

# Introduction to Resumes



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# What is a resume?

A resume is a marketing tool that showcases your education, skills, and experiences and generates interest in you.

What does a resume do?:

- Shows off your **brand**
- Displays how your experiences and skills make you qualified for the job

How ever can my  
brilliance be captured  
in a one-page resume?



*What will make you stand out to employers?*

# Challenges

## Getting their attention:

- Recruiters spend only 6 to 20 seconds scanning your resume

## Beating the competition:

- Peers (here at UMKC and at other universities around the country)
- Experienced workforce with more extensive experience

*Resumes are part of the process – you just have to pass this step to get to the interview. Recruiters want you to succeed!*

# Preferred Order

## Top of Page: Contact Information

- Name, email address, phone number, LinkedIn URL, address

## Next: Education

- University, major, graduation date, GPA
- Major/GPA: your GPA should always be on your resume – if you don't include it, employers may assume it's very low or they will ask you why you didn't include it on your resume during an interview

## Optional sections:

- Work/Professional Experience
- Leadership Experience
- Extracurricular Experience
- Volunteer Experience
- Awards/Accolades
- Skills



# Contact Information

## Kasey Roo

100 Bounce Street, Kansas City, MO 64111 | [Kasey.Roo@gmail.com](mailto:Kasey.Roo@gmail.com) | 816.555.5678 | [linkedin.com/kaseyroo](https://www.linkedin.com/in/kaseyroo)

### In your heading include:

- Professional email address
- Cell phone number (which includes a professional voicemail message)
- LinkedIn URL
- Mailing address is optional

# Education – Undergrad

## Education

University of Missouri – Kansas City  
*Bachelor of Science in Accounting*  
G.P.A. 3.5/4.0

Kansas City, MO  
May 2017

## Education

University of Missouri – Kansas City  
*Bachelor of Business Administration*  
*Emphasis: Marketing*  
G.P.A. 3.5/4.0

Kansas City, MO  
May 2017

Note:  
If you are an accounting student, you should include something about when you will be eligible to sit for the CPA exam

# Education – Graduate

## Education

University of Missouri – Kansas City  
MO *Master of Business Administration*  
May 2017  
G.P.A. 3.5/4.0

Kansas City,

## Education

University of Missouri – Kansas City  
MO  
*Master of Public Administration*  
May 2017  
*Emphasis: Health Services Administration*  
G.P.A. 3.5/4.0

Kansas City,

Note:  
If applying for an especially competitive position, you may want to include your  
GMAT or GRE score





# Education – Exceptions

## Education

**University of Missouri – Kansas City**  
*Bachelor of Science in Accounting*  
G.P.A. 3.5/4.0

**Kansas City, MO**  
May 2017

**Johnson County Community College**  
*Associate of Arts*

**Overland Park, KS**  
May 2013

**University of Florence**  
*Study Abroad*

**Florence, Italy**  
Summer 2014

Language skills: English (fluent), Spanish (fluent), French (working proficiency)

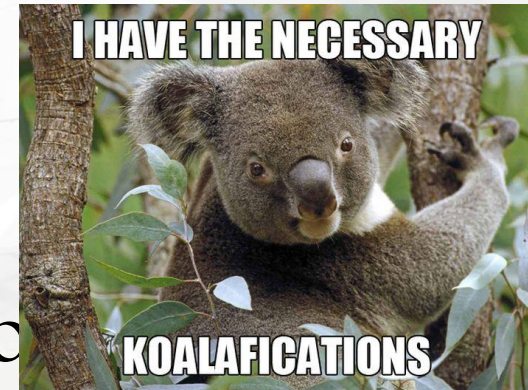
Note:

Studying abroad, language fluencies, associates degrees, or other levels of education may be included in this section

## Notes on Experience

Be sure to include:

- Proper names, job titles
- Dates, (locations are optional)
- Your contribution to the organization
- Bullet all of your job duties
- Quantify on your resume whenever possible
- Expand on your **Role**, your **Contribution**, and your **Impact**



# Internship Experience

**Forward Sports Marketing**  
*Customer Support Intern*

Lee's Summit, MO  
September 2014 – Current

- Establish consultative relationships with clients and partners to demonstrate value of company's marketing services.
- Communicate with clients to design and customize innovative solutions to meet their marketing needs.
- Negotiate entire sales relationships from prospecting, cold calling, qualifying, and closing deals.
- Attend NHRA Racing events to build rapport with clients and prospective sponsors.



# Work Experience

## Kansas City Chiefs *Stadium Tour Guide*

Kansas City, MO  
May 2012 – Current

- Serve as face of Kansas City Chiefs and Arrowhead Stadium for fans and tourists on stadium tours.
- Design and customize each tour to group to create excellent, memorable fan experience through energetic and knowledgeable tour and presentation of Kansas City Chiefs and Arrowhead Stadium.
- Research history and competitive edge of stadium and organization in order to become subject matter expert on topics potentially brought up during tours.
- Collaborate and communicate with team of tour guides to learn best practices and receive feedback to be used in adapting and improving techniques.

# Extracurricular Experience

## Therapeutic Riding Organizer

Pittsburg, MO  
May – October 2013

- Prepared, organized, and created projects for children with physical and mental disabilities to ride & learn horsemanship.

## A Plus Student Tutoring Program Student Tutor

Lee's Summit, MO  
August 2011 – May 2013

- Educated students in English and math, assessed education needs, customized training, adapted to learning styles.
- Served as role model through open and collaborative communication and professional behavior

# Leadership Experience

DECA, UMKC

August 2012 – Present

- *Representative*, Represented state of Missouri at Excellence Seminar.

Alpha Kappa Psi, UMKC

December 2011 – Present

- *President*, Managed board of directors and officers to achieve goals and objectives.
- *Director at Large*, Helped run meetings, activates, games, and banquets.

Classics Club, UMKC

Spring 2010

- Member



# Volunteer Experience

Red Cross

32 Hours, Spring 2015

Alternative Spring Break

80 Hours, March 2014/2015

Big Brothers Big Sisters

5 hours/week, August 2012 – May 2013

Note:

Experience should always be in chronological order – most recent to least recent

# Awards & Accolades

Staff Member of the Month, Cerner

April 2016

Chancellor's Scholarship, UMKC

Fall 2015

DECA Finalist, UMKC

November 2014

Note:

Awards and accolades should always be in chronological order – don't include every scholarship you've earned, just the most relevant/impressive



# Skills & Certifications

## Skills:

Microsoft Office Suite including Excel  
PeopleSoft  
HTML and Java  
Bloomberg  
CSS, SQL, PHP

## Certifications:

SHRM-CP (August 2012)  
CPA (May 2011)  
AdWords (September 2010)

## Note:

Skills section should be used for technology skills, not skills like: communication, organization, customer service, etc...



# Check Your Work

- Who should review your resume? Campus resources:
  - **Bloch Career Center**
    - 102 Bloch Executive Hall
    - Open Monday – Friday, 8–5pm
  - **Bloch Communication Center**
    - 201 Bloch Heritage Hall
    - Open Monday (1–4pm), Wednesday (10am–4pm), Thursday (11am–3pm)



# Parting Advice

- It's a work in progress (meaning it's never done)
- Be open to feedback
  - Don't take it personally
- Get it reviewed
  - Often and by many (most importantly the Bloch Career Center!)
- Be proud of all your hard work!

# John Doe

1234 ROCKHILL ROAD, KANSAS CITY, MISSOURI 64110/ (816) 123-4567/ JOHNDOE@HOTMAIL.COM

## EDUCATION

University of Missouri – Kansas City  
Henry W. Bloch School of Management

Kansas City, MO  
May 2015

Major: Business Marketing GPA: 3.50

## WORK EXPERIENCE

Forward Sports Marketing

Lee's Summit, MO

*Customer Support Intern*

September 2014 – Current

- Establish consultative relationships with clients and partners to demonstrate value of company's marketing services.
- Communicate with clients to design and customize innovative solutions to meet their marketing needs.
- Negotiate entire sales relationships from prospecting, cold calling, qualifying, and closing deals.
- Attend **NHRA** Racing events to build rapport with clients and prospective sponsors.

Kansas City Chiefs

Kansas City, MO

*Stadium Tour Guide*

May 2012 – Current

- Serve as face of Kansas City Chiefs and Arrowhead Stadium for fans and tourists on stadium tours.
- Design and customize each tour to group to create excellent, memorable fan experience through energetic and knowledgeable tour and presentation of Kansas City Chiefs and Arrowhead Stadium.
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Kansas City Royals

Kansas City, MO

*Outfield Experience Attendant*

April 2013 – Current

- Create positive relationships with customers, established family friendly atmosphere, earn recognition for great service.

J Crew

Leawood, KS

*Sales Associate*

April 2014 - Current

- Build rapport with customers to better understand clothes-buying needs and preferences.
- Create professional store atmosphere through proper merchandise display, courteous demeanor, and positive attitude.

## LEADERSHIP EXPERIENCE

American Quarter Horse Youth Assoc.

Amarillo, TX

*Representative*. Represented state of Missouri at Youth Excellence Seminar.

2006 – 2010

Missouri Quarter Horse Youth Assoc.

Missouri

*President*. Managed board of directors and officers to achieve goals and objectives.

2008 – 2009

*Reporter*. Recorded picture and wrote articles promoting association youth activities and events.

2005 – 2007

*Director at Large*. Helped run meetings, activates, games, and banquets.

2003 – 2005

Therapeutic Riding

Pittsburg, MO

*Organizer*

2007

- Prepared, organized, and created projects for children with physical and mental disabilities to ride & learn horsemanship.

A Plus Student Tutoring Program

Lee's Summit, MO

*Student Tutor*

2009 – 2009

- Educated students in English and math, assessed education needs, customized training, adapted to learning styles.
- Served as role model through open and collaborative communication and professional behavior