Welcome back! In this lecture, I will be guiding you through creating a resume.

Imagine you've found a job that excites you. Getting the job would finally give you the chance to do more of what you love most like teaching others, working one-on-one with clients or learning new technologies. The only thing standing between you and the job is communicating to the employer that you could do that job really well so that they'll hire you. In the job application process, you'll have many opportunities to show your passion for the job and to demonstrate how your skills and experiences have prepared you for it. A resume or C.V. is an excellent chance to give the employer a snapshot of your abilities and accomplishments.

In this series of videos, we'll be discussing the document most commonly known as a resume or C.V. It's called a resume in the U.S. and a C.V. in many other countries. We will not be discussing the much longer document typically written by researchers, educators, or academics, which is known as a CV in America. From here on out, I'll refer to the document as a resume to keep things simple.

Start Slides

Slide 1: Photo

Slide 2: Intro
*Too many talented professionals have the same challenge. They invest time in building a resume, sending it to prospective employers, and posting it on career sites, only to have their efforts met by silence. When someone doesn't receive a response to his or her resume, it probably ended up in the no pile because of mistakes or because it wasn't read at all due to the ATS vetting process. When I look over my clients' resumes that do not elicit responses, I often discover many of the mistakes mentioned in the previous videos.

*So I work with them to build their resumes strategically so that they not only tell their unique story and *show the value they offer but ensure it's visible to employers and recruiters by *incorporating keywords. Once we do this together, the silence is replaced by interview invitations. In these upcoming videos, you will learn how to write a resume that will pass the screening process and lead to requests for interviews.

Slide 3: Learning Outcomes

In these videos you are going to learn:
- What employers are looking for on a resume
- What stands between you and a hiring manager receiving your resume
- Difference between a resume and CV
- What makes a resume stand out

Slide 4: Learning Takeaways

After these videos you will be able to:
- Draft a resume that is effective and will help you to get a job
- Make your resume concise and to the point
- Select and present relevant experiences & achievements that make you stand out
- Make use of resources that can ensure the quality of your resume

Let's transition to talking about the purpose of a resume

Slide 5: Photo (Purpose of a Resume)

- To introduce yourself to a recruiter or potential employer
- To provide a snapshot of relevant experience to show you're qualified for a job
- To demonstrate your quality of work and attention to detail to a potential employer
- To allow the employer to see how you stack up next to other candidates;
- And ultimately, to make a memorable impression and land an interview

Please keep in mind that the advice given in these slides is about American-style resumes, the style of resume required not only in the U.S. but also by many international companies worldwide. Many of the recommendations will be relevant no matter the country where you aim to work, but more research is needed on a country-by-country basis to know the expectations you need to meet.

Now let's discover how to write a resume so that it lands in the hands of a person with decision-making power and will grab their attention so that they keep reading until the end and place it in the "yes" pile.

Slide 6: 3 Common Resume Formats
*Let's turn to the main resume formats. Specifically, we'll see:
- chronological,
- functional, and
- combination resumes.

However, keep in mind there are other resume formats. For example, a non-traditional resume is appropriate for people seeking jobs in creative fields and includes photos, graphics, graphs, and other visuals.

Chronological resumes are the most common resume format and feature a work history section prominently at the top of the resume. With this format, you list your most recent position first and include all dates of employment.

Functional resumes, also known as skill-based resumes, often include a resume summary or headline at the top followed by key skills. Then you include professional experience or accomplishments. Including work history is optional, and if you decide to add it, you will list it concisely at the end of your resume.

A combination resume is a mix of chronological and functional resume components. Here, you list your skills and abilities first and then write your experience in chronological order. This is the type of resume you'll learn how to create.

Slide 7: Photo
Now, let's consider resume design.

Slide 8: Introduction to Resume Design
The design of your resume is what the reader will notice first.

Slide 9: Photo
In this lecture, you will learn how to create a professional and attractive resume that makes a great first impression.

The resume design guidelines we'll cover are for an Applicant Tracking System (ATS)-friendly resume, which means that an applicant tracking system will be able to scan and process the information in your resume. Let me take a moment to tell you what applicant tracking systems are.
An Applicant Tracking System or ATS is an all-in-one human resource software that automates the hiring process and helps HR teams efficiently manage every part of recruitment Specifically, an ATS quickly identifies strong candidates for a job by assessing how well their resumes match the job description. It may determine whether someone is a 30% or 70% match for the job based on the number of keywords present in their resume that are present in the job description. ATS does other things, too, like storing job candidate information like resumes and cover letters. But as a job seeker, your main takeaway should be that you must tailor your resume carefully to job descriptions so that you appear as a strong match and advance in the hiring process.

While an ATS-optimized style of resume is attractive for its simplicity and organization, it is not as beautiful and eye-catching as many of the resume templates you'll find online. Those eye-catching resume templates often incorporate color, lines, columns, and graphics, and they are appropriate in special circumstances, like when you are applying for a job in a creative field when you are networking and plan to hand out your resume to people, or when you're applying to a company where you know they do not use an applicant tracking system. But this course will show you how to make an ATS-friendly resume, as the majority of companies and recruiters, at least in the U.S. and Europe, are using Applicant Tracking Systems to scan resumes.

Slide 10: Resume Layout and Design Basics

* By following these resume layout and design guidelines, your resume will appear balanced and professional:

- Font: Use one or two standard fonts like Arial, Times New Roman or Sans Serif
- Font Size: Select 11-12
- Bold: Reserve for headings, job titles, and/or dates
- Italics: Use sparingly such as for subheadings or not at all
- Color: Use black or black with a complementary color like dark blue for headlines or a border

Slide 11: Resume Layout and Design Basics

- Length: Limit to 1-2 pages. As a rule, a career that is ten years or less can be represented on one page (While the resume you share should only be 1-2 pages, your basic resume should be more comprehensive and quite similar to your LinkedIn profile. When you tailor it before submitting it, you will reduce the length considerably.)
- White space: Avoid filling the entire page with text. Instead, include white space (the parts of your resume not covered by writing) so that your resume doesn't look cluttered and so the reader can easily read the text.
- Bullets: Use to emphasize skills and accomplishments and limit to 6 or less; add a small space between bullets (right click, select paragraph, go to the spacing tab, and change "after" to 2pt.)
- Margins: Set to anywhere between .5 to 1 inch
- Spacing: Include a single-spaced format, with a blank space between sections
- Capitalization: Use sparingly or not at all

Slide 12: Resume Layout and Design Basics

- Numbers and Percentages: Include them throughout to quantify your work. Write numbers instead of spelling them out, so they stand out
- File Type: Save as Word
- File Name: Include first name, last name, and the word "resume." May also include the title of the position if the title and your name are short. E.g., KristineKnutterResume.docx
- Header/Footer: Some ATS software cannot read header/footer information so make sure any information in a header or footer like your name, a professional sounding personal email address, Link to your LinkedIn Profile, and phone number are also in the body of the resume.
- Paper: Use 8.5" X 11" white paper
- Graphics: Avoid underlining and graphics

Slide 13: Photo
Now, let's look at resume writing style.

Slide 14: Style
* You have some freedom in the style elements you choose for your resume. For example, you can select to use the Oxford (or serial) comma, which is a comma in the final list of things. No

matter what writing style you decide on, be consistent with it, which will establish a reading pattern that will help recruiters and potential employers follow your resume easily.

There are some style elements you should adhere to no matter what. You should:
- Write in the first person without using personal pronouns, and avoid third-person pronouns like he or she when referring to yourself.
- Use powerful action verbs to describe your responsibilities and achievements.
- You goal is to be clear and specific about your contributions and come across as confident. For example, "Spearheaded worker safety campaign, reducing workplace accidents by 18% from 2017-2018."

Slide 15: Photo
Let's get into the details of your resume design.

Slide 16: Resume Design
As you're starting your career, your resume will have different content than someone with a lot of professional experience under their belt. Your resume design will also be different. Let's look at the key differences.

- * First, your education section should have a prominent place on your resume. It should come after your performance summary and core competencies.
- The education on your resume should be robust and include your degree, major, minor/concentration, academic honors, and college activities or leadership roles. You may also add four to six classes along with academic projects.
- Internships should also have a prominent place on your resume. You may list internships either within the education section, within your professional experience section, or in their own section. If you are a recent graduate, internships are more relevant than your paid positions, you should create a section just for internships and place it above your work experience section so it will stand out.

Slide 17: Adding Class Projects
Let's take a closer look at incorporating class projects on your resume. If you haven't landed your first full-time job yet--you could be a university student, a recent graduate, or you've graduated and you're working in an internship and applying for full-time positions--you can improve your resume by adding class projects. The only time you shouldn't add them is if you have a lot of relevant part-time work and internship experiences. *Including class projects gives you the chance to show your skills, knowledge, and accomplishments. Plus, it's the perfect place to incorporate some keywords! So, how to do it?

*When you list a project, start by providing some basic details about it, like the name of it, the name of the course, and when you completed it. *Then write a description, clearly stating the outcomes--or measurable results. *In the description, you can mention your role and any

awards your team earned. If the activity required collaboration with a company, be sure to list the company's name. *As a bonus, you could provide a link to an online project poster or report.

Slide 18: Adding Class Projects
Once you know what class projects you will add to your resume, you need to decide where they will go. *You can put them in the Education section or their own section with a title like *"Relevant Coursework," *"Academic Projects," or *"Relevant Experience." I can't stress how important it is to include impressive class projects at this point in your career. They may very well may be your ticket to an interview with a company.

Slide 19: Class Project Example
Before adding class projects to your resume, let's take a look at how an undergraduate Computer Science senior with a concentration in AI incorporated them.

*As you can see, the student added a section to their resume called "Academic Projects." Then you see the title of the project, "Predicting Property Values" followed by the class name. In the next line, you can see the person served as the technical lead, and the work took place during the Spring semester of 2019. Next, you can see a description with the phrase "ML prediction model," which is a keyword required for many Entry-Level Software Engineering roles. The student took the same approach with the next project as well.

ACADEMIC PROJECTS
Predicting Property Values (CS229: Machine Learning)
     Technical Lead, Spring 2019
     Trained an ML prediction model to determine US cities at the highest risk for gentrification

Movie Recommendation Chatbot (CS124: From Languages to Information)
     Team Leader, Fall 2018
     Implemented a functional dual question-answering system and chatbot using a linear regression algorithm that made movie recommendations for users based on users' movie preferences

Slide 20: Adding University Activities
There are so many ways to build skills and gain interesting experiences nowadays. *In addition to your classes, class projects, and any work or internship experiences, you can add **these** other activities if they helped you develop relevant skills for the job:
- Volunteering: Show your volunteer activities if what you've done aligns with the mission of the company you want to work for, or if it's important that a future employer knows this is something that's important to you. Peer tutoring may not immediately come to mind when you think of volunteering, but it's also an activity you can list.
- Extracurricular activities: It's likely you joined some extracurricular opportunities on campus. Maybe it was an academic team like the debate team, something in the arts like

choir, an athletic team like basketball, a political organization like the Model UN, a publications club like the school newspaper, or student government. You won't have room to list them all, so include an activity only if your participation was notable in some way. When you add an activity, include details like you would at a job. Write your role such as team captain, president, or editor in chief, along with a description of your accomplishments. Maybe you achieved a physical feat in a competition, or you planned and executed a successful event where you organized people and raised a lot of money.

- Online classes: If you've taken classes to develop skills for a job--like PhotoShop, Google Analytics, or Excel (all great classes for building hard skills by the way)--be sure to add them to your resume. For example, you could put them in a "Professional Training" section under your work experience.
- Virtual Internships: People work remotely all the time, and employers are finally catching up and starting to offer remote internships. If you have completed a virtual internship through a company like Inside Sherpa, add it to your resume! Just like in an internship in-person, you can gain realistic work experience through a virtual internship. E.g., A virtual internship at a law firm could involve realistic experience in drafting documents, communicating with clients, understanding smart contracts, and advising on legal matters.

Slide 21: Highlighting Your Soft Skills

Finally, as someone starting their career, it's important to tell employers about your soft skills in your resume and other documents. Think about it; this is the only time in your career where employers will expect that you will have some, but not robust experience and hard skills. *Instead, employers want entry-level employees with excellent soft skills; they want young employees who are teachable, who get along well with others on a team, who are good communicators, who take initiative, who are dependable, who have integrity, and who are adaptable. These are the types of people that employers want to invest in. If you have these traits, an employer will pay you and train you to develop more skills.

*You can mention your qualities directly in your performance summary. For example, if you want to show your motivation and your communication and problem-solving skills, you could write, "I'm the go-to person for debugging and solving problems. A strong communicator with a passion for expanding coding skills, you can rely on me to drive product success."

*Another way to show your soft skills is with the verbs you choose to describe your activities and responsibilities for various roles you've held--*verbs like communicate, explain, involve, negotiate, solicit, initiate, and adapt.

Slide 23: ATS Optimization

Finally, before you send your resume, I recommend you use an online tool to ensure your resume is tailored sufficiently for a job opening. You can use a website like Skillsyncer, Vmock, or Jobscan to ensure your resume is optimized for an ATS.

Slide 23: Photo

So, as you can see, even though you may not have a lot of work experience, you can still create a strong resume by incorporating all sorts of university activities and experiences.

That concludes the lecture on creating a resume. In the next lecture, you will learn about writing Cover Letters & E-Notes.