spark clusters to leverage high performing hardware based S3 arrays instead of HDFS for increased stability.

Notable Projects and Accomplishments

- Developed container external configuration mechanism for applications that leveraged CI/CD automation and AES-256 encryption to reduce redundant container image management and reduced imaged storage costs by 90%.
- Facilitated IT operations due diligence work as part of Cross MediaWorks acquisition of BlackArrow, Inc. which included infrastructure and software audits, documentation, and escrows to ensure a smooth organizational transition.
- Reduced application logging costs by converting XML into JSON leveraging custom preprocessing programs deployed in AWS Lambda.

Sales Leader

TECH SALES LEADER

555-555-5555 | TechSales@mac.com | linkedin.com/in/techsalesleader

B2B ENTERPRISE SALES LEADER

SALES STRATEGY | ENTERPRISE PARTNERSHIPS | ACCOUNT EXPANSION

Forward-thinking enterprise partnerships and sales professional who successfully orchestrates complex, large-scale deals using strategic and consultative selling approaches. Exceptionally strong closer and customer advocate who identifies opportunities to build win-win deals and solidify long term, mutually beneficial business relationships as a trusted advisor. Passionate about client success, listens deeply to clients to bring true value. Consistent record of delivering client satisfaction and results across Fortune 500 relationships as an insightful and valued sales leader. Brings collaborative nature, drive, and humor to partner with clients and team members to reduce complexity while increasing innovation and growth.

SUCCESS SNAPSHOT

Landed New Logo's for Enterprise Partnerships
Club Excellence 2018
Closed $2.3M in Unlimited License Agreements (ULA)
Highest Volume of Sales Transactions
MVP Award Winner West Group 2016

SIGNATURE SKILLS AND COMPETENCIES

B2B Sales | Strategic Partnerships | Go-to-Market (GTM) Strategy | Sales Management | Sales Strategy | Leadership | SaaS Enterprise Software | Direct Sales | Business Development | Platform as a Service (PaaS) | Client Relationship Management Lead Generation | Diversity and Inclusion | Customer Service | Solution Selling | Cross-Functional Team Management

PROFESSIONAL EXPERIENCE

FAANG Co NOVEMBER 2021 - PRESENT

HEAD OF BUSINESS DEVELOPMENT, NORTH AMERICA

Spearheaded the strategic growth initiatives in North America resulting in $15M in annual revenue while expanding development and execution of enterprise partnerships and sales for an IoT tech product company. Built strong relationships with B2B companies through collaborative solution selling approaches and positioning company as industry leader.

- Architected and executed innovative B2B sales strategy for business development, and Go to Market (GTM) plan building mutually beneficial relationships with C-suite executives, Senior Vice Presidents technical leadership by demonstrating business value for budget holders and technology teams.
- Landed 10 deals with large and medium ISP operators and opened access channels to 6M+ new product users directly contributing to a market expansion of 18% over two years.
- Led negotiation and onboarding of new Value-Added Distribution (VAD) partner opening access to 5M+new customers.
- Drove deal expanding client business in five new countries by fostering key relationships.
- Led successful strategy and execution for brand promotion and expanding presence at four premier industry events with aggregate target reach of 30K attendees annually by leveraging insights, market research data and industry trends.

Key Wins:

- Closed deals and added logos with seven new customers including XYZ companies.

TECH COMPANY, SAN FRANCISCO BAY AREA, CA December 2019 – Present

SENIOR VICE PRESIDENT, ENTERPRISE SALES WEST

Created partnerships with Western Region, Silicon Valley enterprise, and Fortune 500 executive and leadership teams. Accelerated relationships and built new revenue streams at Blue California and Peloton of $5M -$7M+ projected annually.

- Created business development, sales strategy and Go to Market (GTM) plan selling to C-suite executives and technical leadership using consultative selling to demonstrate business value for budget holders and technology teams.
- Oversaw client relationship development and growth for key accounts including Salesforce and Microsoft.
- Developed strategic growth plan to expand operations throughout the West Coast over 12 to 18 months.

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 comparison graphs to display skill levels-all relative
- 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

Challenge of Creative Resumes

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

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EXPERIENCE

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- Sed sit amet felis sollicitudin metus placerat fermentum vitae id nullam porttitor felis efficitur des odio suspendisse condimentum dolor.

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
HELLO@YOURWEBSITE.COM
315.555.1234
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

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PROFESSIONAL EXPERIENCE

ENTER JOB POSITION HERE
Company / Location / 2010 - Present

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Company / Location / 2010 - Present

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ENTER JOB POSITION HERE
Company / Location / 2010 - Present

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But don't do this!

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

- ✔ Show what is unique about YOU!
- ✔ **Be careful with industry jargon and acronyms**
- ✔ **Be concise and targeted**
- ✔ **Use the employer's words (read job postings)**
- ✔ **Save resume, Tech.Leader.Resume.2023**
- ✔ **Remember – you may only get 6 seconds!**

Worthwhile Investment

- ✓ LinkedIn Content
- ✓ Interview Preparation
- ✓ Know your market value
- ✓ Confidence!

Future resumes are much easier!

Resources

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

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

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

Contact:
marymchale@berkeley.edu

Questions and Answers

Thank You!