



SDSU Career Services

High Impact Resumes

Your Skills: Know Them, Embrace Them, Market Them

- Your academic program, work and campus experience (paid/ unpaid) contribute to different skills that are valuable in the workplace
- Skills that you have gained (through courses and experience, including campus leadership) and can be transferred to future work settings are called: **transferable skills**
- Shift in workplace focus from “what I do” to “what I can do”
- It’s important how you market yourself and those newly acquired skills



EXPLORE
ENVISION
ACHIEVE

Career Readiness Competencies*

- Identify competencies you have developed and areas that may need improvement
- These competencies typically relate to transferable skills

Critical Thinking/Problem Solving

Oral/Written Communications

Teamwork/Collaboration

Digital Technology

Leadership

Professionalism/Work Ethic

Career Management

Global/Intercultural Fluency

EXPLORE
ENVISION
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*Survey by NACE (National Association for Colleges and Employers)

Let Your Resume Sing the Praises of Your Education

- **Qualifications Summary** is a great way for encapsulating your skills and the the value you can bring to an employer
- Review your past job experiences and **rewrite descriptions** as needed
- Use **similar words** or language as in the job posting
- **Customize each resume** to make it relevant
- **Demonstrate** to the employer that you are the ideal candidate using your resume and cover letter



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Sample Posting From Aztec Career Connection

Full Time Entry-Level

Senior, Alumni

Desired Skills

Entrepreneurial Minded

Driven By Results

Customer Service

Marketing

Passion for Helping Others

Problem Solving

Relationship Building

Effective Communicator

Troubleshooting

Highly motivated

Description

What you will do . . .

- Recommend solutions to your clients for their investment needs
- Collaborate with others in developing presentations delivered in group settings or one-on-one
- Keep in touch with clients to ensure that they have the right products for their current needs
- Create referral opportunities and build a referral-based practice
- Determine the course for your career in terms of financial objectives

San Diego State University Career Services maintains and promotes a policy of nondiscrimination and non-harassment on the basis of race, religion, color, gender, age, disability, marital status, sexual orientation, national origin and citizenship. Career Services provides services only for employers whose hiring practices are non-discriminatory according to law.

Qualifications

What you need . . .

- Bachelor's degree
- Strong communication and marketing skills with the ability to work one-on-one with clients
- The ability to plan your day and achieve goals
- An interest in developing financial strategies and a genuine concern for the welfare of others
- An entrepreneurial work ethic and the desire to achieve financial success

Posted On:

Jul 01, 2017

Applications Accepted Until:

Jul 15, 2017

Related Resources



[NACE Salary Calculator](#)

Help & Support



[Send a Question or Comment](#)

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Name and Contact

Sophia Aztec

saztec@sdsu.edu

(619) 777-9311 ♦ San Diego, CA 92182

[LinkedIn.com/SophiaAztec](https://www.linkedin.com/company/SophiaAztec)

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saztec@sdsu.edu

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- Tell them the type of position you are applying for
- Keep it brief and direct
 - *Seeking an internship for Summer 2017*
 - *Seeking an entry level position with ABC*

Education

San Diego State University, San Diego, CA

Bachelor of Science in Business Administration

Minor: Organizational Psychology

May 20xx

GPA: 3.7

American University, Athens, Greece

Advanced study of Greek and Cross-Cultural Communication

Summer 2016

Miramar College, San Diego, CA (Optional)

Associate of Sciences in Psychology

May 2015

GPA: 3.4

Experience

Information Desk Representative

January 2017 - Present

Aztec Center, San Diego State University

- Answer the telephone in a polite and professional manner
- Direct visitors and students to specific locations and events on campus
- Provide answers pertaining to special events held on campus and general questions about SDSU

Target Marketing Group Sales Intern

May 2016 - August 2016

San Diego Sports Arena

- Researched new targeted groups for upcoming shows
- Helped create and administer a target marketing campaign for each event which led to a 30% increase of attendees than the previous year
- Updated group sales page on website using Macromedia DreamWeaver
- Composed group event letters and proposals

Resume Statements

Sample 1:

Planned campus orientation events

Sample 2:

Planned and coordinated campus orientation events for incoming freshmen

Sample 3:

Planned and coordinated campus orientation events for incoming freshmen class of 200 students



EXPLORE
ENVISION
ACHIEVE

- Leadership
- Summary or Qualifications
- Projects (e.g., Research, Business, Arts)
- Additional Training
- Awards & Honors
- Certifications
- Skills: technical, languages and others
- Clubs & Organizations

Reverse Chronological Order

Carina Career

San Diego, CA 92182

ccareer@sdsu.edu • (619) 594-6851 • <http://linkedin.com/in/carinacareer>

OBJECTIVE

To obtain a refugee services coordinator position with a non-profit organization

EDUCATION

San Diego State University:

Master of Arts in Sociology December 20XX

Thesis: *Social Class Perception and Job Satisfaction in Immigrant Populations*

Bachelor of Arts in Sociology May 20XX

Minor in Women's Studies GPA: 3.7

- Recipient of Presidential Scholarship 2003-2007
- Dean's List

EXPERIENCE

San Diego Youth and Community Services Coastal Community Center San Diego, CA

Volunteer Intern: Emergency Assistance Provider Fall 20xx – present

- Provide emergency assistance to the diverse homeless population.
- Listen to and assess each individual's needs.
- Increase service partners' knowledge and use of social service system.
- Refer service partners to various San Diego social service agencies.

Aztec Adventures San Diego, CA

Customer Service Senior Staff Fall 20xx – present

- Manage daily operations of Aztecs Adventures office.
- Design and create advertisements.
- Maintain daily operational procedures.

Broadway Twin Theater Yreka, CA

Assistant Manager and Projectionist Winter & Summer 20xx

- Promoted after working for two seasons as box office and concession staff.
- Trained and supervised staff.
- Managed lobby, theater and projection booth.
- Developed a new supply ordering system and created Excel spreadsheet.
- Compiled box office and concession reports and prepared daily bank transactions.

LEADERSHIP AND COMMUNITY SERVICE

Walk of Faith Retreat, **Leader** Fall 20xx

Intersivity Christian Fellowship, **Leader** Fall 20xx – Spring 20xx

South East San Diego Tutoring Project Fall 20xx – Spring 20xx

SDSU Summer Orientations, **Team Leader** Summer 20xx

Migrant Outreach Spring 20xx

Juvenile Hall Literacy Outreach Spring 20xx

SKILLS

Cross-cultural communication

Knowledgeable of support services available to new immigrants

Fluent in Spanish and Tagalog

Proficient in Microsoft Word, Excel, and SPSS

- Lists Education & Experience in reverse chronological order
- Includes a description of responsibilities and accomplishments
- Popular option for applicants who have related experience

Combination Resume

MARINA SCIENCE

San Diego, CA 92110 619-260-4654

biocareer@sdsu.edu • <http://linkedin.com/in/MarinaScience>

OBJECTIVE

A research assistant position with the Environmental Protection Agency

EDUCATION

San Diego State University, San Diego, CA

May 20XX

Bachelor of Science in Biology, Marine Biology Emphasis

Minor in Environmental Science

Mortar Board, Senior Honor Society Member

QUALIFICATIONS

- Demonstrated commitment to environmental research with seven years of leadership experience.
- Experience in water analysis using standard methods for the treatment of water and wastewater.
- Proficient in utilizing atomic absorption spectrometer, spectrophotometer and GIS.
- Conducted ecological assessment using video transects, electron microscopy, LPS and LOI.
- Knowledge of plankton tow, multicore, box core, CTD, gas chromatography and enzyme assays.

RELATED EXPERIENCE

Research Assistant, Substrate Characterization of Coral Reefs, Mexico 20xx – 20xx

- Identified species and substrate with video transects of various reefs using SCUBA, underwater camera and laboratory analysis
- Conducted sediment and water sampling
- Correlated data to environmental and anthropogenic impacts

Volunteer, Manhattan Beach Roundhouse Aquarium, Manhattan Beach, CA Summer 20xx

- Educated public about animals
- Assisted with summer camp and special events for children

Course Project, Organic Chemistry Lab at SDSU, San Diego, CA Spring 20xx

- Conducted experiments in team setting
- Collected, analyzed and interpreted lab results
- Composed and submitted lab report

LEADERSHIP ACTIVITIES

Environmental Protection Group

President (20xx-present) Campus Liaison (20xx-present)

Earth Day Coalition of New Mexico

Board Member (20xx-20xx)

Environmental Youth Network

Co-Chair (20xx-20xx)

Albuquerque Academy Environmental Club

Founder and President (20xx-20xx)

AWARDS

President of the United States Environmental Youth Award Winner (20xx)

Waste Education Resource Consortium, Waste Mgmt. Contest 2nd and 1st place (20xx and 20xx)

ADDITIONAL EXPERIENCE

Sales Associate Express; San Diego, CA 20xx - present

Sales Representative MCI Small Business; Albuquerque, NM Summer 20xx

Manager/Head Lifeguard Tanoan Country Club; Albuquerque, NM Summer 20xx

- Works well for job seekers who want a chronological format, but:
 - ❑ Are pursuing options in a new field
 - ❑ Need to arrange experience by relevance to match the position's requirements

Cover Letters

- Tailor to fit specific job announcement
- Specify reasons for being interested
- Address immediate needs of employer
- Provide examples of qualifications

Cover Letter Sample

JOSEPH CAREER
1234 Montezuma Drive
San Diego, California 92182
(619) 555-5555
jcareer@sdsu.edu

Current Date

Ms. Sally J. Harris
Human Resources Director
High-Tech Firm
3030 Build Square, Suite 2301
Boston, MA 06045

Dear Ms. Harris:

I am writing to apply for the Sales and Marketing Assistant position that High-Tech Firm posted with SDSU Career Services. Paula McLain, an associate at your firm and a recent SDSU graduate, has encouraged me to apply.

Your advertisement states that hard-working individuals with excellent communication and organizational skills are the best candidates for this position. I am a hard worker with the education and internship experience needed to work effectively with your clients. As an intern with Go-Med, a high-tech medical supply company, I assessed client needs and promoted product lines. I learned the value of asking questions and listening to learn what clients want from a service provider.

I combine effective communication with strong organizational skills. Over the last four years, I have developed excellent time management practices by balancing the demands of part-time work, school, internships, and volunteer service. I look forward to applying all these skills in working as a sales assistant for your firm.

I would like to discuss how I might meet your needs in filling this position. I can be reached at (619) 555-5555 to arrange an interview. Thank you for your time and consideration.

Sincerely,

Joseph J. Career

Joseph J. Career

Each paragraph serves a purpose:

- 1st:** Introduction and interest
- Middle:** Relate your qualifications to the employer's needs. How can you fulfill that need?
- Middle:** Additional examples of your skills, qualities and/or contributions
- Last:** Closing and thanks

Things to Keep in Mind

Do:

- ✓ Keep it to 1 page
- ✓ Set margins are between .75 - 1 inch
- ✓ Use Times New Roman, Arial or easy to read font
- ✓ Apply correct verb tense
- ✓ Use plain white/light color, good quality paper

Don't Use:

- × Resume templates
- × Pictures
- × SSN, DOB, or marital status
- × Fancy fonts or paper
- × Famous quotes
- × Logos
- × No color fonts

Aztec Mentor Program (AMP)

- Connect with a mentor in your area of interest and learn more about the field
- An opportunity to develop your professional network, job shadow, visit a job site...and more!
- Open to juniors, seniors and graduate students

Application period for Spring 2018
January 12 to February 23



AZTEC MENTOR PROGRAM

Apply at
amp.sdsu.edu

Career Services



Office Hours:

Mondays-Fridays 8 am - 4:30 pm

Walk-ins (Fast 15) Hours:

Mondays-Thursdays 1 - 2:45 pm

Fridays 10 - 11:45 am

Location:

SSE-1200

Phone:

(619)594-6851

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