



## Header:

- 1) Your name should be legible and the largest element
- 2) Be sure your email address is professional
- 3) Be sure to include your phone number and update your voicemail

### Your Name

Fort Collins, Colorado • (970) 555-555

First.Last@rams.colostate.edu • linkedin.com/in/yourname

#### GUEST SERVICES QUALIFICATIONS

- Achieved 3.5 GPA while working on campus and participating in leadership positions
- Promoted to Student Manager at Call-A-Ram based on phone fundraising expertise and success as best performer for 3 months in a row
- 2 years proven brand ambassador experience with Noosa Yoghurt including working in-person booths and social media channels

#### EDUCATION

##### Bachelor of Arts in Journalism

Concentration: Public Relations  
Colorado State University, Fort Collins, Colorado

Expected May 20XX  
GPA 3.5

#### RELEVANT WORK EXPERIENCE

##### BULLET POINT FORMULA: ACTION VERB + SKILL SET + RESULT

##### Brand Ambassador, Noosa Yoghurt Fort Collins, Colorado

October 20XX - June 20XX

- Marketed brand at events, increasing brand awareness and telling the story of this local company
- Created and uploaded content to social media channels including photos and text, increasing traffic by 10% in 6 months
- Trained other ambassadors due to excellent product promotion skills and ability to connect with public

##### Student Manager, Call-A-Ram Call Center at CSU Fort Collins, Colorado

May 20XX - October 20XX

- Promoted to Student Manager after 1 year achieving fundraising goals
- Utilized persuasive storytelling techniques to establish trust with alumni
- Trusted with access to personal information including credit cards and identifying information
- Updated alumni and donor contact information in client relationship management system

##### Whitewater Raft Guide, Rocky Mountain Adventures Fort Collins, Colorado

Summer 20XX

- Guided whitewater paddle-rafts and rowed oar-boats on day trips and multi-day trips while maintaining safe conditions for guests with 95% rating their trip as highly satisfying
- Photographed raft trips to sell to customers and for use in the raft company office

#### LEADERSHIP AND COMMUNITY ENGAGEMENT

##### Coach, Colorado Youth Soccer Club Fort Collins, Colorado

Summer 20XX, Fall 20XX

- Led practices and communicated with parents to build skills and promote exercise

##### SLICE LEAD Certified, CSU - Diversity Leadership Series

Spring 20XX

## Education

- 1) List your degree first
- 2) Include your graduation date
- 3) Add GPA if over 3.0
- 4) List the university, city and state

## Strategy

What's the most compelling way I can show an employer what they want?

- 1) Focus on performance and results rather than responsibilities
- 2) Highlight promotions
- 3) Numbers leap off the page

## Market Your Qualifications

- 1) Pitch your skills and qualifications for the position
- 2) Directly highlight qualifications requested in the job/internship posting
- 3) Use keywords from the posting to show "fit"
- 4) Tailor your resume for each position to improve chances of being selected for an interview

70%  
of well-rated resumes show scope of responsibilities with quantified impact.

## What Employers Want:



Recruiters recommend starting bullets with strong actions verbs. For a list of action verbs visit Ram Career Tools at [www.career.colostate.edu](http://www.career.colostate.edu).

# Best Practices for Resume



CAREER CENTER  
COLORADO STATE UNIVERSITY

## 3 MAIN FOCUSES



**53%**

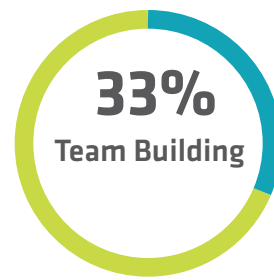
of hiring managers say it is extremely important that a candidate tailors the resume to the job

**AND**

stated that they would like to see more **SPECIFIC** examples and details.

## USING KEYWORDS

Managers look for these keywords in resume examples



## >>> What are HR Managers looking for on a resume?



**77%**  
relevant experience



**48%**  
specific accomplishments



**41%**  
customized to the open position

## Sharing Accomplishments



**1/5**

hiring managers say they've hired someone because of their volunteer experience.



**1/3**

hiring managers are interested in seeing hobbies and extracurricular interests.

For more resume information, visit Ram Career Tools  
[www.colostate.edu](http://www.colostate.edu)

