

RESUMES

Most employers spend, 10 seconds or less scanning your resume and cover letter for the first time. In those few seconds, you need to clearly demonstrate how your skills, strengths, experiences, and education match what they are looking for. 10 seconds isn't long to make that kind of impression. Here's how to do it.

1. Create your personal brand

Consider ways to make your document unique to you. This could include designing a personal letterhead with a few phrases that sum up what you do or what you stand for, adding links to your social media profiles (eg. LinkedIn) or personal website, or taking other creative approaches to the layout. You do not need to include SIN, student number, or other confidential information.

2. Tailor your application

Showcase why you're a good fit for the role using a section titled 'Highlights of Qualifications', a bullet-form list of 5-6 of your most relevant experiences, education or training, and key skills and abilities. Prioritize professional competencies and technical skills (eg. lab skills, programming languages, web conferencing tools, software applications, certifications) that are central to the job and that you could provide examples of.

3. Focus on your accomplishments

Accomplishment statements tell a prospective employer not just what you've done, but why it mattered. The descriptions of your experiences should highlight the strengths, skills, values and knowledge that will be most relevant to this particular employer who is hiring for this specific job.

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HIGHLIGHTS OF QUALIFICATIONS

- B.A. in English with public relations and social media communications experience in government and in the tech industry
- Advanced research and writing skills with demonstrated experience creating press releases, executive summaries, briefing notes and newsletters
- Confident public speaker to small and large groups, ranging from 30-200 people
- Strong background in running successful social media campaigns and using analytical reporting tools
- Fluent in English, Cantonese and conversational Mandarin

SOFTWARE SKILLS

Graphic design tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator) | MS Publisher
Social media platforms: Twitter | Facebook | Instagram | Snapchat | LinkedIn
Web analytics software: Google analytics | Hootsuite | MailChimp

EDUCATION

Bachelor of Arts – English (Minor in Psychology) Anticipated completion: May 2021
University of British Columbia | Vancouver, BC

- Award: Faculty of Arts International Student Scholarship (\$5,000 for academic achievement)

RELEVANT EXPERIENCE

Communications Specialist May 2019 – Present
Metro Vancouver | Burnaby, BC

- Researched timely issues, keeping in mind local interests and our target audience in order to increase readership of a weekly e-newsletter and quarterly magazine
- Maintained social media tools, such as Twitter and Facebook, with relevant content and a focus on “conversation starting”
- Measured a 15% increase in reader interest using Google Analytics, and compiled a summary report on details of website traffic to present to senior staff
- Designed and edited attractive layouts for newsletters and backgrounders using Adobe InDesign

Public Relations Assistant Sep 2018 – Apr 2019
Orbitz Technology | Vancouver, BC

- Composed and published effective magazine advertising copy, press releases and letters as part of a successful fundraising campaign that generated \$10,000

ADDITIONAL EXPERIENCE

Advanced Composition (3rd year course) Jan – Apr 2020
• Wrote article about UBC's Indigenous Students' Collegia program that was published by the campus newspaper, *The Ubysses*

PERSONAL PROJECTS + INTERESTS

Blogger | Blogging about minimalist living with an article featured on *Daily Hive Vancouver*
Runner | Trained for 6 months and ran the BMO Vancouver Half Marathon 2019

4. Go beyond paid work

Feature your strengths and past successes, beginning with those that are most relevant to the position. List experiences like academic projects or courses, volunteer or leadership experiences, community involvement, hobbies or personal interests and emphasize your transferrable skills, accomplishments and/or areas of strengths.

5. Organize your content strategically

Make it easy for the employer to invite you to an interview by helping them see that you have the skills and experience required to succeed in this job. Feature your most relevant skills and experiences on the first page of your resume. Make headings interesting so they stand out (but keep them relevant). All experiences where you are developing skills are important, and you are not required to separate volunteer experience out from paid experience.

Common headings include:

- Highlights of Qualifications or Summary of Skills
- Technical Skills
- Education (mention grades if noteworthy)
- Relevant Experience
- Additional or Other Experience

Other headings could be: Selected Coursework or Projects, Volunteer or Community Involvement, Student Leadership, Awards (include honours, citations, scholarships), Hobbies or Interests

6. Format and design your document

- ✓ Use bolding, italics, spacing, and different alignments (left-align section headings, right-align dates) to organize content
- ✓ Use an easy to read design font (10-12 point)
- ✓ Write in bullet points to make it easier for employers to scan for key words
- ✓ List experiences in reverse chronological order
- ✓ Maintain consistent formatting
- ✓ Keep to two pages maximum

7. Showcase who you are

If you have extra space, include interests and hobbies (eg. clubs, sports, personal projects) that highlight competencies or skills you possess that the employer will value.

8. Know your field and industry

Some sectors or industries will have standard resume practices that are specific to their fields (eg. tech, business, etc.). Find out more by checking out professional associations in your field of interest, doing some employer research, and talking to mentors or professionals working in the industry. Geographical conventions will also differ, so research regional expectations if you are applying for roles outside of North America.

9. Get some help

Attend a resume webinar, get feedback on your application from a Career Peer Coach or book an advising appointment with a Career Advisor.

