

# Taking Your Resume to the Next Level



Office of Career and Professional Development



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA



## Why are we discussing this now?

- What might you be using one for?
  - Networking
  - Internships
  - Part-time jobs
  - Assistantships



# U of M Employer Survey Results

- Most common mistakes in a resume
  - Errors/quality of writing
  - Not customized to position
  - Too much information; too long
  - Not articulating related skills

“Cover letters and resumes are the key to getting you in the door but not to getting the position.”

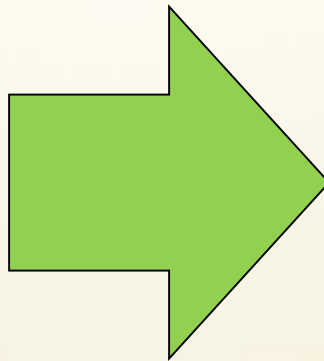
“An ounce of effort goes a long way.”

# What's a resume for?



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA

Employer's want...



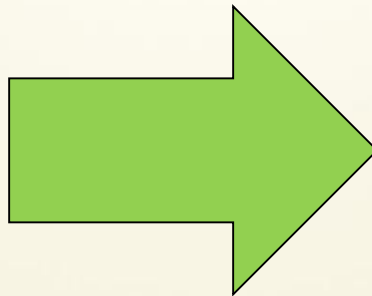


# What's a resume for?



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA

Job seekers want...



# How do you stay out of the no pile?



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA

## Your resume needs to...

- Have absolutely no errors
- Be descriptive, but concise
- be attractive and professional
- Demonstrate your strongest skills and accomplishments as they relate to the position



# Resume Sections



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA

- Required sections
  - Heading (personal info)
  - Education
  - Experience
- Optional sections
  - Awards, Activities
  - Languages, Volunteer
  - Much more!

## KAREN SMITH

2353 Park Boulevard ♦ Bloomington, Minnesota 55403  
952-333-2345 ♦ ksmith@yahoo.com

### SKILLS SUMMARY

- Masters of Urban and Regional Planning candidate with a concentration in Housing.
- Strong verbal and written communication skills, including assessment reporting, public presentation, as well as marketing and publication materials.
- Analytical skills developed as an undergraduate mathematics major and honed through professional experience in program evaluation and graduate coursework.
- Technical proficiency in Microsoft Office Suite, Excel, STATA, and GIS.
- Spanish language proficiency.

### EDUCATION

Humphrey School of Public Affairs, University of Minnesota, Minneapolis, MN

Master of Urban and Regional Planning, Anticipated May 2015

Focus on Housing and Economic & Community Development

Relevant coursework includes: Community Development Policy, Urban and Regional Economics, Housing Policy, Land Use Planning Urban Spatial and Social Dynamics

University of Minnesota, Minneapolis MN

Bachelor of Science, Mathematics, May 2009

### HOUSING and COMMUNITY DEVELOPMENT EXPERIENCE

City of Minneapolis Community Planning and Economic Development (CPED), Minneapolis, Minnesota

Economic Development Intern, May 2014-December 2014

- Reviewed development proposals for compliance to city policy
- Examined Community Reinvestment Act loans and made recommendations
- Managed environmental cleanup grants to ensure funding was used well

Latino Economic Development Center, Minneapolis, Minnesota

Special Projects Research and Support Coordinator, June 2012-June 2013

- Assisted in writing six grants to both local foundations and the USDA, which included successful proposals to both Nexus Community Partners and the St. Paul Foundation.
- Researched the feasibility of four different types of cooperative businesses, all relating to the local food system.
- Worked with members of the community, often in the Spanish language, to help with housing needs
- Produced ten maps illustrating the intersection of Latino and low-income populations in the Twin Cities using ACS and Census 2010 data (using ArcGIS and Excel).

### OTHER PROFESSIONAL EXPERIENCE

College of Design, University of Minnesota, St. Paul, Minnesota

Office of Development, Student Assistant, September 2011-June 2012

- Collaborated with development staff to manage Excel spreadsheets
- Gained understanding of strategies to develop strong relationships with prospects

Target Stores, Edina, Minnesota

Guest Services Supervisor/Cashier, October, May 2011-September 2011

- Communicated with customers and resolved complaints while maintaining a professional attitude





# Tailoring

- Develop a basic resume
- Save a copy then individualize the new resume to the needs of the organization/position:
- Use language from your research and the job posting
- Adjust your category headings to match the position
  - “Design Experience” or “Research Experience”
- More relevant information towards the top

# Header



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA

## Example #1

HUBERT H. HUMPHREY

301 19<sup>th</sup> Ave S.

Minneapolis, MN 55455

612-626-8910

humphrey@umn.edu

## Example #2

Hubert H. Humphrey

301 19<sup>th</sup> Ave S. | Minneapolis, MN | 612-626-8910 | humphrey@umn.edu



## EDUCATION

University of Minnesota | Minneapolis, MN  
Master of Public Policy, May 2019

**Relevant Courses:** Economics of Development, Qualitative Methods, Program Evaluation

University of Minnesota | Minneapolis, MN  
Bachelor of Arts in Economics, May 2018  
GPA: 3.80 • Dean's List: Fall 2014 – Spring 2017

University of the West Indies | Kingston Jamaica  
Study Abroad Global Seminar "The Arts and Culture of Jamaica", Summer 2016



## Example #1

### EXPERIENCE

#### **Community Relations Intern**

Saint Paul, MN

Travelers Insurance

May 2016 – August 2016

- Reviewed funding applications and analyze financial statements of non-profit organizations around the country.
- Built external relationships with community members and evaluated programming through conducting site visits.
- Initiated several projects such as grant applicant feedback survey, a scholarship recipient event, and social networking research for recipient tracking.
- Contributed quality ideas in planning meetings with the CEO of the Travelers Foundation, including a new strategy for field funding and innovation grants.

## Example #2

### COMMUNITY RELATIONS EXPERIENCE

#### **Community Relations Intern | Travelers Insurance**

Saint Paul, MN | May 2016 – August 2016

- Reviewed funding applications and analyze financial statements of non-profit organizations around the country.
- Built external relationships with community members and evaluated programming through conducting site visits.
- Initiated several projects such as grant applicant feedback survey, a scholarship recipient event, and social networking research for recipient tracking.
- Contributed quality ideas in planning meetings with the CEO of the Travelers Foundation, including a new strategy for field funding and innovation grants.



# Category Headers for Experiences

## *Tips*

### Examples:

- Public Affairs Experience
  - Data Analysis
  - Leadership Experience
  - Campus and Community Involvement
  - Research Experience
  - Teaching Experience
  - Relevant Experience
- 
- Look at Job Descriptions for this!!!

- Clump related qualifications
  - Communicate your qualifications!
  - Choose flattering categories
  - Don't have too many categories
- 
- Goal: Easy for reader to see your experiences are unique





## Good skills statements...

- emphasize skills not tasks
- have specific, concise details
- show complexity or significance of skills
- are results and accomplishment oriented
- demonstrate an understanding of the purpose of roles/duties



# Action Verbs/ Skill Verb

## STRONG ACTION VERB + DETAILS + RESULTS

“Responsible for data”

- Use bulleted statements beginning with action verbs
- Past tense verbs for past experiences; present tense for current roles
- UseThesaurus.com! Don't use the same action verb over and over.

### COMMUNITY RELATIONS EXPERIENCE

**Community Relations Intern** | Travelers Insurance

Saint Paul, MN | May 2016 – August 2016

- Reviewed funding applications and analyze financial statements of non-profit organizations around the country.
- Built external relationships with community members and evaluated programming through conducting site visits.
- Initiated several projects such as grant applicant feedback survey, a scholarship recipient event, and social networking research for recipient tracking.
- Contributed quality ideas in planning meetings with the CEO of the Travelers Foundation, including a new strategy for field funding and innovation grants.



## **STRONG ACTION VERB + DETAILS + RESULTS**

“Responsible for data”

- What & How?
  - Analyzed property tax data using Stata.
- When?
  - Analyzed annual property tax data using Stata.
- Who & Why?
  - Analyzed annual property tax data in Stata for inclusion in official county report for residents.



# Optional sections

- Summary
- Volunteer Experience
- Awards
- Professional Memberships
- Publications
- Language
- Research Experience
- Leadership Training
- Conferences
- Professional Development



## **VOLUNTEER EXPERIENCE**

Aurora Center

Minneapolis, MN

### **Special Projects Volunteer**

October 2014 – Present

- Design advertisements and brochures to advance the message of the Aurora Center and make students aware of available services
- Educate fraternities and sororities about sexual violence by assisting in the creation of a one-hour PowerPoint presentation

## **EXTRACURRICULAR ACTIVITIES**

Black Student Union

September 2015 – Present

INROADS

October 2014 – Present

Students Today Leaders Forever

March 2013, May 2014

## **HONORS AND AWARDS**

President's Leadership Award

April 2015

Brandon Groveland Youth Scholarship

April 2015





## Your “To Do” List



- Read our [Resume/Cover letter guides](#)
- Update your resume
- Subscribe to the [HHH job/internship boards](#)
- [Appointment Link](#)



HUMPHREY SCHOOL  
OF PUBLIC AFFAIRS  
UNIVERSITY OF MINNESOTA



[illegible]