

**FIRST STEPS**

- ✓ Brainstorm a list of all professional experiences that you can think of.
- ✓ Look at the job qualifications for the job that you are applying for so you know which transferable skills to highlight in your résumé.

**RÉSUMÉ CONTENT AND FORMATTING**

**The Three Types of Résumés**

**Chronological résumé.** This type of résumé lists jobs in reverse chronological order, starting with the most recent job held.

**Functional résumé.** This résumé focuses on skills and abilities instead of experiences and is ideal for those who are in a job transition.

**Combination résumé.** This résumé combines the best aspects of the chronological and functional résumés. This form is especially good for alumni who have been in the working world for a while.

**Content**

Generally, a résumé should contain:

- contact information
- education
- work, internship, and volunteer experiences
- professional organizations or affiliations
- special skills like computer skills, fluency in other languages, certificates, and special trainings

Do NOT include personal information that is irrelevant such as gender, religion, age, marital status, salary expectations, social security number, etc.

**Begin with a professional highlights or summary section.** This introduces you at the outset and includes the most significant accomplishments relevant to the position you seek.

**Focus on accomplishments/achievements.** Use action verbs. Refrain from too much detail of duties and responsibilities, and do NOT use phrases such as “Responsible for...” or “Duties include...”

**Use functional headings.** Categorize experiences by function: “Healthcare Experience” or “Teaching Experience” or “Information Technology Experience.” This allows the reader to know immediately what type of experience you bring to the table.

**Less is more!** Keep your résumé to a maximum of two pages.

**MU CAREER CENTER**  
Lower Level,  
Student Success Center  
University of Missouri  
**PHONE: (573) 882-6801**

Visit us online at:  
**career.missouri.edu**  
career@missouri.edu

## Formatting

**Use bullet points.** Organize the bulleted descriptions by order of importance — from the most to least. Try to include three to six bullet points for each position. Read each bullet point and ask yourself, “So what?” and decide if the reader really needs to know that information. Remove the statement if it does not meet the criteria.

**Make use of bold, caps, and other enhancements to highlight sections, names of companies, or titles.** Be consistent in the formatting and style. Do not use too many different enhancements.

Strive for a streamlined, readable format that engages the reader visually and guides them to the most pertinent information.

**Truman T. Tiger**  
*50 Elm Street • Columbia, Missouri 65211 • (573) 828-1997 • tiger@gmail.com*

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**SUMMARY OF QUALIFICATIONS**

- Aided in taking projects from concept to inception, including all themes and designs for all printed materials, advertising mediums and overall marketing strategies.
- Developed marketing plans and identified marketing targets based on current market analysis.
- Organized and executed events ranging in size from 10 to 12,000 attendees.
- Served as a public relations and media liaison for Columbia area publications and media outlets.
- Supervised 25 full-time and part-time staff members as well as staff teams of over 20.

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**MARKETING EXPERIENCE**

**GD Personnel Services, St. Louis, Missouri**  
**Marketing, Media and Publications Manager, February 2008– Present**

- Developed and implemented all marketing strategies and identified targets for all activities including new programs, employment fairs, and recruitment events.
- Created all advertising campaigns targeted toward local, national, and international employers.
- Provided copywriting, editing, and design consultation of all company marketing communications and publications including print advertisements, brochures, and newsletters.
- Handled all media requests, wrote and submitted press releases, and served as a liaison between the organization and all local and national media.
- Responsible for a \$500,000 budget.
- Supervised one full-time assistant, one part-time assistant, 25 departmental staff, and 4 graphic designers.

**Marketing Assistant, Columbia, Missouri**  
**Anderson Murphy, Inc, February 2005- February 2008**

- Supported the Marketing Manager in the coordination of company sponsored events including table assignments, creating and assembling nametags, signage, and other promotional material.
- Assisted in the design of company marketing including flyers, publications, and web page.
- Provided customer service and support to employer clients including event and billing inquiries.
- Maintained revenue collection database, generated and distributed invoices.

**The Groundskeeper, Columbia, Missouri**  
**Sales and Marketing Process Coordinator, June 2002 – December 2004**

- Organized and managed various marketing work teams, orientations, and planning sessions.
- Trained work session participants on marketing fundamentals including outside market analysis.
- Created and implemented a multi-level strategic sales plan, which identified target markets and sales goals.

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**EDUCATION**

**Bachelor of Arts in Communication,**  
University of Missouri, Columbia, Missouri  
Cum laude graduate  
Graduation date: May 2001

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**SKILLS AND PROGRAMS**

- *Web and Design Programs:* Adobe InDesign, Photoshop, Illustrator, Acrobat, and Microsoft Publisher, FrontPage, Visual Interdev 6.0, and HTML.
- *Word Processing & Databases:* Microsoft Word, Excel, Outlook, and Access, Goldmine and ACT.

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**PROFESSIONAL AFFILIATIONS**

Promotions Marketing Association of America  
Public Relations Society of America

## ACTION VERBS

### Management/ Leadership

administered  
approved  
assigned  
attained  
chaired  
consolidated  
contracted  
coordinated  
delegated  
developed  
directed  
eliminated  
enhanced  
enforced  
established  
evaluated  
executed  
expanded  
generated  
headed  
hired  
improved  
incorporated  
increased  
inspected  
instituted  
managed  
motivated  
navigated  
organized  
oversaw  
planned  
presided  
prioritized  
produced  
recommended  
reorganized  
reviewed  
scheduled  
strengthened  
supervised  
unified

### Communication

addressed  
advertised  
arranged  
collaborated  
communicated  
composed  
condensed  
contacted  
convinced  
corresponded  
defined  
directed  
drafted  
edited  
elicited  
expressed  
formulated  
influenced  
interpreted  
interviewed  
judged  
lectured  
marketed  
moderated  
negotiated  
observed  
participated  
persuaded  
presented  
promoted  
publicized  
quoted  
reconciled  
recruited  
referred  
reported  
resolved  
responded  
spoke  
suggested  
synthesized  
translated  
wrote

### Research

analyzed  
clarified  
collected  
compared  
conducted  
determined  
evaluated  
examined  
extracted  
formulated  
gathered  
identified  
interpreted  
interviewed  
invented  
investigated  
located  
measured  
organized  
researched  
reviewed  
solved  
summarized  
surveyed  
tested

### Technical

applied  
assembled  
built  
calculated  
conserved  
constructed  
designed  
determined  
developed  
installed  
maintained  
operated  
programmed  
resolved  
specialized  
upgraded

### Teaching

adapted  
advised  
clarified  
communicated  
conducted  
coordinated  
critiqued  
developed  
enabled  
evaluated  
explained  
facilitated  
guided  
individualized  
instructed  
motivated  
stimulated  
taught  
trained  
transmitted  
tutored

### Creative

acted  
composed  
conceptualized  
created  
designed  
directed  
displayed  
entertained  
fashioned  
formulated  
founded  
illustrated  
introduced  
invented  
modeled  
originated  
performed  
photographed  
planned  
revised

### Helping

advocated  
aided  
answered  
assisted  
cared for  
clarified  
contributed  
counseled  
diagnosed  
educated  
encouraged  
explained  
facilitated  
familiarized  
furthered  
helped  
influenced  
insured  
mediated  
mentored  
provided  
referred  
rehabilitated  
resolved  
simplified  
supplied  
supported  
volunteered

### Financial

analyzed  
appraised  
audited  
balanced  
budgeted  
calculated  
computed  
estimated  
forecasted  
managed  
projected  
reconciled  
transferred

### Achievement

achieved  
completed  
developed  
implemented  
maximized  
perfected  
pioneered  
reduced  
sparked  
spearheaded  
succeeded  
surpassed

### Organizational

arranged  
catalogued  
categorized  
charted  
classified  
coded  
collected  
compiled  
corresponded  
distributed  
filed  
generated  
inspected  
maintained  
monitored  
operated  
organized  
prepared  
processed  
recorded  
reviewed  
scheduled  
sorted  
standardized  
submitted  
systemized  
updated  
validated  
verified

### NEXT STEPS

- ✓ Once you have constructed a first draft, have someone you know look at it or bring it in to the MU Career Center to have it reviewed by a Career Specialist
- ✓ Visit our Handouts link on <http://career.missouri.edu/resources> to download other handouts in our After College Planning series.