



PACIFIC COAST HOSPITALITY

Our Guide to the Perfect Resume

Your resume - one piece of paper, such enormous power over your future. On the surface, a resume is simply a list of qualifications for a position. But resumes normally get less than a 15-second glance at the first screening. So to stand out from the crowd and score face time with hiring managers, it should serve as a strategic marketing tool that screams, "I am perfect for this job!" The following checklist has been designed to assist you in writing your resume; it reflects the expertise of dozens of industry hiring managers that have critiqued thousands of resumes.

Types of Resumes:

There are several basic types of resumes used to apply for job openings. Depending on your personal circumstances, choose a chronological, a functional, or a combination resume.

- **Chronological Resume:**

A chronological resume starts by listing your work history, with the most recent position listed first. Your jobs are listed in reverse chronological order with your current or most recent job, first. Employers typically prefer this type of resume because it's easy to see what jobs you have held and when you have worked at them.

This type of resume works well for job seekers with a strong, solid work history.

- **Functional Resume:**

A functional resume focuses on your skills and experience, rather than on your chronological work history.

It is used most often by people who are changing careers or who have gaps in their employment history.

- **Combination Resume:**

A combination resume lists your skills and experience first. Your employment history is listed next. With this type of resume you can highlight the skills you have that are relevant to the job you are applying for, and also provide the chronological work history that employers prefer.

Living In the Digital Age:

You will likely need to submit your resume several ways online. To avoid headaches, save four copies: a PDF and Word doc for attachments, formatted plain text for the body of emails, and unformatted plain text for online submission forms.

Sequence:

Sequence the categories according to what is most important to the employer and your career objective. A recent college graduate with limited experience will usually put the education section first since it is the most significant qualification. Education will also be listed first when it is a qualifying requirement. If an applicant wants to emphasize significant work or leadership experience, or apply for jobs in fields such as hospitality, restaurant management, or culinary, it may be useful to present the experience or employment sections first.

Appearance:

- Does the resume provide a visually pleasing, polished presentation?
- Uses appropriate font styles and font sizes (10-14 pts.)
- Are there design elements such as bullets, bolding and lines to guide readers' eyes through the document and highlight important content?
- Is there a good balance between text and white space?
- Centers text; are margins even on all sides?
- Are design elements like spacing and font size used consistently throughout the document?
- Printed on high quality (16-25 lb.) bond paper.
- Print is letter quality.

Resume Sections, Organization, and Format:

- Are all resume sections clearly labeled?
- Appropriate format includes keyword phrases of profession.
- Are sections placed in the best order to highlight the applicant's strongest credentials? Presents strongest qualifications first.
- Is the work history listed in reverse chronological order (most recent job first)?
- Appropriate length: 1 page for every 6-10 years of work experience.

Writing Style:

- Is the resume written in an implied first-person voice with personal pronouns?
- Do sentences or phrases begin with powerful action verbs?
- Short paragraphs mostly under five lines; short sentences.
- Brief, succinct language; no unnecessary words.
- Is the content flow logical and easy to understand?
- Is the resume perfect? No typographical, spelling, punctuation, or grammatical errors?

Content:**Contact Information:**

- Clearly, accurately presented at the top.
- Address, current and permanent, email address, telephone number where you can be reached.

Career/Job Objective:

(Optional for chronological resume. Required for functional resume.)

- Is your career objective clearly and accurately presented at the top?
- Does it briefly indicate the sort of position, title, and possible area of specialization sought, management or supervisory position, indicate level of responsibility sought?
- Emphasizes strongest qualifications and skills relevant to desired job.
- Is your resume targeted to a specific career goal and not trying to be a one-size-fits-all document?
- Language is specific, employer centered not self-centered; avoids broad or vague statements.

Qualifications or Experience Summary:

- Condenses an extensive background by emphasizing experiences and accomplishments in brief keyword phrases
- Identifies 3-6 key achievements that support your objective.
- Summarizes relevant work experience and accomplishments that support the objective.
- Are accomplishments quantified by using numbers, percentages, dollar amounts or other concrete measures of success?
- Do accomplishment statements begin with strong, varied action verbs?

Education and Training:

- If your education relates to your objective and is within the past three years, it should be the first section. If not, education should follow the work experience section of your resume.
- Name and location of the university, college, or training institution in which you are/were enrolled.
- Highest level of attainment is listed first; work from most current degree backward. Degree or program in which you are/were enrolled and date of graduation.
- Major, minor, concentration, and/or special interest.
- GPA, honors, awards, scholarships.
- Relevant courses, papers, projects: include paper or project titles.

Employment Experience:

- Include all paid, volunteer, inter, extracurricular, co-op, or applied experience relevant to your objective.
- Accomplishments on your job; what problems did you face? What solutions did you find?
- Contributions to the organization, i.e., ways your work helped increase profit, membership publicity, funding, motivation, efficiency, productivity, quality; saved time or money; improved programs, management, communication, information flow etc.
- Quantitative or qualitative indicators that describe the results of your contributions or accomplishments, i.e., "increased sales by \$50,000"; "reduced staff turnover by 25%"; "significantly improved staff ability to access data".
- Learning that took place on the job that is relevant to your job objective (optional).
- Describe accomplishments in jargon of the field.

➤ **Chronological Resume**

- Begin with your current/most recent position and work backward, chronologically. Devote more space to recent employment.
- If your job titles relate to your current job objective, start each position description with job titles. If not, begin with the organization.
- Follow job title and organizational information with the organization's city and state.
- Use the first and last month and year to describe dates of employment.
Example: Kitchen Manager, ABC Restaurant Company, Portland, OR, September 2005-January 2012.

- Describe the last three to five positions in detail. Summarize earlier positions unless relevant to your objective.
- Do not show every position change with each employer. Only list in detail the most recent job and briefly summarize promotions.
- Do not repeat skills that are common to several positions.
- Within each listed position, stress the major accomplishments and responsibilities that demonstrate your competency. Indicate transferable skills and adaptive abilities used on the job.
- It is not necessary to include all responsibilities, as they will be assumed by employers.
- Tailor your position descriptions to future job/career objectives.

➤ **Functional Resume**

- Use two to four sections to summarize each area of functional skill or expertise.
- Develop the functional skill headings based on the skills you want to market to employers and/or that are most related to your targeted objective.
- Describe your skills in short phrases and place under the appropriate functional skill categories.
- Rank the phrases within each category and place the most important skill or accomplishment first.

Skills:

- Computer skills: software applications, languages, hardware, operating systems.
- Language skills: specific level of fluency and ability to read and write as "basic," "intermediate," or "advanced".
- Other Skills.

Extracurricular Activities, Community Service, Professional Associations:

- List organizations, significant positions held, include title and dates of participation.
- Emphasize leadership roles and transferable skills that are relevant.
- Include hobbies and personal interests only if they are relevant.

Marketing Focus:

- Demonstrates ability or potential to do the job; supports your objective.
- Speaks to the employer's needs and requirements (employer-centered not self-centered).
- Indicates knowledge of the field, typical issues or problems, solutions.
- Omits racial, religious, or political affiliations unless a bona fide occupational qualification.
- Contains only personal data relevant to your objective; omits age, sex, marital status, national origin, health, names of references.

Resume Keywords:

The following phrases and words may help you with organizing your resume statements. They convey involvement and accomplishments and make your resume more readable and effective.

- Accomplished...
- Acted as liaison for/between...
- Acted/Functioned as...
- Adept at...
- Administered...
- Advised...
- Analyzed/Assessed...
- Arranged...
- Assigned territory consisting of...
- Assigned to...
- Assisted with...
- Budgeted...
- Conducted...
- Consulted...
- Contracted/Subcontracted...
- Coordinated...
- Counseled...
- Delegated...
- Delivered...
- Demonstrated...
- Developed...
- Direct/Indirect control...
- Directed...
- Drafted...
- Edited...
- Established...
- Evaluated...
- Experience involved/included...
- Experienced in all facets/phases...
- Expertise and demonstrated skills...
- Extensive training/involvement...
- Familiar with...
- Formulated...
- Gathered...
- Handled...
- Honored as...
- Implemented...
- Improved...
- In charge of...
- Initially employed...
- Initiated...
- Innovation resulted in...
- Installed...
- Instructed...
- Instrumental in...
- Interaction with...
- Investigated...
- Knowledge of/experienced as...
- Maintained...
- Managed...
- More than [] years' experience...
- Negotiated...
- Organized...
- Performed...
- Planned...
- Presented...
- Proficient/competent at...
- Promoted to/from...
- Proven track record in...
- Provided technical assistance...
- Recipient of...
- Recommendations accepted by...
- Recommended...
- Remained as...
- Reported directly to...
- Resulted in...
- Sales quota accountability...
- Served/Operated as...
- Specialize in...
- Successful in/at...
- Temporarily assigned to...
- Worked closely with...