

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: Format

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, 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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2014

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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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Analytics: Utilize analytical applications like SAS to identify trends and draw appropriate conclusions and translate analytical findings into business value.

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Je: Research Design & Applications for Data & Analytics, Data Science

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San Francisco, CA
2012 – present

business challenges utilizing large structured 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.

Integrating diverse sources of data to predict and optimize existing ETL processes to source and link data. Develop our 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 user experience.

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

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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Professional Profile

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

Communications and Project Management: Capable of leading projects in the direction of the business and communicating with diverse teams and product teams to develop and support our internal data science initiatives.

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- Collaborate with product teams to develop and support ongoing analyses.

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Software Engineer

- Coded, tested, debugged, implemented and documented software solutions and social networking features to improve user experience.
- Designed, developed and maintained eCommerce website to improve user experience.
- Built report interfaces and data feeds to improve data analysis.
- Gathered and collected information from various sources and prepared documentation to change existing programs.

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 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!

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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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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.

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- NoSQL data stores (Cassandra, MongoDB)
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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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Sharknado San Francisco, CA
Software Engineer 2010 – 2012

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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.

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: 3 - 4 sentences.

Peder Connor Andersen

3249 18th Street
San Francisco, CA 00000
415.222.1548 | pcandersen@gmail.com
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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:

- Recommended, but not required.
- 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.

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 style
- Make sure it is easy to read and comprehend – too many visual elements can overwhelm the reader
- Online portfolio - a better place to demonstrate creativity

These *might* be OK....

MADISON GEORGE

M/G

WEB DESIGNER

EXPERTISE

✓

- USER INTERFACE
- LAYOUT DESIGN
- INFO ARCHITECTURE
- CONTENT MANAGEMENT
- FRONT END DESIGN

TECH SKILLS

①

- DRUPAL
- WORDPRESS
- HTML/CMS
- MAC OSX

PROFILE

①

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

①

POSITION TITLE HERE COMPANY NAME HERE

JAN 2010 - PRESENT Integer efficitur des odio in gravida ullamcorper fermentum suspendisse condimentum dolor nisi a ullamcorper id sagittis elementum. Phasellus vitae gravida tortor, at consectetur lorem.

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POSITION TITLE HERE COMPANY NAME HERE

JAN 2009 - DEC 2010 Integer efficitur des odio in gravida ullamcorper fermentum suspendisse condimentum dolor nisi a ullamcorper id sagittis elementum. Phasellus vitae gravida tortor, at consectetur lorem.

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EDUCATION

①

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.

①

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

HELENA MURAKAMI

SALES MANAGER

123 STREET NAME, CITY

CONTACT@DDOMAIN.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

PROFESSIONAL EXPERIENCE

ENTER JOB POSITION HERE
Company / Location / 2010 - Present

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But
don't do
this!

HI! I AM... **ANTONY SMITH** 

PERSONAL DETAILS

NATIONALITY: United States
LOCATION: Florida
BIRTHDAY: 8 March 1985 (26)
EDUCATION: Major in Graphic Design
EXPERIENCE: 6 Years
AVAILABILITY: 8 Part time

EMPLOYMENT HISTORY

GRAPHIC DESIGNER 2005 - 2007
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

CREATIVE DIRECTOR 2007 - 2009
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

EDUCATION

HIGH SCHOOL
Lorem Ipsum Dolor sit Amet, Consectetur
May 2004, GPA 1.5

UNIVERSITY
Lorem Ipsum Dolor sit Amet, Consectetur
May 2004, GPA 1.5

PERSONAL SKILLS

SOCIAL COMMITMENT ★★★★★
ORGANIZATION ★★★★★
CREATIVITY ★★★★★
COMMUNICATION ★★★★★
TEAMWORK ★★★★★

TECHNICAL SKILLS

PHOTOSHOP ★★★★★
ILLUSTRATOR ★★★★★
INDESIGN ★★★★★
FLASH ★★★★★
DREAMWEAVER ★★★★★
XHTML / CSS ★★★★★
JAVASCRIPT ★★★★★

GET IN TOUCH

PHONE: +00 012 3456 7984
EMAIL: johnsmith@mail.com
WEBSITE: http://www.johnsmith.com
FACEBOOK: http://fb.com/johnsmith

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:

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

Resume Guide & Template:

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

Events Archive:

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

Contact: lhaskellwoerner@ischool.berkeley.edu