THE JACKSON SCHOOL RESUME TOOLKIT

RESUME FUNDAMENTALS

The purpose of a resume is to quickly show a recruiter or hiring manager that your skills, experiences, and attributes make you a candidate they should invite to interview. While it is fully appropriate to have a "base" or "generic" resume as your starting point for each application, the content should be customised as fully as possible to each position you apply to.

Resumes for undergrads should be one page, but two pages may be acceptable if you are a mid-career graduate student and have a lot of ground to cover. It is crucial to consider both the content and the format of your resume, but here are some basic things to consider:

- The reader should be able to scan your resume in 30 seconds and get a general sense of your background and experiences.

- For a professional resume targeting a job/internship, it should be succinct, usually one page unless there is experience enough to warrant a second page. Please note: Formatting will likely change for resumes targeting Federal opportunities, and may change for scholarships/ fellowships and grad school applications. A CV is a very different format not addressed here.

- Make sure your resume speaks to the specific opportunity. Suggestion: Create a 'master resume template' that contains all information (don't worry about length) then edit out less relevant content each time (considering length in your job-specific draft).

Content

- The resume should be action-oriented, with every bullet point starting with an action verb in present tense for current experiences, past tense for past

- Assume your reader is intelligent, but not an expert in your field. Stay away from using 'jargon.'

- Include the most important content in the top ½ of page 1

- Adding a Summary of Skills/Qualifications section at the top of p1 is highly encouraged. This is a list of your top 3-6 skills/experiences as they relate to each specific position

- Be sure to include key words from the position description in your resume. For cases where resumes are filtered automatically, this will help ensure you pass initial screenings.

- Do not use pronouns (I, you, they) or being verbs (am, is, are, was, were).

- Always be truthful when representing your experience! Avoid exaggerations or lies.

- In general, now that you are in college, eliminate high school experiences (some exceptions may apply for highly relevant or prestigious accomplishments).

- List the correct position title and exact organization name, being sure to spell out all acronyms.

- At this point, you will generally include all job/work study experiences. This shows you have a work history, work ethic and transferable skills (frequently customer service, multitasking). In some cases, it also shows that you worked while going to school, which speaks to your organizational skills and your tenacity.

- When creating bullet points articulating experiences, be specific, focus on the impact ("So what?"). Where possible, include information like numbers served, page length, dollars saved, frequency and special skills/technology used.

Format

- It is important to make formatting clean, consistent, and not too fancy. Save your resume as a PDF so that formatting (and if used, graphics) render the way you intended.

- Use a standard font, 10pt-12pt, avoid using color, 1" margins at minimum. Be aware that you will likely need a printable version of your resume and one that is easily uploaded into an online tool

- Use an email address that includes part of your name and is professional

- Place your name and contact information on every page of your resume. Street addresses are no longer necessary as contact information, but one should be provided if applicable.

- When listing dates, include month/year-month/year. Use whatever style you prefer, just remember to be consistent in how you present information.

TIPS FOR MARKETING A JACKSON DEGREE

In addition to position-specific skills, employers almost always list the following in the qualifications section of the position description: written communication, presentation skills, research skills, critical thinking skills, teamwork and cultural competency. Your Jackson degree means you can list these in your skills section! Additionally, international experience, subject/regional expertise and language skills are often listed in internationally-related opportunities.

If you have taken Jackson classes that you'd like to highlight, you can add a line to your education section talking about "core research expertise" or "concentrated training in".

For students who have (or will take) Task Force, consider framing this as an experience item. Example:

Task Force Policy Analyst   *December 2016 – March 2017*

University of Washington   *Seattle, WA*

• Collaborated, advised by (Task Force faculty member), in researching implications of (policy issue) both domestically and internationally, the effectiveness of the United States' position on (policy issue), and alternative approaches to the use of (policy suggestion).

• Conducted in-depth research and analysis and produced a XXX-page report with actionable policy recommendations.

• Presented findings to (Task Force Evaluator name, title)

• Presented Taskforce findings at the University of Washington 2016 Research Symposium.

Remember that not all Jackson classes or programs are intuitive for external readers to understand, so consider rephrasing the below examples from a business perspective:

JSIS 201, Making of the 21st Century >   ***Sociopolitical & Economic Development***

JSIS 200, Origins of the Modern Global System >   ***Modern Global Political Economy***

JSIS 203, Rise of Asia >   ***Geopolitics of East Asia***

Task Force >   ***Foreign Policy Analysis Capstone***

International Studies, General >   ***International Affairs, International Relations***

REECAS >   ***Russia, Eastern Europe & Central Asia***

Qualifying Paper >   ***Policy Analysis Report, Research Project***

Summary of Skills

- This is the most crucial section where you match the key components of the opportunity with your key skills. You have 3-6 action-oriented bullets to summarize why you are a good match.

- Suggestion: Save this section until last. Highlight key words in the position description. Highlight key skills in your resume. Compare and match them. Draft your bullet points.

Education

- Be sure to highlight your relevant coursework (3-4 course names will work, no numbers). The courses you choose will likely shift with the job. This section is to highlight your content/geographic knowledge/expertise and other skills (econ, business, language, etc.)

- Include 'capstone experiences' in your major (Task Force, Qualifying, Senior, Research or Capstone Papers, Thesis, etc.). Name the title of the paper and indicate the length. Also, for Task Force, highlight the collaborative nature of the project

- If you did an Independent Study or Research project, include it as it reflects initiative and deep interest in a subject/area

- If you studied abroad, include it in the Education section as a separate entry, same formatting as your UW entry. Exploration Seminars could be included under your general UW entry as they are shorter (but relevant) or listed in Additional Skills/Experiences section

- Highlight your language training being sure to distinguish between proficiency and fluency. Specify your skill level in reading, speaking, writing and listening. You can include this in Education or the Additional Skills section

- Your GPA is optional, and should really only be included if requested. If you have an outstanding GPA (3.7 or higher) then it's safe to assume it will be an asset on your application.

Experience

- This section can include paid/unpaid experiences relevant to the specific position

- Depending on how many different experiences you have, you may choose to split this section (i.e. Work Experience, Volunteer and Internship Experience, Relevant Professional Experience)

- Include volunteering, internships, and student organization involvement. Generally, if it's a one-day experience, don't list it unless it's something you do annually.

Experience (Cont.)

- Start each bullet with an action verb (in the past the past tense for previous positions, present tense for your current position). Make sure that each bullet covers content that is as relevant as possible to either the requirements or duties section of the position description.

- Quantify accomplishments and results to add context for the reader: What was the budget? How many people did your program serve/ reach? What goals were met or exceeded?

Research, Awards and Scholarships

- Create this as a separate section if you have 3 or more to list. If you have Dean's List only (a huge accomplishment), include it as a bullet in Education

- If you received scholarships/fellowships, list here (don't include amount). If 3 or more, list separately

- If you have publications or academic presentations, they follow the same guidelines as above

Additional Skills and Experiences

- This is a great section for listing the skills/experiences you'd like to highlight that don't fit in the above sections and which are relevant to the position. Possible topics to include: Technology, Language Training/Ability, Professional Memberships/Affiliations, International Experience (usually living, not travel unless it's extensive and relevant to the job).

- Generally omit hobbies unless they are relevant to the job. Often personal interests can be shown through volunteer or student organization involvement. If you are a student-athlete, list that here

- Regarding Technology, in addition to listing your familiarity with MS Office Suite products, include additional skills. Include your level of expertise. Examples: database management, HTML, graphic design programs, photography/videography, and 'new media' (Twitter, Facebook, LinkedIn, etc.)

Recruiters spend only six seconds on average reviewing an individual candidate's resume to determine whether the person is a potential fit for an open position, according to a recent study by The Ladders. That compares with 4-5 minutes per resume on average that recruiters have self-reported in the past. The report was based on data from an eye-tracking study of 30 professional recruiters who were monitored over a 10-week period as they performed online tasks, including resume and candidate profile reviews. Below are some key findings from the study that analyzed where and how long a person focused when digesting a resume:

What Recruiters Look For

Source: Keeping an Eye on Recruiter Behavior, TheLadders, 2014

The recruiters studied spent almost 80% of their resume review time on the following elements:

- Candidate's name

- Current title/company

- Previous title/company

- Previous position start and end dates

- Current position start and end dates

- Education

Beyond those six, recruiters did little more than scan for keywords to match the open position, and this includes LinkedIn profiles (see right).

Because "fit/no-fit" decisions were based mostly on those six pieces of data, an individual resume's detail and explanatory copy had little impact on the initial decision-making. A well-written resume has a clear visual hierarchy and presents relevant information where recruiters expect to see it, so paying attention to formatting on your resume can help to quickly guide recruiters to a yes/no decision.

Recruiters tend to follow a consistent visual path when reviewing both resumes and online profiles, the study found. Accordingly, an organized layout is crucial. The "gaze trace" of recruiters was erratic when they reviewed a poorly organized resume, and recruiters experienced high levels of cognitive load (total mental activity), which increased the level of effort to make a decision. Well-written resumes actually had less data, were evenly formatted, and were described as "clearer."

Sample heat maps for a resume (warmer colors = more time spent reading)
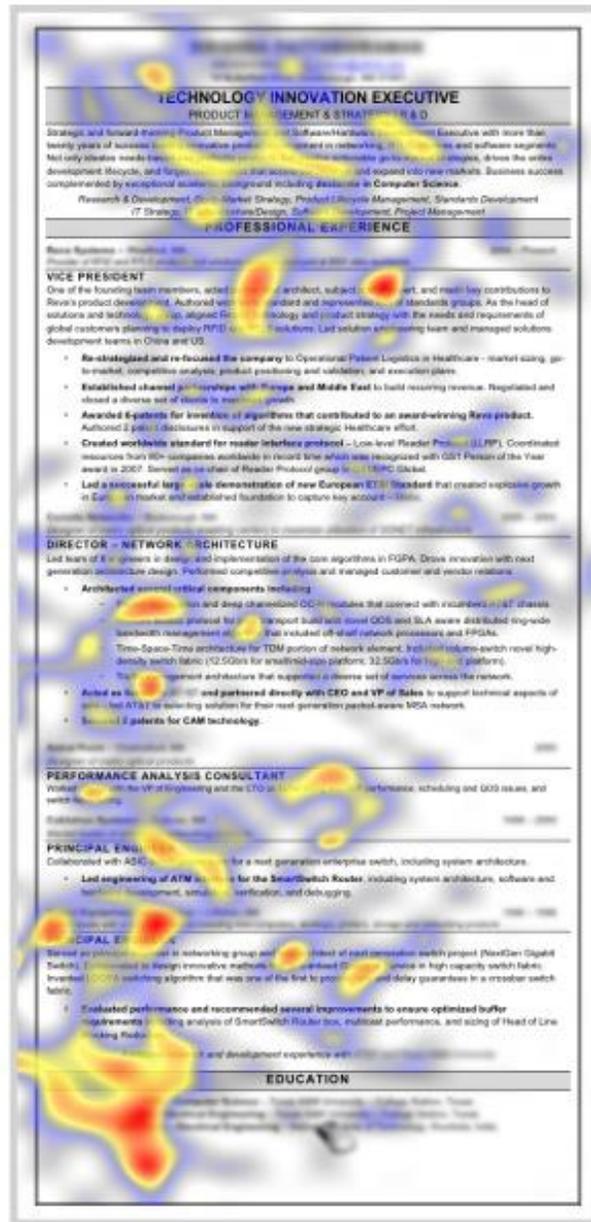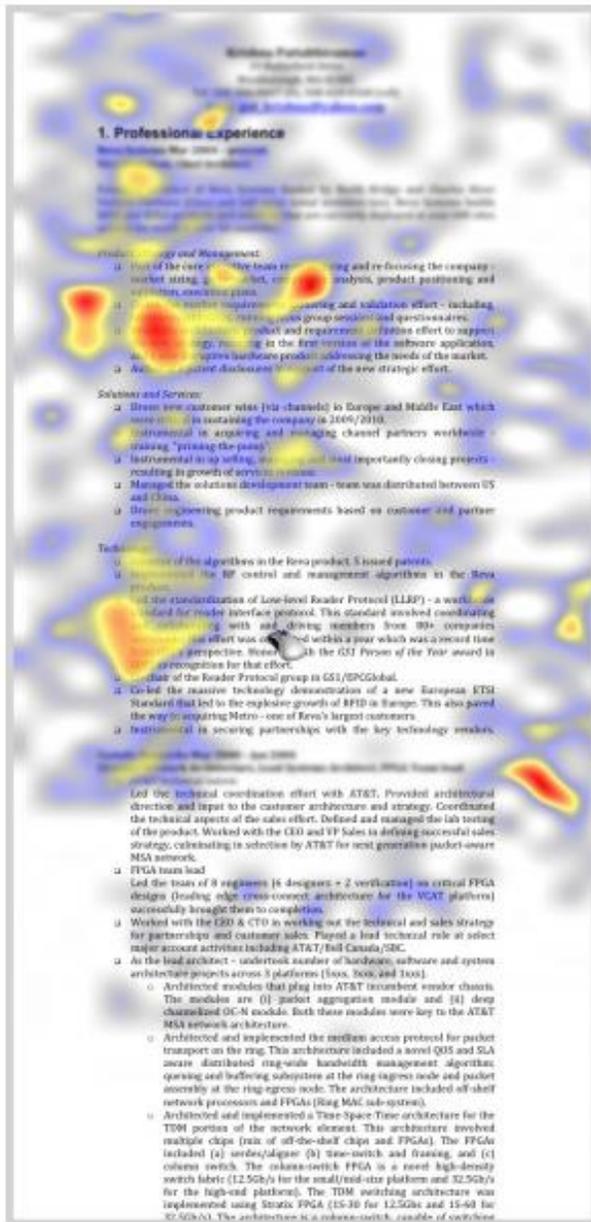
Source: Keeping an Eye on Recruiter Behavior, TheLadders, 2014

With text-heavy resumes such as the one on the left, by the end recruiters weren't even glancing at what was written! The right resume gives a better idea of how structure matters.