



# Guide to Alumni Resumes

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### MU Career Center's Guide to Alumni Resumes: Part of the After College Planning Guide Series

#### After College Planning Guide Series:

- ⇒ Guide to Job Hunting
- ⇒ Guide to Accepting the Job
- ⇒ Guide to First Year on the Job
- ⇒ Guide to Graduate School
- ⇒ **Guide to Alumni Resumes**
- ⇒ Resources for Adults in Transition

*MU Career Center  
Guide Series:  
Career and Major Exploration  
Job Search Preparation  
**After College Planning**  
Diversity*

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# Resume Content and Formatting

There are three types of resumes: chronological, functional and the combination of the two. The chronological resume lists jobs in reverse chronological order, ending with the least recent job held. The functional resume focuses on skills and abilities instead of experiences and is ideal for those who are in a job transition. And the combination of the two, blending their advantages, is especially good for alumni who have been in the working world for a while.

Generally, a resume should contain contact information, education, experiences (including work, internship, and volunteer experiences), and professional organizations or affiliations. It can also include job objective, computer skills, course work/projects, languages spoken, honors and awards, travel, and certifications—these are optional; you can include them as you need. But never include irrelevant information such as gender, religion, age, salary expectations, SSN, etc.

Following are some guidelines that are especially helpful to experienced job seekers.

## CONTENT

- **Begin with a professional highlights or summary section.** This introduces you at the outset and includes the most significant accomplishments relevant to the position you seek.
- **Focus on accomplishments/achievements.** Use action verbs. Refrain from too much detail of duties and responsibilities, and do NOT use phrases such as “Responsible for...” or “Duties include...”
- **Use functional headings.** Categorize experiences by function: “Healthcare Experience” or “Teaching Experience” or “Information Technology Experience.” This allows the reader to know immediately what type of experience you bring to the table.
- **Less is more!** Keep your resume to two pages (unless you are an academic). Limit the details.

## FORMATTING

- **Use bullet points.** Organize the bulleted descriptions by order of importance — from the most to least. Limit the number of bullets to five or six. This is hard! If you need to pare down the number of bullets, read from the bottom bullet up. After reading each bullet point, ask yourself, “So what?” and decide if the reader really needs to know that information. Remove the statement if it does not meet the criteria.
- **Make use of bold, caps, and other enhancements to highlight sections, names of companies, or titles.** Be consistent in the formatting and style. Do not use too many different enhancements.
- **Strive for a streamlined, readable format that engages the reader visually and informationally.**

# Truman T. Tiger

50 Elm Street ® Columbia, Missouri 65211 ® (573) 828-1997 ® tiger@missouri.edu

## SUMMARY OF QUALIFICATIONS

- Aided in taking projects from concept to inception, including all themes and designs for all printed materials, advertising mediums and overall marketing strategies.
- Developed marketing plans and identified marketing targets based on current market analysis.
- Organized and executed events ranging in size from 10 to 12,000 attendees.
- Served as a public relations and media liaison for Columbia area publications and media outlets.
- Supervised 25 full-time and part-time staff members as well as staff teams of over 20.

## MARKETING EXPERIENCE

GD Personnel Services, St. Louis, Missouri

**Marketing, Media and Publications Manager**, February 2002– Present

- Developed and implemented all marketing strategies and identified targets for all activities including new programs, employment fairs, and recruitment events.
- Created all advertising campaigns targeted toward local, national and international employers.
- Provided copywriting, editing, and design consultation of all company marketing communications and publications including print advertisements, brochures and newsletters.
- Created, developed, and maintained layout, navigation, and promotions of company website.
- Provided new leads and developed current employer recruiting contacts to use the company services resulting in a generation of over \$1,000,000.
- Handled all media requests, wrote and submitted press releases, and served as a liaison between the organization and all local and national media.
- Responsible for a \$500,000 budget.
- Supervised one full-time assistant, one part-time assistant, 25 departmental staff, and 4 graphic designers.

GD Personnel Services, Columbia, Missouri

**Marketing Assistant**, February 2000 - February 2002

- Supported the Marketing Manager in the coordination of company sponsored events including table assignments, creating and assembling nametags, signage, and other promotional material.
- Assisted in the design of company marketing including flyers, publications, and web page.
- Provided customer service and support to employer clients including event and billing inquiries.
- Maintained revenue collection database, generated and distributed invoices.

The Groundskeeper, Columbia, Missouri

**Sales and Marketing Process Coordinator**, June 1999 – June 2000

- Organized and managed various marketing work teams, orientations and planning sessions.
- Trained work session participants on marketing fundamentals including outside market analysis.
- Created and implemented a multi-level strategic sales plan, which identified target markets and sales goals.

## EDUCATION

**University of Missouri-Columbia**

Bachelor of Arts in Communication, May 1999

Cum laude graduate

## SKILLS AND PROGRAMS

*Web and Design Programs:* Adobe PageMaker, Photoshop, Illustrator, Acrobat, and Microsoft Publisher, FrontPage, Visual Interdev 6.0, and HTML.

*Word Processing & Databases:* Microsoft Word, Excel, Outlook, and Access, Goldmine and ACT.

## PROFESSIONAL AFFILIATIONS

Promotions Marketing Association of America

Public Relations Society of America