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| [Graphic: Make Your Resume POP] |  |
| [Graphic:  KEN SCHWENKE,  CEO-Off Campus Dining Network, Formerly with Aramark & PepsiCo] | A normal resume will get 15-20 seconds at most. If it doesn’t have impact in 15-20 seconds, it’s gonna go in the “no interest” pile. |
| [Graphic:  AMY FEIFER,  Career Services,  Haverford College] | Think of it as your calling card. A lot of times it’s the first thing that an employer or a graduate school is going to see. |
| [Graphic: CHET RISPOLI  Career Center Director  Temple University] | You want it to look professional. You want it to look neat and orderly, but what’s really gonna make it stand out is the content. |
| [Graphic: WRITING BASICS] |  |
| (Amy) | I wanted to give you some tips on starting your resume. |
| (Amy)  [Graphic:  \* Times  \* Times New Roman  \* Palatino  \* Few Italics  \* Avoid Fancy Fonts] | You want make it easy to read so I think a font like Times, Times New Roman, something that’s very crisp and clean, Palatino. There’s lots of fonts, staying away from lots of italics, but again, going back to thinking about the reader ‘is this going to be easy to read and is it too fancy |
| (Chet)  [Graphic:  Be Concise] | You wanna stay away from complete sentences. You’re being as concise as possible. |
| *Amy talking to a Student* | Very, very good action verbs. |
| [Graphic: Use Action Verbs  Planned an event  Organized a conference] | Wanna stay away from the passive voice, ya 'know, 'responsible for planning an event', you know, 'planned an event for 40 people' or 'organized a conference that helped students’. |
| [Graphic: EXPERIENCE MATTERS] |  |
| (Amy) | You have a lot of info on here, and you want to think about making it standout for the reader. |
| (Chet) | You need to identify your successes, the things you’ve done particularly well, and maybe it was a minor thing but you changed something, you got results. |
| (Ken)  [Graphic: Highlight: Work Experience] | The ones that stand out are the ones where you go, “Wow! This kid’s good. He’s worked hard. They’ve had to fund some of their own education. That’s a differentiator. |
| (Chet)  [Graphic: Highlight: Internships  Externships] | Many students have internships, externships, practicums, experiential learning kinds of opportunities. |
| (Amy)  [Graphic: Campus Activities  Community Service Work  Volunteer Work] | A lot of students get very important experiences through their activities on campus through community service work off campus, so we really encourage them to think about having that as a separate section. |
| (Chet)  [Graphic: EVERYTHING COUNTS] | Whether it’s a club or an organization or a sports team or anything else. They still count. |
| [Graphic: TAKE YOUR TIME] |  |
| (College student) | I had at least ten versions of my resume. |
| (Amy)  [Graphic: Revise, Revise, Revise] | It's not that you're gonna pull it together the night before a deadline cause you need to look at it; you need to have somebody review it. |
| (Natasha Howard, college student)  [Graphic: Review Resume] | Getting the resume to pop is a really good thing. I know at my school they had a place where you could go to get your resume worked on. |
| (Amy)  [Graphic: Visit Your Career Center] | I think a good starting point is their career center… They can get good advice where they can sit down with someone. |
| (Amy) | The one on one is essential to making one's resume standout. |
| (Amy) | That’s always my last question to the person that I’m working with is… do you feel good about this? |
| (College Student) | I'm really excited about what I have on paper now. |
| (Amy) | Do you feel that it's representing your experiences in a way that you want it to? And always the answer should be yes. |
| [Graphic: RESUME SUCCESS!] |  |