



CAREER
OPPORTUNITIES

CREATING CAPTIVATING RESUMES

OPEN DAILY

Mon - Thurs

8AM - 5:30PM

Friday

8AM - 3PM

Location: Student Union
(Behind Starbucks)

Room # 2218



OFFICE OF CAREER OPPORTUNITIES

Sections of a Resume

A. Heading

- Include name, address, phone number, and email address. Make sure the information is current.
- Let anyone who may answer your phone (roommates, parents, friends) know you will be expecting phone calls from potential employers! Make sure they take a complete and accurate message in a professional and polite manner.
- Be professional when answering your phone or recording the greeting on your phone – avoid music in the background, sarcastic messages, cussing, etc.

B. Objective or Professional Summary

- A job objective is an optional, brief statement stating the type of position you're seeking. Generally, an objective is used by someone who has recently graduated or has very little experience. It is optional on the resume, but should be included in your cover letter.
- A professional summary is one to three sentences at the beginning of your résumé to help describe the value you bring through your skills and experience. It is more common than an objective, but is also optional.

C. Education

- Include degree, major (minor) or program, school, and graduation date (month/year).
- Spell out the degree you are receiving and include GPA if it is 3.0 or higher.
- May also include an additional section listing relevant courses (3000 level and above only) or descriptions of specific academic projects.

D. Experience

- Include company name, city and state where you worked, your title, date of employment, and duties.
- List each job in reverse chronological order (starting with most recent).
- Duties may be listed as bullets or in paragraph form. However, bullets are advised in most cases for easier reading. Phrase duties in terms of what you accomplished rather than what was required of you and include as much quantifiable information as possible.

E. Skills

- Consider skills you have in communication, conflict resolution, computers, leadership, foreign languages, etc. *Remember, you should select skills relevant to the job you are applying for.*
- Try to give three to five statements describing the skills that are most relevant to the position.
- Skills may be developed from paid employment as well as volunteer work, internships, activities, and coursework.

F. Honors and Activities

- Include any organizations or committees in which you have been involved.
- Provide information on any offices held, committees served, awards, scholarships, etc. May bullet or provide in paragraph form. If there are too many, list only the most relevant or create two sections.

G. References

- You may simply state “References available upon request” or you may choose to leave this section off. However, be prepared to provide references during the interview or when requested.
- If you choose to include references with your resume, list them on a *separate page* with your name and contact information at the top followed by the section title REFERENCES. The Reference Page should be typed in the same format as your resume. You’ll need 3-5 professional references and should request permission before listing an individual as a reference. Include the individual’s name, title, organization, address, and phone number as listed below. Under Relationship include a brief description (as shown below) to indicate how that individual knows you.

Mr./Ms./Dr. Name, Title

Organization

Address

Telephone Number

Relationship: Academic Advisor, Current Supervisor, etc.

Types of Resumes

Chronological – Focuses on work history. This format is useful if you are currently working or have worked recently and the work experience is related to your job objective.

Functional – Focuses on your skills and qualifications rather than your actual employment/job titles. A functional format is beneficial if you have been out of work for a length of time, if you have worked for the same company for numerous years, or if you have held several unrelated jobs. If you utilize this format, you will want to provide two to three (no more than five) skill sets and elaborate on how you have developed such skills.

Combination – Utilizes components of the above two formats. Typically used by individuals who have a strong background and find certain characteristics of each useful. A list of skills is provided in addition to describing any relevant experience.

Points to Remember

DO	DON'T
Provide information that is positive and relevant to the job objective.	Provide the reader with your life history or negative information that is not required.
Make use of spacing, bold, capitalization, italics, and indentation to make the resume visually appealing.	Overuse different fonts, graphics, etc. in a way that becomes distracting.
Try to limit to one or two pages. The employer will not take the time to read your resume word for word during the initial screening of resumes.	Include information that is irrelevant simply to fill space.
Use correct terminology related to the industry you are interested in.	Misuse words simply because it sounds impressive or abbreviate terms even when used correctly.
Print resume on 8 ½” X 11” paper. White is preferred but neutral colors are acceptable. Also, do not print in colored ink.	Use paper of an unusual size or color. Fluorescent colors, dark paper, and colored ink are not viewed as professional.
PROOFREAD!!! Check your resume for grammar, punctuation, and spelling. Ask others to critique it.	Assume the computer spell check will catch every mistake.
Leave out information regarding ethnicity, religion, marital status, and age.	Include a photograph or physical description of yourself.

ACTION WORDS

Refer to the list below for help in selecting the right word when writing your resume and cover letter. Remember that the words you use must convey the skills you have developed that are applicable to the position you are applying for. *Utilize past tense for previous positions and present tense for current positions.*

Ability	Conceive	Encourage	Launch	Proficient	Serve
Accomplish	Conduct	Establish	Lead	Promote	Set
Account	Confirm	Estimate	Lecture	Propose	Simplify
Achieve	Conserve	Evaluate	Locate	Protect	Solve
Active	Consistent	Examine	Log	Prove	Spearhead
Adapt	Consolidate	Expand	Maintain	Provide	Speculate
Advise	Construct	Expedite	Manage	Qualify	Sponsor
Analyze	Consult	Explain	Manipulate	Realize	Study
Answer	Contribute	Facilitate	Manufacture	Receive	Substantial
Apply	Control	File	Measure	Recommend	Succeed
Approve	Coordinate	Formulate	Mediate	Record	Summarize
Arbitrate	Copy	Found	Memorize	Recruit	Supervise
Arrange	Correspond	Gather	Modify	Reduce	Supply
Assemble	Counsel	Generate	Monitor	Refer	Support
Assess	Create	Guide	Motivate	Regulate	Synthesize
Assign	Decide	Handle	Negotiate	Reinforce	Teach
Audit	Decrease	Help	Obtain	Relate	Technical
Build	Define	Identify	Offer	Reorganize	Test
Calculate	Delegate	Illustrate	Operate	Repair	Train
Capacity	Deliver	Implement	Order	Represent	Translate
Categorize	Demonstrate	Improve	Organize	Research	Troubleshoot
Chart	Design	Increase	Originate	Resourceful	Tutor
Classify	Detect	Influence	Outline	Respond	Unite
Coach	Determine	Initiate	Participate	Restore	Utilize
Code	Develop	Install	Perform	Retrieve	Vault
Collaborate	Devise	Institute	Persuade	Revamp	Verify
Collect	Diagnose	Instruct	Pertinent	Review	Versatile
Communicate	Direct	Interact	Plan	Revise	Vigorous
Competent	Discover	Interpret	Prepare	Revitalize	
Compile	Distribute	Interview	Prescribe	Route	
Complete	Edit	Invent	Present	Schedule	
Compose	Effective	Invest	Print	Search	
Compound	Elaborate	Investigate	Process	Select	
Compute	Eliminate	Judge	Produce	Sell	

Chronological Resume SAMPLE

AJA TAYLOR

2212 Pink Street ■ Valdosta, GA 31601 ■ ataylor@valdosta.edu ■ 229-222-7821

EDUCATION

Valdosta State University

Bachelor of Business Administration, Marketing
Minor in Advertising & Promotions

GPA 3.5

Valdosta, GA

May 20XX

Study Abroad, Spain, University of Barcelona, Summer 20XX

Microsoft Certification, VSU Continuing Education, December 20XX

RELEVANT EXPERIENCE

Sales Representative

Uriel Brown

May 20XX - Present

Atlanta, GA

- Respond to all customer inquiries pertaining to products thoroughly and professionally
- Place special merchandise orders for customers
- Record purchase transactions promptly and efficiently
- Answer customer questions about product availability and provide suggestions
- Accurately log all daily shipping and receiving orders
- Conduct presentations about products to generate purchase interest

Social Media Ambassador

Freelance Marketing Consulting

20XX-20XX

Atlanta, GA

- Promoted hair extension on Facebook, Instagram, Twitter, and Snapchat
- Social media presence increased sales by 25% in 3 months
- Established clientele from Atlanta to Tallahassee
- Fulfilled and shipped client order

TECHNICAL SKILLS

- Microsoft Office Applications, Illustrator, InDesign, Wordpress, Vector Marketing
- Social Media Content Management and Marketing (Twitter, Facebook, Instagram)

ACTIVITIES/HONORS

- American Marketing Association
- Member, National Honors Society
- Member, Zeta Tau Alpha

Functional Resume

JANE ROLLE

1500 North Patterson St. • Valdosta, GA
Phone: 242-333-5942 • Email: jrolle@vadosta.edu

SUMMARY OF QUALIFICATIONS

Innovative risk-taker with 7 years marketing experience. Excels at analyzing data to create critical solutions, establishing vision and initiating change, and motivating teams to achieve exceptional results. Proficient on Microsoft Office programs (Word, Excel, Publisher, PowerPoint and Outlook) and various social media applications (Facebook, Twitter, Instagram, Pinterest). Seeking a position in Human Resources.

- Cascade
- Social Media Content
- Public Speaking
- Computer Operations
- Program Planning
- Product Comparison
- Sales Strategy
- Account Management
- Advertising

EDUCATION

Success Training College

*Associates of Fine Arts, Speech Communication
Minor in Public Relations*

Valdosta, GA

June 20XX

RELEVANT EXPERIENCE

Communications

- Drafts publications for departmental press release
- Collaborates on spring Football Banquet planning
- Implement new social media strategies increasing sales by 35% in 3 months
- Gathers information regarding employee progress on planning tasks

Marketing

- Promoted hair extension on Facebook, Instagram, Twitter, and Snapchat
- Social media presence increased sales by 25% in 3 months
- Established clientele from Atlanta to Tallahassee
- Fulfilled and shipped client order

Customer Service

- Worked in a higher education environment assisting students and faculty in problem solving.
- Organized displays of new and clearance merchandise.
- Strategically placed and attractively arranged merchandise at key points to maximize sale.
- Received cash, check voucher and other third-party payments.
- Utilized problem solving skills to help students and faculty locate books and supplies.
- Trained and evaluated employees on cash register and provided other on-the-job training.

EMPLOYMENT HISTORY

Book Clerk, Valdosta University Bookstore, Valdosta, GA, May 20XX-Present

Intern, In the Game Sports, Valdosta, GA May 20XX-May 20XX

Social Media Ambassador, Freelance Marketing Consulting, Valdosta, GA October 20XX-November 20XX

EXTRACURRICULAR ACTIVITIES

International Business Central Education Center – Kiwanis Fair Concession Stand

Enactus – Ora Lee West and Methodist Group Home

National Council of Negro Women

Combination Resume SAMPLE

JANE DOE

1500 North Patterson St. • Valdosta, GA 31698
Phone: 229-333-5942 • Email: careerops@valdosta.edu

SUMMARY OF QUALIFICATIONS

Analytical and creative marketing professional with experience in brand strategy, digital campaigns, and sales analytics. Skilled at leveraging data insights to drive growth, improve customer engagement, and optimize retail performance. Strong background in campaign execution, performance tracking, and cross-functional collaboration.

- Marketing Analytics
- Brand Development
- Digital Campaign Strategy
- Retail Sales Analysis
- Customer Segmentation
- Market Research
- Media Advertising
- Digital Design
- Project Management

EDUCATION

Bachelor of Business Administration, Marketing
Concentrations in Communications
Valdosta State University
GPA: 3.59

December 20XX
Valdosta, GA

RELEVANT EXPERIENCE

Marketing Analyst Intern
Southeastern Consumer Brands

August 20XX – May 20XX
Atlanta, GA

- Analyzed weekly retail sales data across 150+ stores to identify revenue growth opportunities
- Developed interactive Power BI dashboards improving leadership reporting efficiency by 30%
- Conducted market research resulting in a repositioning strategy that increased regional sales by 12%
- Collaborated with sales and supply chain teams to forecast product demand trends
- Updated and maintained Excel spreadsheets to track product performance and support monthly marketing reviews

Digital Marketing Coordinator
BrightPath Media Group

August 20XX – January 20XX
Tampa, FL

- Managed paid social campaigns across Instagram, Facebook, and Google Ads with a \$50K annual budget
- Increased click-through rate by 22% through A/B testing and optimized audience targeting
- Created content calendars and coordinated cross-platform campaign launches
- Monitored campaign KPIs and delivered monthly performance reports to executive leadership
- Assisted in drafting social media captions and scheduling posts using content management tools
- Tracked basic engagement metrics (likes, shares, comments) and reported performance trends to the marketing manager
- Coordinated with graphic designers to ensure marketing materials were delivered on time for campaign launches

ADDITIONAL EXPERIENCE

Tutor, Valdosta State University Student Success Center, Valdosta, GA 20XX–20XX
Front House Staff, Chick Fil A, Valdosta, GA 20XX–20XX

HONORS & ASSOCIATIONS

Member, American Marketing Association (AMA)
Member, Beta Alpha Phi Honors Society
Council Member, Dean Student Council

Writing a Cover Letter

A cover letter is essential when you are not able to personally give your resume to the prospective employer. Your cover letter should be personal and convey to its reader what you know about the employer or organization and how you will best fit in with the organization. The letter should be three to four paragraphs in length and should fulfill four goals.

- 1. Make direct contact between you and the person you are writing to.** This first paragraph should contain information on the position you are applying for and how you discovered the position (i.e. newspaper ad, mutual acquaintance, or webpage). If the position has not been advertised then this paragraph should state the type of position you're interested in and alert the reader to the characteristics of the organization that appeal to you.
- 2. Present your skills, experiences, and special attributes as they relate to the needs of the employer.** The body of the cover letter should show the employer that you have researched the company and the position. Using the information from your research describe your skills and experience in terms of how you can benefit the company. The prospective employer will want to know why he/she should hire you. *Do not restate your resume!* Share with the employer your goals as they relate to the employer's goals or mission, your knowledge about their products and/or services, and your knowledge about the industry as a whole.
- 3. Refer the reader to the enclosed resume.**
- 4. Initiate direct contact with person reading the letter.** Many individuals leave it up to the employer to make the initial contact. This can be viewed as a passive attitude. It is much more assertive and direct to state a date that you will contact the employer to confirm receipt of your resume and discuss what opportunities might be available to you. *However, some employers may request that you do not call. In this instance, do not call.* Remember, you want to be assertive not aggressive.

Points to Remember

DO	DON'T
Address it to an individual. "To Whom It May Concern" is not as personal as a name. Verify spelling, job title, and gender if necessary.	Use a form letter for every application. You should tailor it to the job description and the company.
Call to find out the name and title of the individual who will be receiving your cover letter and resume (unless the company specifies "No Phone Calls").	If the company requests no phone calls then do not call. Sometimes addressing the letter to the Hiring Manager or the Personnel Manager is unavoidable.
Keep it brief but thorough. Address how your background fits the key requirements in the announcement.	Repeat your resume. Rather, expand on one or two things in your resume that the employer would find impressive.
Make sure the final copy is professional. Use quality paper, use a business letter format, and SIGN THE LETTER.	Make any mistakes. Make sure you check grammar, spelling, punctuation, etc.

Cover Letter Example

Jane Doe

1500 North Patterson St. | Valdosta, GA 31698
(229)-333-5942 | careerops@valdosta.edu

February 11, 2021

Hiring Manager

In the Game Sports
1921 Gregory Street
Valdosta, GA 31605

Dear Hiring Manager:

It is with great enthusiasm that I apply for the position of Social Media Coordinator, recently posted on your website. It has been a long-term professional goal of mine to work for a company that gives back to the community. I believe my initial interest, coupled with my experiences in social media and sports publication makes me a strong candidate for this position.

As an intern with The End Sports Magazine, I had the opportunity to create draft press release for local television. I was also instrumental in developing social media strategies which successfully increased the company's social media presence. In this position I gained written communication skills and attention to detail.

Additionally, I gained marketing experience working with social media platforms and establishing clientele from Tallahassee to Atlanta increasing sales of books for higher education students. Here, I developed excellent communication and problem-solving skills.

Thank you for your time and consideration, and I look forward to the opportunity to speak with you about my candidacy in greater detail.

Sincerely,

Jane Doe

Enclosure: Resume



AVAILABLE SERVICES:

- Career Counseling
- Major Decision
- Job Search
- Internships

Blazer Briefcase:

- Schedule appointments
- Upload Resume for review
- Register for Career Events