

# RESUME HANDBOOK

*Writing an effective resume*



*Centre for Calling & Career Development*  
(778) 871-8425 | Reimer Student Centre

# Resume Instructions

Location | LinkedIn | Phone Number | Email

## PROFESSIONAL SUMMARY

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Hiring professionals spend an average of 7 seconds reading a resume. Including a professional summary at the top of your resume is a powerful and effective way to grab a potential employer's attention. These should only be 2-5 sentences long and briefly explain your key attributes. It is an appetizer that touches on who you are, where you're coming from, and where you would like to be going with this next company. Keep it minimal; go into greater detail in the cover letter and interview.

## EDUCATION (Can be located above or below experience depending on relevance to position)

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### University Location

Major/Degree Graduation Date

- Organizations, Coursework, etc.

## WORK EXPERIENCE

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### Company Location

Position Dates

- This section regarding experiences has bulleted accomplishments, which provide examples of when you successfully used the skills employers are seeking. Make sure you have between 2 and 5 bullet points in each section.
- Your bullet points should start with a strong action verb, which then follows with an explanation of what you were doing, describe how you did it, and most importantly if applicable, any achievements. Statements should convey your strengths/proficiencies in one or more skills that intrigue the employer by showing examples of when you have used them.
- When writing about your experience, consider these questions: What was the result/outcome of your work? What were your accomplishments? How did you impact the organization? What skills/knowledge did you grow? How does this experience relate to your internship/employment goal?

### Company Location

Position Dates

- Your bullet statements should be in proper tense, using -ed for past experiences and present tenses for current positions. Make sure that your writing is free of grammatical errors and punctuation.
- When including numerical achievements during your experiences, make sure to include (if applicable) the quantity, population, frequency, and impact of your work whenever possible.
- To make your resume flow, read it over. Check and see if it is easy to read with no overflowing of text. You should avoid the usage of different colors, multiple fonts, pictures, and brief/too dense information. Your resume should show who you are while being professional.

## LEADERSHIP EXPERIENCE / VOLUNTEER EXPERIENCE / REMOVE FOR MORE WORK EXPERIENCE

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### Company Location

Position Dates

- This section is optional if you have various leadership/volunteer experiences and other activities you want employers to know. By having multiple sections, it allows you to emphasize your most relevant experience.
- Positions within this section should be formatted similar to previous experience sections, including bullet points if necessary.
- You may also include work experiences that may not be directly related to the job/internship you are applying to but add to your credibility by exemplifying your past work experiences.

## SKILLS

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**Skills:** These skills should be concrete and testable. These should not be soft skills like communication, organizational, and interpersonal skills, but instead incorporated into your bulleted accomplishment statements above. You can add technology skills (Ex: Microsoft Office, QuickBooks, SQL, etc.) and languages (Ex: Spanish, French)

# Wendy Western Example Template

Langley, BC | [LinkedIn](#) | 562-111-1111 | [Wendy@twu.ca](mailto:Wendy@twu.ca)

## PROFESSIONAL SUMMARY

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Purpose driven recent graduate seeking a full-time position as a Market Research Analyst with Learning for All Inc. Committed to connecting people with social enterprises & products that will increase access to resources and essential services.

## EDUCATION

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### Trinity Western University

*BS in Business Administration, Marketing*

Langley, BC

*Graduation Date: May 2023*

- Organizations/Awards: Honors Program, Second Harvest, Dean's Honors List, Chancellor's Honors List

## WORK EXPERIENCE

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### Centre for Calling and Career Development

*Marketing Strategist*

Vancouver, BC

*September 2022 – Present*

- Generate reports on Excel to conduct trend analysis for social media content, identifying niche to optimize organic reach from 13% to 27% in a span of 3 months.
- Collaborate with senior management including marketing; led to growth of Instagram and LinkedIn accounts, implementing posting schedules for popular content which increased followers to 10k+
- Utilize CRM platforms including Salesforce and HubSpot to service 20+ clients daily, working with employment team to identify stuck points and marketing opportunities for success stories

### Best Buy

*Sales Manager*

Surrey, BC

*January 2021 – August 2022*

- Analyzed financial statements, business summary reports, and dashboard recaps to attain data based on product comparable percentages and penetration rates for district managers, which increased store efficiency by 16%.
- Collaborated with senior management on multiple functions, including customer success and finance, increasing survey submissions from 60% previous month to 75% by identifying the pain points of customer feedback.
- Evaluated 100+ employees in 6 departments through surveys and office hours assessing strengths and overall skills, which improved productivity for tasks by 23% daily.

### Nordstrom

*Seasonal Sales Associate*

Vancouver, BC

*April 2018 – September 2020*

- Presented recommendations for seasonal sales items including clothing and electronics to senior management, streamlining POS which accumulated to \$1,500 in sales daily
- Reviewed P&L with sales lead and district manager to identify highest & lowest penetration rates on all products, analyzing all products which increased efficiency of deliveries from store to customer by 17%
- Maintained and built relationships with 100+ customers daily, providing exceptional customer service and efficient product deliveries daily which translated to a customer satisfaction increase on feedback surveys.

## LEADERSHIP EXPERIENCE

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### Responsible Energy Action (REA) Langley Branch

*Head of Community Engagement*

Langley, BC

*April 2017 – Present*

- Partner with 50+ local organizations, bringing out 10+ companies including Samco, City of Langley, Universal Group, and Power to Change for our Future Ready Banquet with 150+ attendees.
- Spearhead events for weekly meetings regarding renewable energy, and potential student-led initiatives; presenting research during REA Regional, Vancouver Pre-Convention workshop for 110+ students and professionals.

## SKILLS

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**Skills:** Microsoft Office (Excel, PowerPoint) | Sprout Social | Salesforce | HubSpot | Qualtrics

## RESUME TIPS – Readable, Relevant, Recent

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### **1. Make your first impression count**

Not only is your resume the first thing an employer sees from you—it is what the employer will use to decide whether you are selected to interview for the position you are interested in. Ensure that is readable by being organized, concise, and clear.

### **2. Be concise.**

It is acceptable to go to 2 pages if you have 2 pages worth of information; however, we recommend not going over two except in certain cases. Often you are able concisely write a 1-page resume if you are looking for summer employment or a job in the first few years after graduation.

### **3. Find others to help proofread.**

Have at least two other people proofread your resume.

### **4. Use the active voice.**

Do not use phrases such as “Responsible for...”, “Duties included...”, etc. Write strong accomplishment statements starting with an action verb. (See Below)

### **5. Do not use first person and possessive pronouns.**

The words “I”, “me”, “my”, “mine”, or “our” should never, ever appear in a resume.

### **6. Avoid using overcomplicated resume templates.**

Gives a cluttered and confusing appearance (your resume will likely be passed over and not read if the hiring professional is confused), lack of flexibility for individual needs, out of date formats, and lack of flexibility in editing/layout changes. This means we want to avoid pictures, bright colours, and scales.

### **7. Do not include irrelevant information.**

Do not include any information that will not in some way directly contribute to getting an interview. This can include anything from interests that do not relate to the desired position to jobs you have done that may be less relevant to include.

## RESUMES: WHAT NOT TO INCLUDE

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**Do not put down your salary history or salary requirements.** Including such information is a lose-lose proposition. Naming a salary requirement that is too high may eliminate you from consideration; naming a low figure may indicate to the employers that you will work for less than they will otherwise would have offered. Wait until the interview stage to discuss salary requirements.

**Leave out any references to age, race, health, religion, sex, and national origin.** Photographs have no place on the resume except for actors, models or other entertainment personalities.

**Do not use headings such as RESUME, FACT SHEET or CURRICULUM VITAE.**

**Do not state your availability for employment or the reason you left your last job,** as these topics are covered during the interview.

# ACTION AND POWER VERBS

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The following is a list of action and power verbs that help to highlight your accomplishments\*.

## ***Demonstrate* LEADERSHIP, DECISION MAKING, or MANAGEMENT SKILLS**

allocated	determined	directed	elected	enlisted	formed
founded	governed	hired	initiated	inspired	instituted
led	managed	moderated	motivated	operated	oversaw
pioneered	presided	produced	recruited	represented	selected
spearheaded	sponsored	staged	started	supervised	

## ***Demonstrate* ADMINISTRATIVE, ORGANIZATIONAL and FOLLOW-THROUGH SKILLS**

arranged	assembled	collected	centralized	coordinated	catalogued
distributed	disseminated	enforced	executed	formalized	implemented
installed	maintained	organized	planned	prepared	processed
routed	recorded	reorganized	scheduled	updated	

## ***Demonstrate* COMMUNICATION SKILLS**

acquainted	apprised	answered	briefed	conducted	contacted
demonstrated	drafted	educated	explained	familiarized	handled
informed	instructed	introduced	lectured	listened	presented
reported	responded	spoke	summarized	taught	trained
translated	wrote				

## ***Demonstrate* ANALYTICAL or RESEARCH SKILLS**

Analyzed	assessed	audited	compiled	consulted	detected
discovered	documented	edited	evaluated	examined	gathered
identified	interpreted	interviewed	researched	searched	surveyed
tested					

## ***Demonstrate the* ABILITY to CREATE or INNOVATE**

Authored	conceived	conceptualized	created	composed	designed
devised	established	invented	originated	revolutionized	

## ***Demonstrate* COUNSELING, HELPING, or MEDIATING SKILLS**

aided	attended	assisted	collaborated	contributed	counseled
comforted	facilitated	fostered	guided	helped	instilled
mentored	provided	settled	supported	tutored	treated

## ***Demonstrate the* ABILITY to CONVINCe or SELL**

arbitrated	convinced	dissuaded	encouraged	marketed	mediated
negotiated	persuaded	promoted	publicized	resolved	sold
secured	solicited				

# COVER LETTER FAQs

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## 1. *Do I always have to send a cover letter?* YES.

Think of a cover letter as “holding the hand” of the resume. It guides it to the correct person, introduces you, and directs the resume to the correct objective. It is not the same information restated in letter format, it is a more personal approach to that specific position.

## 2. *Do I have to send it to a certain person?* YES.

If at all possible, find out who the DECISION-MAKER is that will be hiring for the job and address the cover letter to that person. Try to avoid the Human Resources department since they only handle the logistics of hiring—they don’t make the decisions to hire.

## 3. *How do I find out to whom to send the resume and cover letter?* ASK.

Do a little research. Be a little sneaky. It is easier to find out who would be making the decision in smaller companies than in larger companies. The simplest method is usually the one most overlooked—calling the company and asking who to address the cover letter to. If that doesn’t work, however, do some homework.

If it’s a publicly held company, you may be able to find out from the company report who would be over the department to which you would be applying. Talk to an employee of the company. If all else fails, you may fall back to some slightly unorthodox methods, which include calling a random extension number and asking to be connected to the “operations manager” (or whomever you are trying to find).

## 4. *What do I say in a cover letter?* COVER THE FOLLOWING POINTS:

- Why you are corresponding with them and what position you are applying for
- What makes you **UNIQUELY** qualified for this position.
- Why you want to work for them (show enthusiasm).
- Your availability, flexibility, and contact info.

## 5. *Do I need to write a cover letter when emailing my resume?* YES

Simply start your email as you would a cover letter then at the end state something like “Resume attached in Word” .

\*Adapted from the Career Moves newsletter

# COVER LETTER SAMPLE CONTENT

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<p>Your Present Address City, Province Postal Code</p> <p>Date</p>	<p>Box 900 Trinity Western University Langley, BC V2Y 1Y1</p> <p>March 5, 2XXX</p>
<p>Name of Employer/Contact Title or Position Company Name Street Address City, Province Postal Code</p>	<p>Mr. John Doe Manager, Human Resources Do-Re-Mi Incorporated 10298 Any Street Anytown, BC V5T 6K0</p>
<p>Dear (Name of Contact):</p>	<p>Dear Mr. Doe:</p>
<p>Opening paragraph: Why Are You Applying</p> <ul style="list-style-type: none"> <li>Open with a strong sentence that will capture the employer's interest.</li> <li>For advertised positions, make reference to the file number and the position title, how you heard of the opening or what type of work for which you are applying. If no position has been advertised, indicate that you are investigating career possibilities in the field.</li> </ul>	<p>While attending the December Meeting of the International Trade Council, I met a colleague of yours, Mr. Myron Davies. Following an interesting and informative conversation, he suggested that I write to you concerning the Sales Training program now available in your organization.</p>
<p>Second Paragraph: What You Have to Offer</p> <ul style="list-style-type: none"> <li>Brief statement about your skills, experience and accomplishments that will arouse the employer's curiosity.</li> <li>Relate your talents for that which the employer is looking.</li> </ul>	<p>My varied experiences include sales and marketing of different product lines, knowledge of marketing and advertising strategies, computer familiarity and software development, and employment in diverse work cultures. I am an initiator and an achiever, as indicated by the different software packages I have designed and by having received recognition for outstanding sales performance.</p>
<p>Third Paragraph: Why This Company</p> <ul style="list-style-type: none"> <li>Explain briefly why you are interested in working for this specific employer.</li> <li>Demonstrate that you know something about the organization.</li> </ul>	<p>I am interested in working for International Marketing Systems because of the clear mission your organization carries to lift up and support local business and relational approach your organization takes to employees and clients alike. I know I can contribute along these lines and would therefore like to become part of your company as it works within our city.</p>
<p>Closing Paragraph: Follow-Up</p> <ul style="list-style-type: none"> <li>Request an interview and indicate that you will call to arrange a suitable time.</li> </ul> <p>Sincerely, Handwritten signature Name Typed Here</p>	<p>I would appreciate the opportunity to meet with you to discuss my qualifications and will call you next week to arrange an appointment. Thank you for your time.</p> <p>Sincerely, <i>Wendy Western</i> Wendy Western</p>

# Cover Letter Template

Location | LinkedIn | Phone Number | Email

Date

Employer Name, Title

Company/Organization Name

Address

RE: Prospective Job Title

Dear \_\_\_\_\_ (Input Hiring Manager Name) Do not use "To whom it may concern"

While attending the December Meeting of the International Trade Council, I met a colleague of yours, Mr. Myron Davies. Following an interesting and informative conversation, he suggested that I write to you concerning the Sales Training program now available in your organization.

My varied experiences include sales and marketing of different product lines, knowledge of marketing and advertising strategies, computer familiarity and software development, and employment in diverse work cultures. I am an initiator and an achiever, as indicated by the different software packages I have designed and by having received recognition for outstanding sales performance.

I am interested in working for International Marketing Systems because of the clear mission your organization carries to lift up and support local business and relational approach your organization takes to employees and clients alike. I know I can contribute along these lines and would therefore like to become part of your company as it works within our city.

I would appreciate the opportunity to meet with you to discuss my qualification and will call next week to arrange an appointment. Thank you for your time.

Sincerely,

Your Name