

# Revamping Your Resume

Laurie Haskell-Woerner  
Career Advisor

# Agenda

- General Advice
- Section-by-section tips for formatting & content
- Q&A

# 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*

# 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](#)

# 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”?***

# Your resume should be:

- Targeted to your goals
- Supportive of your “brand”
- Concise and stimulating
- Accomplishment driven

***Interesting!***



# Your resume should not be:

- Only a chronology of your entire career
- All inclusive of your entire career (a “CV”)
- A simple list of your job responsibilities

***Stale!***

# Resume Review

## Peder Connor Andersen

3249 18<sup>th</sup> 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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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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**Contact Info:** Can be smaller font (9-11pt).  
Can include address, phone, LinkedIn,  
website; should include email at a minimum.

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**Headings:** Make headings stand out: bold, larger font, caps, underline, or color.



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#### Sharknado, San Francisco, CA

2010 – 2012, Software Engineer  
Coded, tested, debugged, implemented and documented features and bug fixes.

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and Data Science 2015 (anticipated)  
Title: Research Design & Applications for Data Analysis, Data Mining, and Data Science

Computer Science 2010

- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascript, R

San Francisco, CA  
2012 – present

Business challenges utilizing large structured and unstructured data in a distributed processing environment. Develop data visualizations to provide strategic direction to the business.

Analyze data resulting in high revenues and customer satisfaction.

Integrate diverse sources of data to predict and optimize ETL processes to source and link data. Support the internal data platform and to support business growth.

San Francisco, CA  
2010 – 2012

Developed web apps using Java and Ruby. Improved system functionality, enhancing feature set and performance.

Developed social networking applications. Improved system capabilities. Optimized systems, analyzed time requirements and performance.

Data visualization for individuals and organizations. 2014

Lead Backend Developer 2014

**Dates:** Consider where you place dates. Months are not required. Be consistent!

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**Drive Enhancements:** Develop tools and reports that help improve margins and a better customer experience.

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##### Software Engineer

- Coded, tested, debugged, implemented and documented software solutions and social networking features to improve user experience.
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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 can improve scanability, can use columns for short lists.

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## General Tips:

- **Length:** 1 page unless 10+ years of experience
- **Margins:** 0.25 – 1”
- **Format:** pdf
- **Color:** tasteful, be sure prints well in black & white
- **Language:** write in implied first person, pay attention to tenses
- **Typos/errors:** none!

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## General Tips:

- **Font type:** San serif or serif?  
**Arial / Times New Roman**
- **Font size:** 10-12pt



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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.
- Can be very helpful for “setting the stage” & introducing your brand
- Can be redundant - consider if the items should be in experience section instead.
- Keep it brief: 2 - 4 sentences.

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## Education:

- This should be near the top if: you are in school, recently graduated, or MIMS/MIDS is pivotal to your target job.
- Note future graduation date as “anticipated”.
- May include relevant courses.
- Don’t need to include months (keep it consistent).



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## Skills & Tools:

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- Tailor this to the job!
- Use descriptors carefully (“advanced”, “proficient”, etc.)

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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.
- Use relevant keywords.
- Keep use of punctuation consistent.

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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.

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## Projects:

- Similar to experience section.
- Recommended for career changers or if your experience doesn't showcase particular skills / strengths.
- Great for showing off NEW skills / strengths.
- Be specific!
- Focus on YOUR role in the project.

# Final Thoughts

# **YOU do the work...**

# **not the reader!**

- Spoon-feed the reader
- Spell out acronyms
- Be concise
- Use their words
- Remember – you may only get 6 seconds!

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

# Resources

## **Career Advising/Resume Review:**

MIDS: <http://www.ischool.berkeley.edu/careers/mids/advising>

MIMS: <http://www.ischool.berkeley.edu/careers/mims/advising>

## **Resume Guide & Template:**

MIDS: <http://www.ischool.berkeley.edu/careers/mids/guides>

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## **Events Archive:**

MIDS: <http://www.ischool.berkeley.edu/careers/mids/events/archive>

MIMS: <http://www.ischool.berkeley.edu/careers/mims/events/archive>

Contact: [lhaskellwoerner@ischool.berkeley.edu](mailto:lhaskellwoerner@ischool.berkeley.edu)