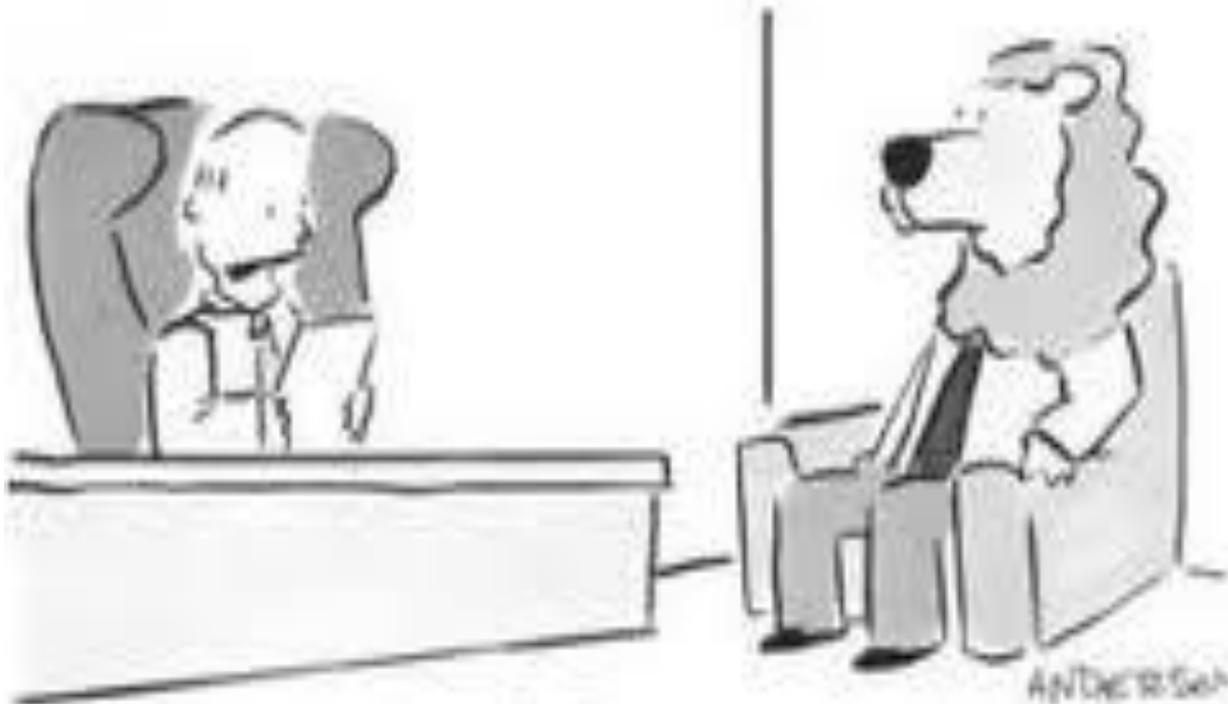


**UCLA** Luskin School *of* Public Affairs  
Resume Workshop

VC Powe, Director, Career Services and Leadership Development



"Let's see... Inside sales, VP of sales... Ooh!  
King of the jungle! Very nice!"

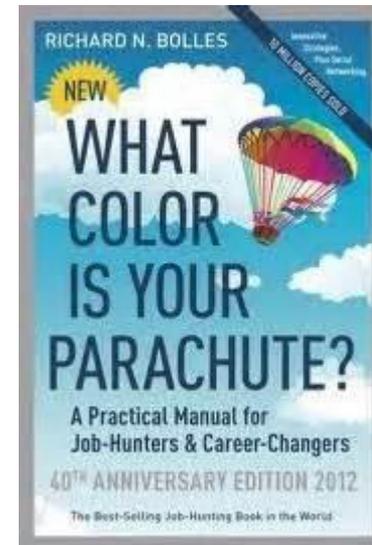
# Reflection

- What is purpose?
- How long does hiring manager spend reading?
- What are do's and don'ts?



# Job Search Statistics

- On average, job hunt lasts 3.5-4.5 months
- 7%: success rate of random resume mailings
- 84%: success rate of own search combined with help of others to connect you with employers



# General Resume Format

- Always include:
  - Contact information
  - Education
  - Experience: paid, unpaid, part-time/full-time, volunteer
  
- Optional to include:
  - Professional Summary
  - Coursework
  - Publications
  - Honors and awards
  - Leadership & service
  - Language skills
  - Certifications
  - Presentations
  - Technology skills
  - Affiliations

# Resume Designs

- **1. Chronological (most common)**
  - Focuses on positions held and organizations
  - Lists positions by date (most recent at top)
  - When to use? If work you have been doing is relevant to job you want
- **2. Functional**
  - Categorizes positions by skill
  - Highlights transferable skills
  - When to use? Best for career changers, those entering new field, or gaps in employment history
- **3. Combination**
  - Lists skills and experience first and employment history thereafter
  - When to use? Highlight relevant skills & chronological work

# Objective Statements

- Becoming obsolete
  - Capture employers attention by saying what you offer and not what you want
  - Create headline or qualifications summary instead
  - Avoid vague objectives e.g. “a challenging position that offers room for advancement”

# Content

- Employment history
  - Past tense for all except current jobs
  - Avoid using “I” statements or pronouns (me, my, we)
- Bullet points
  - Use keywords to mirror job description
  - Quantify results and impact (S-A-R)
  - Use action verbs and avoid phrases like “responsible for”, “worked with”, “assisted”
  - Use industry-specific language

# Accomplishment Statements

- **Action verb + Situation/Task + Action + Results**
- **Action verb:** Planned, initiated, coordinated, led, etc.
- **Situation/Task:** Planned a meeting, initiated a program, etc.
- **Action:** Interesting detail (e.g., who you did it for, # people, size of budget, size of caseload, type of issues/population).
- **Results:** The bottom-line effect of your effort (e.g., saved time or money, exceeded sales goals, reduced errors, increased student retention. Quantify the results in #s, \$, or %s whenever possible and appropriate
- **Example:** Planned a meeting for over 100 employees to educate them on changes to the UC benefits plan, which resulted in a decrease in phone calls to the help desk.

# Example: Project management S-A-R

- Original: Responsible for monitoring spending and identifying cost savings



- Revised: Audited and restructured phone system resulting in \$2k annual savings and recovered \$150k in unused funds; persuaded senior management to implement new cost- saving procedures as part of a budget initiative

# Example: Leadership S-A-R

- Original: Responsible for eight person team on career course implementation project



- Revised: Led team of 8 in the research, design, and development of a new career course presented to 360 incoming students; course was rated 5 out of 5 by the students at the end of the quarter

# Have you.....?

- Done something faster, better, or cheaper?
- Increased membership, participation, or sales?
- Saved your organization money or reduced waste?
- Identified and/or helped solve any problems?
- Instituted any new methods, systems, or procedures?
- Suggested a new service, product, or project?
- Re-organized or improved an existing system?
- Maintained a consistently high level of performance?
- Demonstrated leadership skills and exhibited good team player skills?
- Reached out for more work or more responsibility?
- Achieved results with little or no supervision?
- Motivated others?
- Coordinated an event or project?

# Things to Avoid...

- Confusing layout (headings, white space, symbols, abbreviations, not converted to PDF)
- Errors & Inconsistencies: typos, grammar, content errors, personal pronouns
- Not targeted, unrelated experience
- Hard to determine what you did, when you did it, and where you did it
- No Results! (\$, #, %)
- Unprofessional email - e.g., xboxchamp@

# Exercise: Resume reviews

- Was it easy or hard to critique resumes of peers?
- What were some aspects of resumes that stood out as being unique?
- Who can share a new idea about how you plan to strengthen your resume?

# Conclusion

- Write targeted resumes that are accurate, easy to read, error free, contribution-focused, value and results- driven
- Recognize that the resume is a powerful tool but it alone does not get you the job
  - Networking, interviewing, following up are also crucial
- Your career development is your responsibility!

CareerView  
[luskin.ucla.edu/careerview](http://luskin.ucla.edu/careerview)  
(Luskin and NACELink jobs)

# Key upcoming dates

- January 21<sup>st</sup>- LinkedIn workshop
- January 26<sup>th</sup>-Career Networking Night
- February 4<sup>th</sup>-Interview workshop
- April 7<sup>th</sup>-Career Fair

For individual counseling  
contact VC:  
[careers@luskin.ucla.edu](mailto:careers@luskin.ucla.edu)

