

Step Two: How Do I Best Showcase My Contributions?

Tuesday, July 19
1 - 2:30 p.m.

Success Steps for Résumé and Cover Letter Writing



Today's Agenda

- Anatomy of a résumé
- Building your accomplishment statements
- Adding relevant coursework
- Maximizing your résumé: summary & tagline
- Submit your résumé draft!

Anatomy of a Résumé

Contact info

Tagline

Summary

Skills

Education

Experiences

Accomplishment
Statements

MICHAEL PRECIADO	
michaelpreciado@gmail.com	Los Angeles, CA 555-555-5555
Graphic Design Photography Marketing	
SUMMARY OF QUALIFICATIONS	
<ul style="list-style-type: none">Collaborative, creative, and detailed Graphic Designer with knowledge of photographic processes, digital image processing and illustration, design business practices, advertising art direction, and art and design in the community.Successfully collaborated with creative team members, marketing executives, student leadership, and the community.Experience designing for online and print marketing, and familiar with image licensing procedures.	
SKILLS	
Computer: Adobe Photoshop, InDesign, Illustrator, Lightroom, Microsoft Excel, Word, PowerPoint Languages: Fluent in Spanish and some knowledge of Japanese	
EDUCATION	
Bachelor of Arts in Graphic Design, California State University, Los Angeles	May 2022
GRAPHIC DESIGN EXPERIENCE	
Graphic Design Intern Sony Entertainment, Inc., Culver City, CA	Jun. 2019 – Mar. 2020
<ul style="list-style-type: none">Design marketing materials for promotional campaigns using Adobe Photoshop & IllustratorAbide by image licensing procedures to prevent legality issues and maintain transparencyPhotograph Sony outreach events to enhance community relations and share stories	
Project Team Member Animation 2032, Cal State LA Department of Graphic Design, Los Angeles, CA	Jan. 2019 – Mar. 2019
<ul style="list-style-type: none">Worked with a team of 4 members in brainstorm sessions, design coordination, and presentationEdited group sketches and transferred them to digital forms while maintaining our visionPresented our digital design project to a class of 40 by explaining our motivations and innovations and received critical feedback well	
Marketing & Graphic Design Consultant Sports Logic Developers, Los Angeles, CA	Feb. 2018 – Nov. 2018
<ul style="list-style-type: none">Assisted marketing director with strategic online and print marketing campaigns by creating mock-upsMade multiple updates to design materials to support the marketing director and ensure customer satisfactionEnhanced logo in Illustrator to attract customers and portray the company culture in a clear way	
LEADERSHIP EXPERIENCE	
Vice President Cal State LA Marketing Club, Los Angeles, CA	Sep. 2019 – Present
<ul style="list-style-type: none">Organize club meetings by taking surveys and addressing the needs of the groupInvite guest speakers to discuss leadership experience and promote professional development	
Volunteer Latinx Upward Mobility Organization, Pasadena, CA	Mar. 2018 – Aug. 2019
<ul style="list-style-type: none">Canvassed multiple neighborhoods to educate citizens on Latinx mobility issuesCreated original marketing materials such as posters, flyers, and handoutsUtilized excellent interpersonal and global competencies to speak with people from all backgrounds	

Consistency, Readability, & Alignment

Employers on average spend between **6 - 20 seconds** reviewing résumés...

Your résumé's format is **essential!**

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Graphic Design | Photography | Marketing

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Project Team Member Jan 2019 – Mar 2019
Animation 2032, Cal State LA Department of Graphic Design, Los Angeles, CA

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- Presented our digital design project to a class of 40 by explaining our motivations and innovations and received critical feedback well

Marketing & Graphic Design Consultant Feb. 2018 – Nov. 2018
Sports Logic Developers, Los Angeles, CA

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Volunteer Mar. 2018 – Aug. 2019
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- Canvassed multiple neighborhoods to educate citizens on Latinx mobility issues
- Created original marketing materials such as posters, flyers, and handouts
- Utilized excellent interpersonal and global competencies to speak with people from all backgrounds

NAME
City, State
555-555-5555
Professional email

Area of Expertise | Area of Expertise | Area of Expertise

PROFESSIONAL SUMMARY

- Use this space to highlight your top skills and strengths that are relevant to the job description
- You can highlight years of experience within your field, awards, or other metrics that quantify your success
- Consider this area as your mini bio. What do you want an employer to know?

SKILLS

Technology: list relevant software here

Languages: list languages that you know here

EDUCATION

Full name of degree, California State University, Los Angeles

Graduation Date

RELEVANT COURSEWORK

Full Name of Course

Ex: Introduction to Public Health not Public Health 101

RELEVANT PROJECTS

Role

Mon Year – Mon Year

Full Name of Class, City, State

- Accomplishment statement
- You can order your bullets according to what is most relevant to what you're applying to
- Make sure to use present tense verbs for current jobs (Manage, Organize) and past tense verbs with past jobs (Managed, Organized)
- Accomplishment statement

WORK EXPERIENCE

Role

Mon Year – Mon Year

Company, City, State

- Accomplishment statement
- Remember to focus on skills demonstrated instead of listing job duties
- Accomplishment statement

Role

Mon Year – Mon Year

Company, City, State

- Accomplishment Statement
- Remember to quantify when you can!
- Bullets can provide examples of how you have demonstrated your soft skills (ex: teamwork)
- Accomplishment statement

VOLUNTEER EXPERIENCE

Role

Mon Year – Mon Year

Company, City, State

- Accomplishment statement
- Bullets can also be used to showcase how your technical and language skills allow you to excel
- Accomplishment statement



How did brainstorming
and using the template
help to start your
résumé?



Let's review the sections of a résumé in closer detail

Structure Bullet Points into Accomplishment Statements!

Bullet points should not only include your skills and tasks, but also the outcome of your experiences.
Employers want to see your accomplishments from your experiences!

- **Accomplishment Statement = Action Verb + Task + Result**

Focus on Skills

Quantify your Tasks

- **Persuaded** passing by students to learn about our club while tabling at 10 events **recruiting 50 new members**

Begin with your Action Verb

Select strong action words!

- ✘** ■ *Responsible for managing LinkedIn marketing campaign to increase revenue by 20%*
- ✘** ■ *I was managing LinkedIn marketing campaign to increase revenue by 20%*

Good Example:

- ✓** ■ ***Spearheaded** the LinkedIn marketing campaign and increased revenue by 20%*

[185+ Action Verbs That Will Majorly Impress Hiring Managers](#)



How might you revise the start of this statement?

- I was responsible for promoting student wellness programs to students residing in dorms to increase participation.

Add your Task and Results to Your Statements

Accomplishment Statement = **Action Verb** + **Task** + **Result**

Example 1:

CLASS PROJECTS

Group Member

January 2022 – May 2022

Content Marketing for Social Media, Cal State Los Angeles, Los Angeles, Ca

- **Collaborated** with a team of 7 members to create an interactive web store using HTML and Flash and increased customer shopping experience satisfaction by 20 percent

Example 2:

WORK EXPERIENCE

Student Assistant

February 2022 – May 2022

Cal State LA College of Professional and Global Education (PAGE), Los Angeles, Ca

- **Created a welcoming atmosphere** for all guests who visit PAGE by always keeping a positive attitude and following through on requests

Formulate Your Accomplishment Statement

Breakout room Activity

In groups of 3, build your accomplishment statements from the experiences that you brainstormed from **Workshop 1**

EX. Introduction to Public Health not Public Health 101

RELEVANT PROJECTS	
Role	Mon Year – Mon Year
Full Name of Class, City, State	
<ul style="list-style-type: none">• Accomplishment statement• You can order your bullets according to what is most relevant to what you're applying to• Make sure to use present tense verbs for current jobs (Manage, Organize) and past tense verbs with past jobs (Managed, Organized)• Accomplishment statement	
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Company, City, State	
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Adding Relevant Coursework

- Relevant coursework should highlight your topic interests and expertise
 - Do not include 'Intro' coursework

jamarharris@gmail.com

JAMAL HARRIS

Los Angeles, CA

555-555-5555

EDUCATION

Master of Public Health

California State University, Los Angeles
Dean's List 2018, 2019

May 2022

GPA **3.75**

Bachelor of Science in Health Science with an option in Community Health Education
California State University, Long Beach

Spring 2017

GPA **3.5**

RELEVANT COURSEWORK

Research on Chicana/o Community Wellness
Data Analysis for Public Health

Vulnerable Populations
Research Analysis and Technical Writing

The 'Skills' Section

Example:

SKILLS

- ✓ **Technology:** Adobe Photoshop, InDesign, Illustrator, and Lightroom; Microsoft Excel, Word, and PowerPoint
- ✓ **Languages:** Fluent in Spanish; some knowledge of Japanese in reading and writing
- ✗ **Skills:** Communication, leadership, organizational, problem solving, analytical, teamwork
 - Most transferable skills are not assessable without an experience to demonstrate the use of the skill
 - Highlight transferable skills in your accomplishment statements!

Highlight transferable skills in your accomplishment statements!

Transferable Skill - Organizational

CLASS PROJECTS

Group Member

January 2022 – May 2022

Data Analysis for Public Health, Cal State Los Angeles, Los Angeles, Ca

- **Schedule** weekly deadlines using Google Calendar to ensure project goals would be met in a timely and efficient manner

Maximizing Your Résumé With A Professional Summary

- A professional summary highlights relevant experience, professional accomplishments, and skills.
- The purpose of a professional summary is to give the hiring manager a glimpse into your expertise, intriguing them to read on.
- It needs to include *relevant experience, accomplishments, skills*.
 - Summary should highlight qualities related the duties and responsibilities listed in the job description

❑ Utilize accomplishment formula to create impactful statements!

➤ **Accomplishment Statement = Action Verb + Task + Result**

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Graphic Design | Photography | Marketing

SUMMARY OF QUALIFICATIONS

- Creative and detailed Graphic Designer with knowledge of photographic processes, digital image processing and illustration, design business practices, advertising art direction to develop over 60 art design projects
- Collaborated with creative team members, marketing executives, student leadership, and the community successfully to achieve various design project goals

Build Your Professional Summary

Breakout room Activity

In groups of 3, build your summary using accomplishment statements from the experiences that you brainstormed from Workshop 1

<p>NAME City, State 555-555-5555 Professional email</p> <p>Area of Expertise Area of Expertise Area of Expertise</p>
<p>PROFESSIONAL SUMMARY</p> <ul style="list-style-type: none">• Use this space to highlight your top skills and strengths that are relevant to the job description• You can highlight years of experience within your field, awards, or other metrics that quantify your success• Consider this area as your mini bio. What do you want an employer to know?
<p>SKILLS</p> <p>Technology: list relevant software here Languages: list languages that you know here</p>
<p>EDUCATION</p>

Accomplishment Statement = Action Verb + Task + Result

Maximizing Your Résumé With A Tagline

- A tagline brands your resume with your top skills and professional attributes.
- Similar to the summary, purpose of a tagline is to give the hiring manager a concise glimpse of your expertise

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- Creative and detailed Graphic Designer with knowledge of photographic processes, digital image processing and illustration, design business practices, advertising art direction to develop over 60 art design projects
- Collaborated with creative team members, marketing executives, student leadership, and the community successfully to achieve various design project goals

Create Your Tagline

Breakout room Activity

In groups of 3, create your tagline from the experiences that you brainstormed from Workshop 1

<p>NAME City, State 555-555-5555 Professional email</p>
<p>Area of Expertise Area of Expertise Area of Expertise</p>
<p>PROFESSIONAL SUMMARY</p> <ul style="list-style-type: none">• Use this space to highlight your top skills and strengths that are relevant to the job description• You can highlight years of experience within your field, awards, or other metrics that quantify your success• Consider this area as your mini bio. What do you want an employer to know?
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<p>EDUCATION</p>

We're here to help!

CAREER CENTER

- Group Advising to answer all your career questions – both in-person and virtual!
- Schedule through your Navigate LA portal or call (323) 343-3237

▪ @calstatelacareercenter



▪ @calstatelacdctr

