

CAREER TIP INSIDER

All Things Resume

Your resume is often the first thing an employer sees. In many cases, it determines whether you move forward in the hiring process. A strong resume clearly communicates your skills, experiences, and accomplishments in a way that is easy to read and relevant to the position you're applying for.

Your resume should not simply list responsibilities. Instead, it should highlight what you accomplished, what skills you developed, and the impact you made in each role. Experiences can include more than just jobs; Internships, campus involvement, volunteer work, class projects, and leadership roles all count as valuable experience.

Taking the time to build and update your resume regularly ensures you are always prepared for opportunities, whether it's a job application, internship, or networking conversation.

What Makes a Strong Resume?

A strong resume is clear, concise, and tailored to the opportunity. Employers often scan resumes quickly, so formatting and content both matter.

When building your resume:

- Use bullet points to make information easy to read
- Start each bullet with a strong action verb
- Focus on accomplishments and results, not just duties
- Include quantifiable outcomes when possible
- Highlight relevant skills and experiences for each position

Resume vs. CV

While resumes and CVs are both professional documents, they serve different purposes.

- Resume: Typically 1 page (sometimes 2), focused on relevant experience for jobs or internships
- CV (Curriculum Vitae): More detailed and longer, commonly used in academia, research, and education fields, and may include publications, presentations, and research experience

Understanding which document to use is important depending on your career path and industry.



Resume No-No's

One of the biggest mistakes students make is overdesigning their resumes. While it may seem like adding visuals will help you stand out, it often does the opposite.

Avoid the following:

- NO Photos or headshots – Resumes should remain professional and objective documents
- NO Columns – Makes your resume hard to read and unpleasant aesthetically
- NO Colors or graphics – Stick to clean, simple formatting to maintain readability
- NO Fancy fonts or templates – Use standard fonts like Arial, Calibri, or Times New Roman
- NO Submitting the same resume everywhere – Always tailor your resume to the role

Keep it simple, clean, and professional. A well-organized resume is far more effective than a visually busy one.

Industry Specific Resume Tips

Different industries may have slightly different expectations when it comes to resumes. Tailoring your document to your field can make a strong impression.

Business / Corporate Fields

- Focus on results, metrics, and achievements
- Keep formatting clean and traditional

Creative Fields (Marketing, Media, Design)

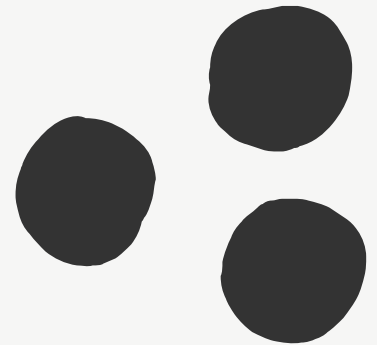
- Content still matters most, but slight design elements may be acceptable
- Consider linking a portfolio instead of overdesigning your resume

Education / Nonprofit / Healthcare

- Longer resumes or CV's are acceptable
- Emphasize service, impact, and certifications

STEM / Technical Fields

- Highlight technical skills, software, and projects
- Include measurable outcomes and problem-solving examples



270-745-3095



WWW.WKU.EDU/CAREER



CAREERHELP@WKU.EDU

Writing a Strong Cover Letter

A cover letter complements your resume by allowing you to tell your story and explain why you are a strong fit for a specific role. It gives you the opportunity to expand on your experiences, demonstrate your interest, and show your personality in a professional way.

A strong cover letter should:

- Be tailored to the specific position and organization
- Clearly explain why you are interested in the role
- Highlight relevant experiences and skills
- Maintain a professional and concise tone
- Be limited to one page



Think of your resume as the facts, and your cover letter as the connection between your experiences and the opportunity.

Why Your Resume Matters

Your resume plays a key role in securing internships. Employers use it to quickly evaluate whether you meet their needs, so it's important to keep it updated and tailored. A strong resume can be the difference between getting an interview, or getting overlooked.

When applying for jobs/internships:

- Start early and prepare your documents ahead of time
- Tailor each resume and cover letter to the position
- Use multiple strategies, including networking and career events
- Continue applying consistently until you secure an opportunity



[Read More on Resumes and Cover Letters HERE](#)

You don't have to do this alone. The Advising and Career Development Center offers multiple ways to get feedback and improve your documents:

- Visit the Career Studio for drop-in help
- Email careerhelp@wku.edu your resume for feedback
- Schedule a one-on-one [Career Coach appointment](#)



Name (14 or 16 pt. font size)

City, State, Zip code | Professional email address | Phone number | LinkedIn, Portfolio, etc. (optional)

EDUCATION

Western Kentucky University Bowling Green, KY
Bachelor of Science/Arts, Major Expected/Completed Date
Emphasis, Minor, Certificate, etc.

Academic Awards (Optional)

RELEVANT COURSEWORK

Course Title 1, Course Title 2, Course Title 3, Course Title 4, Course Title 5

SKILLS

** Your skills section highlights abilities relevant to the job, including both hard skills (measurable, job-specific) and soft skills like adaptability and communication.*

Communication: Convey complex information clearly to diverse audiences and stakeholders

Systems Knowledge: Utilize data systems and tools to analyze information and support decision-making

Time Management: Prioritize tasks effectively while meeting deadlines and maintaining accuracy

RELEVANT EXPERIENCE

Name of Company City, State
Job Title Month and Year Range

- Include 2-5 bullet points demonstrating skills you have gained through this position that relate back to the job description.
- Place an action verb at the beginning of a bullet point statement to make it impactful.
- Use quantifiers whenever possible, such as numbers, money amounts, or percentages.

ADDITIONAL EXPERIENCE

Name of Company City, State
Job Title Month and Year Range

- An easy bullet point formula is Task + Skill + Quantity + Result/Purpose.
- Use the formula as a guide, but not every element needs to appear in every bullet.
- Use simple present or simple past tense to describe your action and apply consistently.

INVOLVEMENT EXPERIENCE

Name of Club/Organization, Your Title (if applicable) Month and Year Range

- Another possible formula is “Performed X to do Y, resulting in Z.”
- Emphasize accomplishments over day-to-day tasks.
- Using these suggestions, you might create a bullet point that looks like the ones below.

PROJECT EXPERIENCE

Name of Project, Name of Course Month and Year Range

- Wrote a 5-page research proposal with an experimental framework to test __ hypothesis.
- Collaborated with a group of 4 by using communication skills to coordinate our experiment and delegate responsibilities over a period of 6 weeks.
- Completed a literary review of 20+ relevant peer-reviewed studies and designed a group presentation in Canva to discuss findings.

HONORS AND AWARDS

Name of Honor/Award/Grant, Awarding Organization Month and Year Received

Name of Honor/Award/Grant, Awarding Organization Month and Year Received

Preyesh Kapoor

Bowling Green, KY 42101 ▪ (555)-555-5555 ▪ xxxxyyyy@gmail.com ▪ linkedin.com/in/my_profile

February 20, 2021

Fredrick College Business Department
WVU Business Programs
100 College Ave.
Morgantown, WV 55555

Dear Selection Committee:

Please accept my attached resume for the position of Office Assistant - Business Programs as advertised on the West Virginia University employment website. Based on the description of the primary duties and responsibilities of the Office Assistant, I believe I would be an excellent fit for this position for three specific reasons.

Communication: Over time and through my varied work-related experiences, I have had the opportunity to develop great communication skills. As a teacher, I was able to impart essential information to classrooms of young children. As a marketing and technology coordinator, I learned the skills needed to communicate through the written word, both on-line and in print. Lastly, as co-manager of the coffee shop/café my husband and I ran for thirteen years, I became adept at reading people and making meaningful conversation in one-on-one encounters. When I taught adults in my seminars and cooking classes, I was able to stand up in front of a room of 12-15 people and share healthy living information in a passionate and encouraging way through multi-media presentations and follow-up emails.

Interpersonal Skills: Every job that I've held required that I be able to work well with others. My ability to use intelligence and common sense helps me understand and relate to people in many different settings, such as classrooms, offices, and, most recently, a coffee shop. Working with customers over the last 13 years in our coffee shop taught me how to listen and respond to specific requests, to deliver delicious products, provide a comfortable environment, and establish relationships that were welcoming and inviting—all which resulted in customers returning again and again.

Attention to Detail: Many of my career experiences have had some sort of written component, including lesson plans, newspaper articles, on-line job postings, web site management, and recipe development. Paying attention to detail is inherent in each of these situations, and any discrepancy in a line of code, a misspelled word, a job detail, or mismeasurement in a recipe will result in a flawed outcome. I take pride in proofing, editing, and in general catching every error that is humanly possible, so that the product I'm responsible for is of the highest quality.

In closing, I believe I would be an excellent fit for this position. Please feel free to contact me at 555-555-5555 or xxxxyyyy@gmail.com at your earliest convenience.

Sincerely,



Preyesh Kapoor