



UT CAREER SERVICES

2011-2012 RESUME WRITING GUIDE



Career Services

DIVISION OF STUDENT LIFE

865-974-5435

career.utk.edu

This is a comprehensive guide for preparing a resume that will be effective in getting a job interview. There are many references available on resume writing. This guide represents the most current information gleaned from references in the Career Exploration Center and from our continual interaction with employers, students, and alumni. There is no one way to write a resume, and no one should write it for you. The job seeker is the expert on him/herself and is, therefore, best qualified to present unique strengths and capabilities appropriate for specific career objectives.

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E01-0445-005-12 A project of Career Services, 100 Dunford Hall, (865) 974-5435.

The Resume

Purpose

The purpose of the resume is to provide employers with information about your abilities and experiences so they can assess your potential for a successful job match. The resume is a marketing document designed to catch the interest of an employer. First impressions are critical since as little as 15 seconds may be devoted to scanning each resume. The focus of the resume must be on the needs of the employer, not on the needs and desires of the job seeker. "Resume" means "summary," not "autobiography." Space is critical; carefully evaluate each item and its relationship to the career objective.

Preparation

Start preparing a resume by taking a complete inventory of your resources, i.e., higher education and training, work experiences, activities, and special skills. Particular emphasis should be placed upon achievements, especially as they relate to education and work experience.

The technical aspect of preparation involves consideration of two elements: format and content. Format is the structural component or how the information is organized and presented. Content is the information component or what is presented.

Format

There are two styles of format that are most commonly used for resumes: chronological and functional. Chronological style is used for an individual who is staying in the same field, has training and/or experience consistent with the career objective, has relevant job titles, or is applying for a job in a highly traditional field. This style is most effective for the majority of new college graduates. (See pages 10-11.)

Functional/Skills style emphasizes skill areas. It is most helpful for people who are changing careers, re-entering the job market, applying for positions for which their training and/or experience does not directly qualify them, or whose background does not emphasize their abilities for the job. The skill categories should be rank ordered to support the career objective. (See page 12.) You can also combine these formats and create a combination resume. (See page 13.)

Choose the format that you believe will best market your abilities in conjunction with your past experiences, unique skills, and immediate career objective. Sample resumes for each format can be found on pages 10-15.

There are samples of resumes, vitae, and business correspondence in notebooks in the Career Exploration Center along with current books and articles. The majority of the resume examples have been prepared by students and alumni and may, therefore, not be totally correct in every aspect; however, each has some recommended features.

General Tips

1. An employer will evaluate you as a person when scanning your resume:
 - a) neat resume = neat person
 - b) well-organized resume = well-organized person
 - c) error-free resume = careful person
 - d) professional appearance = careful and competent person
2. Be consistent in format. You may use centered or left-handed headings for any of the formats; however, be consistent in their use. Capitalization, underlining, boldface, and/or indentation may be used to direct the reader.
3. Present information only once on a resume, e.g., list employer followed by several job titles and/or time periods, or educational institution with two or more degrees.

4. Use parallel construction when listing skills. Start each phrase with an action verb. The following is a partial list of action words that may be used to describe your accomplishments and experiences:

Achieved	Conducted	Educated	Instituted	Outlined	Reviewed
Administered	Conserved	Engineered	Instructed	Oversaw	Revised
Advertised	Consolidated	Ensured	Interacted	Participated	Routed
Advised	Constructed	Established	Interviewed	Performed	Scheduled
Adjusted	Consulted	Evaluated	Interpreted	Planned	Searched
Aided	Contributed	Examined	Introduced	Prepared	Selected
Analyzed	Controlled	Expanded	Invented	Presented	Served
Approved	Coordinated	Experimented	Investigated	Processed	Sold
Arbitrated	Corresponded	Explained	Involved	Produced	Solved
Arranged	Counseled	Explored	Joined	Programmed	Sorted
Assembled	Debated	Facilitated	Judged	Projected	Spoke
Assigned	Decided	Filed	Lectured	Promoted	Studied
Assisted	Defined	Focused	Led	Protected	Suggested
Audited	Delegated	Formed	Listened	Provided	Summarized
Awarded	Delivered	Formulated	Logged	Publicized	Supervised
Balanced	Demonstrated	Fortified	Maintained	Published	Supplied
Began	Described	Founded	Managed	Purchased	Supported
Budgeted	Designed	Gathered	Marketed	Qualified	Taught
Built	Detected	Generated	Measured	Realized	Tested
Calculated	Determined	Guided	Moderated	Received	Trained
Catalogued	Developed	Handled	Modified	Recommended	Translated
Categorized	Devised	Helped	Monitored	Recorded	Tutored
Charted	Diagnosed	Hired	Motivated	Recruited	Updated
Coached	Directed	Identified	Navigated	Reduced	Utilized
Collaborated	Discovered	Implemented	Negotiated	Referred	Volunteered
Collected	Displayed	Improved	Observed	Rendered	Wrote
Combined	Disproved	Increased	Obtained	Reported	
Communicated	Distributed	Initiated	Operated	Represented	
Compared	Drew Up	Inspected	Ordered	Researched	
Completed	Edited	Installed	Organized	Restored	

5. Spell out numbers one through ten, e.g., “four” instead of “4.”
6. Avoid using parentheses; they tend to give a resume a cluttered look. Use a dash, comma, or series of dots instead.
7. Rank order major headings by relevance to the career objective so that the most significant information appears first.
8. Confine your resume to one page whenever possible. If you must choose between crowding material onto one page or leaving out relevant information, however, it is best to use a second page. Always put your name and “Page 2” on the second page.
9. Balance the material on the page. Use equal margins on all sides.
10. Double check for spelling, typographical, and grammatical errors, and have another person check your resume. Be careful when using a computer “spellcheck” program: You may misuse a word but the program accepts the word as correct, e.g., “to” instead of “two.” Any of these errors can relegate the resume to the wastebasket.
11. Use only letter-quality final copies. Final copy must be neat, well-organized, and easy to read.
12. Use 20# bond paper, and purchase additional paper for the cover letter. White, off-white, cream, tan, and pale gray are accepted colors for most areas. Pastels are not recommended. Creative fields such as advertising, graphic design, or performing arts have more leeway in using a variety of colors and formats, while other fields require a standard, conservative resume.

Note: The first impression is a lasting one. You don’t have a second chance to make a first impression!

Content

Title

“Resume” or “Resume of...” should be omitted unless the writer is in a creative field and has used an atypical format.

Identifying Information

At the top of the page, list your name and the address and telephone numbers of both present and permanent residences, if appropriate. Some writers believe that placing the heading on the left side should be avoided, since the name may be covered if materials are paper-clipped together. You may include a business address or telephone number if it is not a confidential job search. It is a good idea to also include your e-mail address. Internet home page URL may be included if it is a professional representation of you, but exclude it if it contains pictures of your dog, links to favorite Web sites, etc.

Career Objective

The purpose of the career objective is to communicate clearly the type of position in which you are interested and focus the content of the resume toward the job desired. It is usually written in up to four parts:

- type of position desired;
- kind of company, industry, or organization for which you want to work;
- any special skills or abilities that you have and would like to use (optional);
- strong geographic preference or restriction.

Many people like to add their desire to advance into management. This does not impress employers, however, unless you identify a specific management area compatible with your long-range career goals. Do not imply that the position desired is to gain experience for your own long-range career objectives. Do not mention graduate school plans.

The career objective must be condensed into one or two short simple phrases. Avoid the “shotgun” approach, i.e., using a very general career objective and sending it to numerous companies. Instead, prepare different resumes with different career objectives if you are looking for positions that are not similar in nature, such as sales or retail management trainee, or if you are looking for a similar position in two different types of companies, e.g., an accounting position in a public accounting firm or a corporation. Geographic desires can be mentioned here, but keep in mind that they might eliminate you from consideration.

Some examples of career objectives might include:

- Position as field service representative with national software corporation.
- Management trainee position with a specialty retailer. Willing to relocate and work long hours.
- Technical sales with an energy-related industry in the Southwest.
- Long-range goal of regional sales management.

Following the career objective, order the major headings by importance to the career objective. If you are completing a degree that qualifies you for your career objective, start with **Education**. After you have been in a job for a year or more, experience will usually outweigh education and should precede it. If you are applying to educational institutions, however, always show education first, regardless of date of degree(s).

Education

Degrees should be listed in reverse chronological order with the most recent listed first. Information should include degree granted; date of graduation; college or university, city, and state (if the state is not part of the institution's title); major and minor, if applicable. Check the catalog to see how your degree will read, e.g., B.S. in Business Administration with a major in Finance, B.A. in English with a concentration in Creative Writing. It is not necessary to include core courses, but you may list elective coursework that is relevant to your career objective. Indicate dissertation and/or thesis title for graduate work.

Exceptions:

- If the resume is for part-time work, internships, or a co-op position, and the date of graduation has not been determined at this time, use the inclusive dates of attendance at the institution rather than graduation date.
- Use inclusive dates of attendance for other institutions when a degree was not granted.

Include certifications or licenses relevant to your major and career objective, such as teaching certifications or engineer-in-training.

Degrees received below the bachelor's level as well as other schools attended (including high school) need not be listed unless they are of special significance to the career objective. For example, attendance at a school in an area where you want to work can be used to let employers know that you are familiar with the area, an added advantage in being hired. This type of information could also be included under the heading of **Additional Information**.

In listing your grade point average (GPA) always include the grade basis, i.e., 3.3/4.0 means a cumulative grade point of 3.3 on a 4.0 scale. Carry out your decimals evenly. **Any** favorable GPA can be included, as long as it is clearly labeled, e.g., GPA in major, core curriculum, or upper division courses. For students participating in on-campus interviews, it is recommended to include GPA on your resume, even if it is below a B.

Amount of College Expenses Earned

Employers are interested in knowing the percentage of money earned for college expenses and the source(s) of income. This information may imply to some employers that a student who has worked while attending college has developed certain personality traits that are valuable in a work setting, e.g., time management, ability to meet deadlines under pressure, motivation, goal setting, and the like. It may also indicate that the student's grades may not be as high as they might have been had he/she not had to work. Include all living costs while in school, not just tuition, fees, and books. Financial resources could include scholarships, loans for which you are responsible, grants, summer and part-time earnings and savings.

Exception: Include only if 40% or more. May be shown as a separate entry at the end of Experience section if funds are mainly from employment; under Additional Information or Education if from other sources.

Honors and Awards

Honors, awards, and scholarships are important items and should be rank ordered by importance to the career objective. High school honors and awards should be included only if related to the current career objective. If you have only one entry, include it with educational information rather than under a separate heading or combine it with Activities.

Experience

Use the term “experience” instead of “work history” or “employment,” so that you can include full and part-time jobs, self-employment, volunteer work; and practicum, field, and cooperative education experiences. Start with the most recent experience and work back in reverse chronological order. Do not go back more than five years for work experience **unless** it strongly relates to your current career objective.

Indicate the job title, employer, city, state, and dates of employment. The order of these entries depends upon what is being emphasized, i.e., if job titles are relevant to the career objective; put them first. If the employer is well-known, however, the organization can be placed before the job title.

Describe your functional skills in short, snappy phrases, starting with descriptive action verbs (see page 2 for a sample list of action verbs). Avoid the use of personal pronouns and complete sentences. Do not be wordy; be specific. Convey accomplishments and problem-solving skills. Emphasize the following: leadership potential; organizational ability; communication skills, both verbal and written; ingenuity; and teamwork. Include any promotions received, particularly if within a short time period. Indicate measurable results, e.g., “Increased productivity by 15 percent.”

Do not start descriptions with “responsibilities were” or “duties included.” Avoid words like “helped” and “worked”; instead, describe the tasks that were performed.

Use past tense for past jobs and present tense for present jobs. Describe skills, not duties. Vary the words used in descriptions of similar jobs.

Rank order the phrases by importance to the career objective; thus, if the employer only reads one phrase, he/she will get the most relevant one!

Write the year only once if both months fall within it, e.g., June–September, 20__ , or use Summer 20__ or Fall Semester 20__. You may also use periods of time versus actual dates, e.g., “two years,” “six months,” and so forth. This is helpful when there are gaps in employment or no recent work experience.

If you have cooperative education experience, internships, or practicums, it is recommended that you use a major heading of “Co-op Experience,” “Internship” or “Practicum Experience,” for example, and list the experiences in reverse chronological order. Then use the heading, “Other Experience,” for other jobs.

Additional major headings for experience include, “Relevant Experience,” “Professional Experience,” “Teaching Experience,” “Research Experience,” and so forth. In a health field, the term “Clinical Experience” can also be used. You can choose only one of the suggested headings, such as “Experience,” or use all that apply, depending upon whether you want to emphasize related experiences or a variety of positions and areas in which you have experience.

If you want to highlight only two or three jobs, but have had many others, you can include a “blanket” statement such as: “Have held various other part-time and summer positions since early high school.”

Professional Affiliations and Activities

Rank order professional associations, leadership positions, and other activities by importance to the career objective. There is no need to say “Member of...” Emphasize your leadership roles. Spell out the name of the organization; do not use abbreviations or acronyms. If active in political or religious groups, refer generally to the group rather than to specific party or denomination, e.g., “Campus religious organization, Vice President 20__ to 20__,” or “Campaign Worker, State Senate race.” An exception is when you are applying for a position with that group, in which case you would want to identify it.

Additional Information

Include this category only if the content will include more information than interests and hobbies, and if it will expand the information related to the career objective, e.g., a farm background if the job desired is in agribusiness. Also include any specialized skills, training, certification, or licenses not related to the career objective such as foreign language ability, ability to sign for the deaf, pilot's license, chauffeur license, CPR, etc. Many employers desire computer skills and you may want to include this information (programs, languages, applications, hardware, etc.). Depending on your skill level, you may prefer to have a separate Computer Skills heading. Other relevant data such as "Traveled throughout Europe" can also be listed.

Include unique experiences: They sometimes get attention. For example, a student who was a finance major reported that, after much deliberation, he included under **Additional Information** his tour of Europe with the Chattanooga Boys Choir when he was six years old. Every employer with whom he talked asked him about the experience and remembered him by it. Do not, however, include interests that would appear to be dangerous or negative, such as hang gliding or motorcycle racing.

Date Available for Employment

Employers consider this information significant if your date of availability does not coincide with your graduation date. Most employers will assume you are available for work within a month of your graduation date. If the date is over two months' time, list it on the resume and include it in the cover letter. Never circulate a resume that mentions a date of availability that has passed. Remove the date or replace it with a future date.

References

It is not necessary to include a line stating that references are available upon request; it is assumed you can provide references. However, if your resume is short and you want to include this item, it is acceptable. Never list a person as a reference without first asking him/her for permission. If you haven't talked to them in a while, be sure to contact them and reconnect. Then provide each reference with a copy of your resume and the job description. Use professors, advisors, and employers as references. Do not use personal or family friends or clergy unless personal references are specifically requested.

Exception: All majors in Architecture and Planning are advised by their school to include references on their resume. List three to four: include name, title, organization, complete business address with zip code, and area code with the telephone number. It is also appropriate to include an e-mail address.

Choose a format that best fits your needs and preferences and matches your resume format. For formatting ideas, see the included examples.

Davy Crockett

County Road 23
Greenville, TN 37743
(423) 555-4234
davycrockett@utk.edu

References

Ms. Samantha Cunningham
Owner, Cunningham Family Farm
54 County Road
Knoxville, TN 37919
(865) 555-3276
scunningham@cunninghamfarms.com

Dr. Jim Bob Tennessee
Associate Professor
Department of Animal Science
The University of Tennessee
100 Volunteer Blvd.
Knoxville, TN 37996
(865) 555-4444
jimbob@utk.edu

Mr. Smokey D. Dog
Owner, Smokey's Cafe
67 Main Street
Greenville, TN 37743
(423) 555-2223
smokeydog@mansbestfriend.com

CARL WALTER YOUNG

55 CALLAWAY DRIVE • KNOXVILLE, TN 37919 • (865) 555-4022
CYOUNG@GMAIL.COM

REFERENCES

Dr. Jim Bob Tennessee
Associate Professor
Department of Animal Science
The University of Tennessee
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Ms. Samantha Cunningham
Owner, Cunningham Family Farm
54 County Road
Knoxville, TN 37919
(865) 555-3276
scunningham@cunninghamfarms.com

Mr. George Michael
Advisor, Students for the Betterment of Society
The University of Tennessee
100 Student Services Building
Knoxville, TN 37996-4010
(865) 555-9942
gmichael@utk.edu

Other Areas

Personal Information:

Personal information, such as age, height, weight, marital status, state of health, etc., should be omitted since it can lead to violation of Equal Employment Opportunity Guidelines. Do not include a picture with the resume for the same reason.

Exceptions: Include any of the above information if:

- a) it is relevant to the job, e.g., the person's age if the job is in an establishment that serves liquor;
- b) it would support the career objective, e.g., a picture of the applicant if the job objective is for modeling or acting, or if
- c) the writer has a disability and wants an employer to know about it before the interview, e.g., "Health: Legally blind but am completely independent, live alone, participate in social activities, use public transportation, and have successfully completed a bachelor's degree with a 'B' average." (Note that achievements have been stressed.)

Do: Include citizenship or visa status if you are not a U.S. citizen or if there could be some confusion or misunderstanding with your name.

Portfolio

In areas of art, architecture, and communications, an employer would expect to know about the availability of a portfolio. Use "Portfolio" as a major heading and state, "Available at time of interview" or whatever is applicable. Include the heading immediately before the References heading in the format.

Scannable Resumes

Electronic applicant tracking is being used by leading businesses and organizations. Resumes are scanned into the computer as an image. Then artificial intelligence "reads" the text and extracts important information about you such as your name, address, phone number, work history, years of experience, education, and skills. Internal applicant tracking systems have become an integral part of the way employers do business. Many employers will state in the job ad to send a scannable resume. Many mid-sized to large employers are using this system, and smaller employers are buying time on systems operated by commercial firms. Be alert for this information in the ad and don't hesitate to inquire if a scannable resume is needed.

Recruiters and managers access a resume database in many ways, searching for your resume specifically or searching for applicants with specific experience. When searching for specific experience, they'll search for key words, usually nouns such as "writer," "BA," "marketing," "C++," "Society of Technical Communications," "Spanish" (language fluency), "San Diego," etc. Make sure you describe your experience with concrete words rather than vague descriptions.

NOTE: The computer system will extract words and information from your statements; you can write your resume as usual.

Format

The computer can extract skills from many styles of resumes such as chronological (list and describe up to six jobs in order by date), achievement (describes achievements rather than job titles), functional (organize by skills rather than job titles), and combinations of resume styles.

The most difficult resume for the computer to read is a poor-quality copy that has an unusual format such as newsletter layout, adjusted spacing, large font sizes, graphics or lines, type that is too light, or paper that is too dark.

Tips for Maximizing scannability:

- Do not fold or staple.
- Use white or light-colored 8 1/2 x 11 paper, printed on one side only. Use a laser printer.
- Use standard typefaces such as Helvetica, Futura, Optima, Univers, Times, Palatino, New Century Schoolbook, and Courier. Avoid serif fonts. Use a font size of 10 to 14 points. (Avoid Times 10 point.)
- Don't condense spacing between letters; use boldface and/or all capital letters for section headings as long as the letters do not touch each other.
- Avoid fancy treatments such as italics, underlining, shadows, and reverses (white letters on black background).
- Avoid horizontal and vertical lines, graphics, and boxes; avoid two-column format or resumes that look like newspapers.
- Place your name at the top of the page on its own line. Your name can be up to 32 points in size. Use standard address format below your name.
- List each phone number on its own line.

Content

The computer extracts information from your resume. You can use your current resume; however, once you understand what the computer searches for, you may decide to add a few key words to increase your opportunities for matching requirements or getting "hits."

Tips for Maximizing "Hits":

- Use enough key words to define your skills, experience, education, professional affiliations, etc.
- Describe your experience with concrete words rather than vague descriptions. For example, it is better to use "managed a team of software engineers" than "responsible for managing, training..."
- Be concise and truthful.
- Use more than one page if necessary. The computer can easily handle multiple-page resumes, and it uses all of the information it extracts from your resume to determine if your skills match available positions. It allows you to provide more information than you would for a human reader.
- Use jargon and acronyms specific to your industry. (Spell out acronyms for human readers.)
- Increase your list of key words by including specifics, for example, list the names of software you use such as Microsoft Word and Lotus 1-2-3.
- Use common headings such as: Objective, Experience, Employment, Work History, Positions Held, Appointments, Skills, Summary, Summary of Qualifications, Accomplishments, Strengths, Education, Affiliations, Professional Affiliations, Publications, Papers, Licenses, Certifications, Examinations, Honors, and References.

Sarah Jane Jones

1521 Cumberland Ave. • Knoxville, TN • 37916 • (865) 595-0000 • jones@utk.edu

Objective Sales Representative with a major manufacturer with opportunity to advance into management

Education **The University of Tennessee** Knoxville
May 2012 *Bachelor of Science in Business Administration, Marketing*
Overall GPA: 3.2/4.0
Completed 12 hours in Retail and Consumer Science

Honors Dean's list four semesters
Phi Chi Theta, Professional Women's Business Fraternity

Experience **BELK** Knoxville, TN
August 10 - present *Salesperson*

- Sell women's clothing and suggest appropriate accessories
- Conduct inventory; arrange displays of merchandise
- Received performance-based salary increases

Summers 09 - 10 **DILLARD'S DEPARTMENT STORE** Nashville, TN
Salesperson/Clerk

- Promoted to Salesperson after three months; sold clothing and accessories in Junior Department
- Designed and arranged displays for Back-to-School promotions
- Assigned to buyer for six weeks, included a trip to New York market

August 08 - May 09 **WALGREENS** Knoxville, TN
Cashier

- Collaborated with store manager on orientation and assignments for new employees
- Oversaw cash drawer and made bank deposits
- Assisted pharmacist as needed

Activities **American Marketing Association**, 2008 - present
Vice President, 2010 - 2011
Treasurer, 2009 - 2010

Delta Delta Delta Sorority, 2008 - present
Panhellenic Representative, 2010 - present
Rush Chairman, 2009 - 2010

- Coordinated eight committees
- Increased membership by 20%

Additional Information Financed 60% of college education through employment and loans
Familiar with Microsoft Word, Excel, Lotus and the Internet
Working knowledge of Spanish
Traveled extensively throughout the U.S. and Europe

sample chronological resume

John Doe

Current Address:
1234 Forest Ave.
Knoxville, TN 37916

(865) 555-2222
johndoe@utk.edu

Permanent Address:
2222 Lockhill Lane
Bean, MN 55432

sample chronological resume with related experience

OBJECTIVE Industrial Engineering position utilizing training in leadership and development and internship experience in manufacturing.

EDUCATION **The University of Tennessee, Knoxville** May 2012
Bachelor of Science in Industrial Engineering
Overall GPA: 3.3/4.0 Major GPA: 3.8/4.0

- Financed 50% of education and living expenses during college through co-op program

HONORS Howard Robinson Scholarship: Award for top UT Engineering students
Dean's List four semesters

ENGINEERING EXPERIENCE **ABC Boats/University of Tennessee Industrial Engineering** Knoxville, TN
Senior Project - Development and Design Aug. 2011 - Apr. 2012

- Served on student-led development team researching and analyzing work measurement in support of an engineered labor standards program
- Evaluated and recommended improvements to maximize workflow and spatial utilization

Saturn Corporation Spring Hill, TN
STAR Student Intern Summers 2009 - 2011

- Successfully coordinated the implementation of over 500 Operation Certification boards throughout the six modules of Vehicle Systems as part of GM's Global Manufacturing System strategic plan
- Performed a significant number of stop-watch time studies on the job cycles of over 40 new KUKA robots in an effort to correct slow work-stations
- Participated in a study that successfully solved robot welding problems caused by improper loading of car body doors on carriers

OTHER EXPERIENCE **Walgreens Drug Stores** Knoxville, TN
Cashier Feb. 2009 - Sept. 2010

- Assisted store manager in training and assigning five new employees
- Oversaw cash drawer and made bank deposits up to \$3000

ACTIVITIES **National Society of Black Engineers (NSBE)**
Membership Chair

- Increased membership by 10% and led two highly successful campaigns targeting women and honors program students

Habitat for Humanity - UTK Chapter

ADDITIONAL INFORMATION Familiar with Microsoft Office, MATLAB, AUTOCAD, C/C++
Fluent in Spanish - traveled extensively throughout Spain and Portugal

Sarah Jane Jones

1521 Cumberland Avenue
Knoxville, Tennessee 37916

865-595-0000
jones@utk.edu

Objective:

A full time position in consumer product sales that utilizes communication and interpersonal skills

Relevant Skills:

Selling

- Demonstrated ability to sell goods in three retail stores during the past three years
- Earned "Top Sales Associate of the Month" honors on five occasions
- Surpassed weekly sales quotas consistently

Marketing/Promotion

- Designed and arranged award-winning displays for Back-to-School promotions in Junior Department
- Participated in class project identifying East Tennessee market opportunities; used research to plan and implement a competitive marketing strategy
- Assigned to Junior Department buyer for six weeks, including trip to New York market
- Increased sorority membership by 20% as Delta Delta Delta Rush Chairwoman
- Attended Atlanta American Marketing Association (AMA) regional conference and four Knoxville AMA chapter meetings

Leadership

- Assisted store manager in orienting and assigning new employees
- Elected as sorority representative to Panhellenic Council and served as elected representative to Panhellenic National Convention
- Coordinated eight sorority committees including public relations, risk management and ethical standards
- Promoted from clerk/typist to salesperson after three months

Communication

- Conversational in Spanish
- Wrote new employee training manual for all new sales associates
- Selected to lead class presentation of marketing project results; team received only "A" grade in the section
- Made cold calls and follow-up visits to vendors throughout the region to support sorority philanthropy events
 - Generated more than \$2000 in goods and financial support from companies
- Kept accurate, current computer records of inventory using Microsoft Excel and Access

Activities:

Global Leadership Scholars	2009 - Present
American Marketing Association	2009 - Present
Delta Delta Delta	2008 - Present

Honors:

High Honors (four semesters)
Scholarships: University, HOPE, and Panhellenic

Education

THE UNIVERSITY OF TENNESSEE Bachelor of Science in Business Administration GPA 3.57/4.00	Knoxville, TN Major: Marketing May 2012
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Experience

Belk , Knoxville, TN <i>Sales Associate</i>	May 2010 - present
Dillard's Department Store , Knoxville, TN <i>Salesperson</i>	August 2009 - May 2010
Walgreens Drug Store , Nashville, TN <i>Cashier</i>	January 2008 - June 2009

Sarah J. Jones

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Summary of Skills:

- Communicated with local social service agencies to schedule appointments for clients
- Informed clients of responsibilities surrounding child welfare, health and safety
- Utilized basic counseling techniques to encourage healthy lifestyles among young women
- Facilitated group interaction and multiple hands-on activities
- Supervised up to 10 children and adults in various roles

Education

The University of Tennessee, Knoxville

Bachelor of Arts in Psychology

Minor: *Child and Family Studies*

May 2012

GPA: 3.7/4.0

Related Experience:

Child and Family Tennessee

Knoxville, TN

July 2011 - Present

Prevention Services Supervisor

- Teach independent-living skills to expectant adolescent mothers; average independent caseload of approximately 5 mothers
- Assess and evaluate programming as part of a five-person team
- Co-facilitate support group of 15 mothers meeting weekly for one hour
- Lead team of eight university volunteers assisting with independent-living skills class, community programming and administrative duties

Blount County Children's Home

Maryville, TN

May 2010 - Aug. 2010

Student Counselor

- Supervised a group of ten at-risk children
- Organized activities, taught swimming, led hikes
- Intervened in crises situations; made calls to Mobile Crisis Units, KPD, and 911
- Resolved disputes among children utilizing official policies and procedures and de-escalation techniques

Other Experience:

Amerigo: An Italian Restaurant

Brentwood, TN

May 2011 - July 2011

Head Hostess

- Trained new servers and hostesses
- Created and maintained the hostess schedule for a team of six hostesses

Dillard's Department Store

Knoxville, TN

Sept. 2008 - May 2010

Sales Associate

- Provided customer service in selection of merchandise
- Resolved customer complaints and completed return transactions in a professional, customer friendly manner

Community Service:

Mental Health Association of East Tennessee

2011 - present

Boys and Girls Club Volunteer

2009 - 2011

Honors:

Phi Eta Sigma

Dean's List 7 of 7 Semesters

Jennifer Martin

123 My Street

Knoxville, TN 37996

865-555-111

jmartin@aaa.com

AREAS OF EXPERTISE

- Product Management
- Sales Execution
- Strategic Planning
- New Product Development
- Engineering Management
- New Market Development
- Team Leadership
- Marketing
- Product Ideation

PROFESSIONAL EXPERIENCE

Petfo Corporation, Knoxville TN

2008 - 2011

Strategic Business Unit Director

- Accountable for driving profitable growth in \$34M Pet Door Strategic Business Unit (SBU).
- Managed and achieved performance objectives for revenue, profit growth, product quality standards and forward-looking new revenue sources.
- Directed 11 professionals including mechanical and electrical engineers, market manager and supply chain specialist.
- Combined three acquired companies into a single entity.
- Managed vendor consolidation from six to two suppliers and SKU rationalization process resulting in a 7 base point increase in gross profit margin percent.

Accomplishments

- Revenue increase of 36%, from \$25M to \$34M in three years.
- Pioneered new TECH radio frequency product application which was introduced in two new products and will provide a defensible new product launch platform for years to come.
- Launched four additional new products based on consumer needs analysis resulting in annual revenue impact of \$4.5M at a 55% gross margin.
- Established a New Product Concept Asset list with \$7.5M of potential new product revenue.
- Developed a Cost Reduction Concept Asset List with the potential of \$2.1M annual savings.

Kimberly Clark, Neenah, WI

2004 - 2007

Marketing Director

- Directed all marketing and product development opportunities for a \$75M disposable paper products line targeted to the health care market.
- Led a cross-functional team achieving a gross margin increase of \$600K, with no additional capital investment.
- Worked with a third party resource to establish first ever market measurement database.

Accomplishments

- First ever new product development program yielding an incremental annual sales increase of \$1.5M from Plus Size products and medical kit packs.

Green Giant Foods, LeSueur, MN

1996 - 2004

Director Sales and Marketing

- Directed all sales and marketing activities for the start-up Green Giant's Steamers consumer brand.
- Hired four grower partners who licensed the brand from Green Giant and marketed it nationally.
- Co-managed Green Giant's sales team calling on the top 100 U.S. wholesalers and retailers.
- Directed an actual-based marketing budget of \$500K. Executed brand packaging, sales collateral, point-of-sales merchandising aids and coupon programs.

Accomplishments

- Achieved \$50M retail sales in two years

EDUCATION

The University of Tennessee -- Knoxville

MBA, with emphasis in Marketing and Management

BBA, with double majors in Marketing and Finance

TECHNICAL SKILLS & TRAINING

Microsoft Office, SAS, Adobe Premier, Acrobat Pro, and Photoshop, formal training in HTML

Dale Carnegie Sales Training

sample experienced

Business Correspondence

Cover Letter (Letter of Inquiry, or Letter of Application)

A cover letter contains an explanation of or additional information about an accompanying communication, such as a resume. It is sometimes called an application letter or letter of inquiry, whether it is sent in response to a job opening or mailed to a company for which you would like to work. Employers receive hundreds of letters and resumes for each advertised position vacancy.

Your letter, therefore, will have to be well-written and designed to attract attention in a positive way in order to receive a favorable response. Your cover letter should communicate something personal about yourself along with information that is specific for the division, organization, or company to which the letter is being sent. This lets the reader know that you have spent some time researching the organization and writing a personal letter. Form letters elicit a negative reaction, if not a toss into the trash can.

To receive a positive response, it is imperative that you research every company to which you apply in order to give knowledgeable and specific reasons for your interest in that company and how you can meet their needs through your qualifications, experiences, and personal qualities. **Do not repeat your resume.** Use the cover letter to interpret and expand the resume, stressing relevant details in a personalized fashion. Communicate your ability to assist and support the organization. State explicitly how your background relates to the specific job; emphasize your strongest and most pertinent characteristics. The cover letter should demonstrate that you know both the company and yourself.

Cover letters should never be duplicated. Each must be individually written and originally typed, single-spaced on a good quality bond paper matching the paper used in your resume. The cover letter should be one page in length and addressed to a specific individual in charge of the department or unit in which you want to work or to the human resources department. Different employers handle resumes differently and you might want to try writing to both.

There are several formats that may be used in writing your cover letter. If you are not familiar with them, check the references in the Career Resource Center. Use simple, direct language and correct grammar. Triple check the letter to be absolutely sure there are no spelling, typographical, or grammatical errors.

Remember: The letter and resume are examples of your written communication skills and organizational abilities.

A sample format for a cover letter follows. Because your letter of application must communicate your ambition and enthusiasm in a unique and assertive manner, a sample letter has not been included. Use the guidelines to write your own letter applicable to the position and company, and to individualize your background and abilities.

221 Main Street
Knoxville, TN 37916
May 17, 20__

Mr. Fred Isenhower
Vice President of National Sales
Drexel Heritage Furnishings
1515 Industrial Park Drive
Drexel, NC 28619

Dear Mr. Isenhower:

First Paragraph. In the initial paragraph, state the reason for writing the letter, specify the position or type of work for which you are applying and indicate from which resource (friend, employment service, news media, placement center) you learned of the opening or received his/her/their name.

Second Paragraph. State why you are interested in the position, the company, its products or services, and, above all, indicate what **you can do** for the employer. If you are completing a degree or are a recent graduate, explain how your academic background qualifies you for the position. If you have had some practical work experience, point out specific achievements or unique qualifications. Highlight your strengths and achievements and state how they suit you for the position. Provide details and explanations that are not found on your resume. Indicate what you can do for the organization: Do not inquire about what the organization can offer you.

Third Paragraph. Refer the reader to the enclosed resume or employment application that summarizes your qualifications, training, experiences, and the like. Assure the employer that you are the person for the job.

Concluding Paragraph. Initiate the next follow-up whenever possible, i.e., "I will call you..." "I will be in your city on a certain date and would like to meet..." "Are you recruiting at a school in my area..." Exceptions are newspaper or other ads where you cannot identify the person. Indicate your flexibility, repeat a phone number (or add a different number where you can be reached during certain hours, if appropriate), and offer any assistance necessary to help obtain a speedy response.

Sincerely yours,

Jane H. Smith

Enclosure

sample cover letter

21st Mortgage Corp



Apply today for an exciting career opportunity

21st Mortgage, a Berkshire-Hathaway company, is a full-service, nationwide lender providing affordable financing for affordable housing. All positions are located in our offices in One Centre Square in downtown Knoxville Tennessee

Our loan servicing team provides outstanding customer service to our 138,000 customers across the country. Our innovative programs provide payment assistance when necessary, to deserving customers, who may be experiencing financial difficulty during these hard economic times. These servicing positions can lead to great career opportunities in other areas of the company as we use this department as our source of applicants for all other positions.

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Number ONE employer of
recent UT grads...last 5 years

We offer career opportunities regardless of major. No previous work experience required.

We Offer

- \$32 to \$38K starting compensation
- Paid Training
- 401K, 100% match up to 6%
- Medical, Dental, Vision
- Direct Deposit
- Parking Allowance
- Health Club Reimbursement
- Associate referral bonus
- Advancement potential

You Need

- Good communication skills
- Desire to learn our business and advance
- Great interpersonal skills
- Strong work ethic
- Positive personality

You Don't Need

- A specific major
- Any work experience

Offices are located at
620 Market Street
Knoxville, Tennessee



APPLY TODAY

WWW.21STMORTGAGE.COM