

**RADFORD
UNIVERSITY**

Highlander Success Center
Career and Talent Development

Radford Resume Guide



Start with a blank Word document: Companies quickly read and filter resumes, by using Application Tracking Software (ATS). It is difficult for the software to read custom templates, images, charts, graphs, columns, headers and footers. Keep your resume simple to ensure that it will be reviewed!

YOUR NAME

Contact Number | Email Address | City, State
LinkedIn Short URL (if applicable) | E-Portfolio or Personal Website (if applicable)

EDUCATION

Name and location of college/university attended, as well as month and year of graduation. Include your degree, major(s), concentrations and minor areas of study, as applicable.

Radford University, Radford, VA Graduation Month & Year
Bachelor of [degree] in [**major**]; Concentration in [**concentration**]
Minor in [**minor**]
Honors / Scholarships [if applicable]
GPA [only if 3.00 or higher]

Other information you may want to include:

- Other colleges/universities attended (in reverse chronological order)
- Related Courses
- Research
- Projects
- Study Abroad
- Certifications

WORK EXPERIENCE

List your work experience in reverse chronological order. Include jobs, internships, co-ops, student teaching, clinical experience, fieldwork and research.

Place of Employment, City, State Month & Year – Month & Year
Job Title

Describe your experiences and job responsibilities in detail using 3/4 bullet points. List accomplishments and include skills, technology, or techniques learned. Use action verbs and key words that are relevant to the position.

LEADERSHIP AND ENGAGEMENT

Use this section to highlight clubs, organizations, and offices held. Include activities such as athletics, competitions, and projects that illustrate relevant skills. Describe your role and competencies developed (i.e. leadership, teamwork, interpersonal communication).

Organization, Location Month & Year – Month & Year
Role / Position Held

List your leadership and engagement experiences in reverse chronological order and in the same format as your work experience.

SKILLS

Highlight technical skills and proficiencies (i.e. industry specific applications, techniques, knowledge base). Include relevant certifications and languages in this section.

Note: REFERENCES - Provide a list of references who can speak to your strengths and accomplishments. List your references on a separate page and share upon request.

Jessica Espinoza

540-123-4567 | mespinoza2@radford.edu | Virginia Beach, VA

EDUCATION

Radford University, Radford, VA May 2025
Bachelor of Science in **Communication**; Concentration in **Public Relations**
Minor in **Marketing**
Dean's List Recipient: Spring 22, Fall 22
Highlander Scholarship Recipient
GPA 3.20/4.00

WORK EXPERIENCE

Vineyard Vines Clothing Company, Leesburg, VA June 2022– Present
Retail Associate

- Support company sales objectives by providing product suggestions and sharing promotions.
- Train 10 new staff members in sales techniques and proper cash register operations.
- Provide excellent customer service to approximately 300 customers annually.
- Chosen as December 2022 Employee of the Month Recipient

Radford University Harvey Knowledge Center, Radford, VA September 2021 – May 2022
Marketing Student Assistant

- Created promotional print media flyers and posters using Canva, Photoshop and InDesign.
- Produced new social media strategies and campaigns resulting in a 43% increase in Facebook followers and a 125% increase in Instagram followers.
- Acquired hands-on experience in program planning by assisting in workshop logistics and scheduling.

LEADERSHIP AND ENGAGEMENT

Frisbee Club, Radford University September 2022 – Present
Communications Chairperson (August 2018 – May 2019)

- Design and manage the Frisbee Club website and created social media (Facebook, Twitter, Instagram) to promote awareness and increased club membership by 30%.
- Successfully compete as a team member in competitions within the university and with neighboring teams.

Consumer Behavior Class Project, Radford University Department of Marketing January – May 2021
Consulting Team Member

- Consulted with a retail clothing client to study the effects of their current advertising strategy on consumer purchasing behavior.
- Researched best practice in social media advertising to increase sales in a retail environment, and prepared and presented a competitive analysis to the client.

SKILLS

Technical Skills: InDesign, Photoshop, Canva
Certifications: Microsoft Office Specialist (MOS) Excel Certified
Languages: Fluent in Spanish

Accomplishment Statements

Think of an accomplishment – something that you are proud of in a job, volunteer experience, internship, research project, team project, etc.

Use this formula to create a descriptive accomplishment statement that employers will love!

Action + Project + Results = Success

A = Action start with a strong action verb that describes your action or role

P = Project or Product describe your project or purpose

R = Results state your outcome or “win,” using numbers to quantify, when possible

Here’s are a few examples of Accomplishment Statements, to get you started:

- **Club or Organization Philanthropy:** Organized a fraternity fundraising event, attended by over 500 students, resulting in \$3000 donation to a local relief effort.
- **Retail Sales:** Engaged customers with friendly service and a helpful attitude while providing product recommendations to meet weekly sales benchmarks.
- **UNIV 100 Peer Instructor:** Supported new students’ transition into university life through mentorship in the classroom, as well as organizing and facilitating activities, such as....
- **Resident Assistant:** Fostered a sense of community by planning weekly social and educational activities for 20+ residents.
- **Restaurant Server:** Provided excellent customer service by promptly greeting and seating customers upon arrival and assisting team in turning over tables effectively and efficiently.
- **Restaurant Kitchen:** Ensured that kitchen operations ran smoothly and efficiently in a fast-paced restaurant environment, requiring continuous multitasking and time management skills.
- **Assistant Manager:** Promoted from waitress to assistant manager after 3 months on the job and as assistant manager managed waitstaff, prepared shift schedules, trained new employees mitigated complaints, and coordinated communication with the kitchen staff.

Skills

The goal of the skills section is to highlight and or reveal relevant or interesting information that does not appear elsewhere on the resume. Include relevant technical or knowledge-based skills and proficiencies, certifications, language proficiency (other than English).

Technical Proficiencies:

- Expertise using Microsoft Office (Word, PowerPoint, Excel)
- Experienced using InDesign, Photoshop, Canva, Adobe Photoshop and Adobe Premier
- Proficient programming in Java, JavaScript, Python, and C++

Certifications:

- Microsoft Office Specialist (MOS) Excel Certified
- Crisis Intervention Level 3
- Certified in CCNA Routing and Switching

Languages:

- Fluent in Spanish
- Fluent in speaking, reading, and writing both English and Arabic

Career Readiness Competencies

All employers desire these “must have” competencies and skills for professional success. Build these skills in to your Work Experience and Leadership & Engagement accomplishment statements:

Critical Thinking & Problem Solving

- Designed a model for ...
- Analyzed data for... resulting in...

Communication

- Facilitated relationships between ...
- Presented results at

Teamwork

- Partnered with
- Collaborated with ...

Leadership

- Led a team to...
- Managed a crew of

Technology

- Proficient in ...
- Adept using...

Equity & Inclusion

- Engaged in community...
- Interacted with cross-cultural...

Professionalism

- Earned highest ratings in ...
- Represented company on...

Career & Self Development

- Acquired appreciation of ...
- Developed competency

Action Verbs

Show off your accomplishments using descriptive and compelling action words. No matter what duty or accomplishment you are trying to show off, these action verbs will make your resume more exciting.

What You Did	Verbs to Describe it
Led a project	Chaired, Controlled, Coordinated, Executed, Headed, Operated, Orchestrated Organized, Oversaw, Planned, Produced, Programmed
Envisioned a project or program	Administered, Built, Charted, Created, Designed, Developed, Devised, Founded Engineered, Established, Formalized, Formed, Formulated, Implemented, Incorporated, Initiated, Instituted, Introduced, Launched, Pioneered, Spearheaded
Saved time or resources	Conserved, Consolidated, Decreased, Deducted, Diagnosed, Lessened, Reconciled, Reduced, Yielded
Increased efficiency, sales, or satisfaction	Accelerated, Achieved, Advanced, Amplified, Boosted, Capitalized, Delivered, Enhanced, Expanded, Expedited, Furthered, Gained, Generated, Improved, Lifted, Maximized, Outpaced, Stimulated, Sustained
Changed or improved something	Centralized, Clarified, Converted, Customized, Influenced, Integrated, Merged, Modified, Overhauled, Redesigned, Refined, Refocused, Rehabilitated, Remodeled, Reorganized, Replaced, Restructured, Revamped, Revitalized, Simplified, Standardized, Streamlined, Strengthened, Updated, Upgraded, Transformed
Managed a team	Aligned, Cultivated, Directed, Enabled, Facilitated, Fostered, Guided, Hired, Inspired, Mentored, Mobilized, Motivated, Recruited, Regulated, Shaped, Supervised, Taught, Trained, Unified, United
Brought in people or resources	Acquired, Collaborated, Forged, Navigated, Negotiated, Partnered, Secured
Supported customers or clients	Advised, Advocated, Arbitrated, Coached, Consulted, Educated, Fielded, Informed, Resolved
Researched	Analyzed, Assembled, Assessed, Audited, Calculated, Discovered, Evaluated, Examined, Explored, Forecasted, Identified, Interpreted, Investigated, Mapped

Source: 185 Powerful Action Verbs that Will Make Your Resume Awesome

<https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>

Cover Letter Tips

Personalize your story to show your excitement for the position and tell the employer why you are perfect for the role.

Here's how to write a cover letter that will make you shine!

- **Take the opportunity to tell your story:** Even if a cover letter is not required, always write one! A potential employer may not look at your letter, but what if they do. Give yourself an advantage to showcase your written communication skills
- **No templates please!** Employers can spot cover letter templates a mile away. Begin with a blank word document and make the cover letter your own. Make your cover letter specific to the job posting.
- **Do your research:** Learn what the employer is looking for by researching the organization and the position. Tailor your cover letter to highlight the skills, knowledge, and experiences relevant to the position you are applying to. Tell why you are a great fit for that exact position.
- **Write well and Proofread:** Check for spelling, grammar, and punctuation errors. Employers use your covers letter as an example of your writing style.
- **Sending via email:** If you are sending your resume and cover letter electronically, save them both as PDFs and attach to the email. In the body of the email, write a brief "cover letter" indicating that your resume and cover letter are attached.

Cover Letter Format:

- **Header:** Follow proper letter format as illustrated in the example.
- **Address and Greeting:** Determine the name of the hiring manager. Search the company website or call the Human Resources office and ask for the information.
- **Paragraph 1:** Identify the position and the company and how you learned about the position. Introduce yourself, why you are interested in the position, and why you are a strong candidate. [Never begin with "My name is"]
- **Paragraph 2:** Share skills and experiences that are relevant to the position. Tell how you can bring value to the organization. Use the position description to confirm desired qualifications.
- **Paragraph 3:** Conclude by reiterating your interest in the position and indicate how you will follow up. End with a thank you!
- **Closing and Signature:** Use a standard closure such as "Sincerely" or "With best regards," sign your name, and then type your name below your written signature.

YOUR NAME

Phone Number | Email Address
Street Address, City, State ZIP

Date (Month, Day, Year)

Contact or HR Director's Name and Title

Employer's Name

Address

City, State ZIP

Re: List Job Title and Position #, if applicable

Dear Mr. / Ms. (Contact or HR Director's Last Name):

Begin your cover letter by expressing your interest in the position (name the position and company.) State how you learned of the position. Introduce yourself – from your research, express why you are interested in the position and in the company, and why you are a strong candidate. [Never begin with "My name is..."]

Use the body of your letter to talk about who you are and your experiences. Read the job description and think about how you fit into the position. Explain to the employer how you qualify for the position using key words and language from the description. You may break this information in to 1-2 paragraphs to expand upon and fill in details from your resume. Use this space to thoroughly explain your experiences and how they qualify you for this position. [Your letter should not exceed 1 page in total length.]

In the closing paragraph, thank the reader for their time and consideration of your application. Reiterate your experience /qualifications and interest in the position. "Ask" for an interview by stating that you welcome a chance to further discuss your skills and experiences. State that you look forward to hearing from them soon. [Show your enthusiasm!]

Sincerely,

(Signature in blue or black ink)

First and Last Name

Cover Letter Example

George Mitchell

123 Main Street, Apt 28, Virginia Beach, VA 12345

gmitchell87@radford.edu 757-123-6987

February 22, 2022

Ms. Ruth Johnson
Program Manager
Youth Villages
234 King's Parkway
Baltimore, MD 23498

Dear Ms. Johnson,

It was a pleasure to speak with you at the Radford University Career and Internship Fair. As you suggested, I followed up by reviewing the Youth Counselor Internship position, posted in Handshake. I am completing my Bachelor of Science degree in Psychology in May 2022, and I am interested in pursuing a career in counseling and social services. My education, along with my camp counseling experience, have provided me with the skills and knowledge base to contribute to the Youth Villages program.

I have worked as a residential camp counselor for Outward Bound, for the past two summers, working with at-risk teens ages 14-20, during 3, three-week camp sessions. As a camp counselor, I received extensive training and built skills in creating an affirming community, encouraging positive behaviors, mediating conflicts, and crisis intervention. During my second year, I served in a lead counselor role, mentoring, and assisting with the training of 10 first-year counselors. This experience reaffirmed for me that my talents are well served working with youth and seeing the students modeling positive interactions with their peers, was very rewarding.

I believe in the "Reach, Teach, and Mentor" philosophy of Youth Villages and would value the opportunity to join you as a summer intern. I look forward to the opportunity to meet with you to learn more about the program and how I can best support the work of the team. I am available to speak with you, at your convenience. Thank you again for your time and consideration.

Sincerely,

George Mitchell