

Best Practices for Messaging Your Professional Identity

I- Make a List all about You

Compile a list of your experiences. These could range from jobs to volunteerism; activities, club participation, leadership roles, and/or honors you acquired. This is an opportunity to express and recognize all the experiences that make up who you are and all that you bring to a potential employer.

II- Identify Accomplishments

Once you've brainstormed a list of experiences, it's time to start drawing out what you did into fully framed terms using accomplishment statements. Accomplishment statements should be brief, specific, and results-oriented. Begin each statement with an action verb. Use **quantitative** and **qualitative** measures wherever possible. Consider an activity to be an accomplishment if any of the following occurred:

- Something new was achieved
- Your performance exceeded past performance (i.e. exceeded sales quota)
- You made a process easier, simpler and/or faster (i.e. created filing system)

An effective accomplishment consists of four parts....

1. A potential problem, opportunity or issue
2. What you did about it
3. What you actually accomplished
4. Measurement of result and the benefit to the organization

Example:

1. A potential problem, opportunity or issue – **low membership in Environmental Sustainability Club**
2. What you did about it – **created vibrant meetings with activities**
3. What you actually accomplished – **increase in membership**
4. Measurement of result and the benefit to the organization leads to your accomplishment statement – **Increase in membership by 150% and increased visibility on campus**

III- Alignment, Presentation, and Research

While your resume's content is key, its presentation also matters. You want to present a resume that is polished, easy to navigate, draws a potential employer's eye to your relevant qualifications, and is aligned to the job for which you are applying. A few fundamental components to consider:

- **Do the research**-Read the job posting carefully. How does the employer describe the ideal candidate's qualifications and skills? Do they want to hire someone who is attentive to detail and innovative? Highlight these keywords.
- **Match language** – As many hiring processes are digitized, using keywords in your resume is becoming more and more important in assuring your resume gets a first read. Make sure to update your resume with matching keywords before applying.
- **Consider Format**- Different resume formats convey different messages. Choose a style based on what relays a message that authentically portrays you and is both appropriate and relevant to the job for which you are applying.
 - Chronological:** Shows consistency of employment; can be used to highlight goal achieved over time
 - Skills:** Highlights skills sets, usually used when beginning a career or transitioning between careers
 - Hybrid:** Best of both worlds; can be used to show both a skills set and achievement or consistency over time

IV- Get another pair of eyes

Consider having another person review and edit your resume, preferably a professional or someone with experience reviewing resumes. Career Services has counselors available to help you craft your stellar resume.