



# RESUME CHECKLIST

wm.edu/career

## Format

- ☐ One page in length for internships and entry-level positions
- ☐ Optimal font is something easy to read by a variety of readers (e.g., Times New Roman, Arial, or Calibri)
- ☐ Use no more than 3 font **sizes**; minimum font size is 10, maximum is 14 (for headers)
- ☐ Consistency is key:
  - Spacing and margins should be consistent throughout; .5" - minimum margins on all sides
  - Entries within sections should be formatted consistently. Check commas, dashes, etc.
- ☐ Use italics, bolding, and underlining intentionally to visually organize information
- ☐ All sections/categories should be clearly labeled and should include "Experience" in the title where appropriate
- ☐ Within each section, information is listed in reverse chronological order (most recent experience first)
- ☐ Keep in mind: Recruiters will typically take 6 seconds or less to skim your resume when first reviewing all applicants
- ☐ Save as a PDF file with first and last name included in the file name

## Resume Sections

- ☐ Name & Contact Information: This should be at the top of your resume. Include your address (city & state), phone number, & email address (Use an email address you will check regularly)
- ☐ Education: This should be the first section of your resume
  - List the school as **William & Mary**
  - Include your degree type (i.e., Bachelor of Arts, Bachelor of Science, etc.)
  - Include major or double major, and any minors or concentrations after degree, separated by a comma or Major:
  - Dates – list the month and year that you will be graduating (if unsure, include anticipated or expected)
- ☐ Related Experience: Include experiences that are most relevant to the types of opportunities you are applying to
- ☐ Other Sections (all optional): Additional sections could include information that wasn't in your previous sections
  - This may include skills, research experience, volunteer experience, memberships or extracurricular experience, certifications, and/or leadership experience
- ☐ Sections not to include: A professional summary or an objective is typically not necessary in an undergraduate or new professionals' resume
  - If you wish to share references, those should be sent in a separate document or uploaded online

## Describe your Experience

- ☐ Include your position title, organization name, city/state, dates (month/year)
- ☐ Do not use complete sentences; be concise but detailed
- ☐ Avoid using pronouns (I, me, my, we, etc.)
- ☐ Use a strong skill-based active verb to begin each bullet point (see active verb list handout for over 200 verbs)
- ☐ Use past tense for active verbs, whether you've completed the experience or are still participating
- ☐ Avoid using "Responsible for" and "Duties included" as these are passive voice
- ☐ Focus on skills/accomplishments rather than tasks, highlighting what you achieved in the role or the impact you made
- ☐ Give results or intended purposes, quantify accomplishments using numbers, percents, and dollar amounts where possible

## Applicant Tracking Systems (ATS)

- ☐ 98% of Fortune 500 companies utilize an ATS to automate their hiring process
- ☐ One function of an ATS is resume screening, which determines if a live person will actually see a resume
- ☐ Some systems rank applicants based on how closely their resume matches the job description, some on keyword counts, while some have knockout questions
- ☐ Tailor your resume to the job or internship by using keywords that are found in the position description
- ☐ Do not use a resume template. ATSs may have a hard time reading it and it is much harder to customize
- ☐ Use long-form and acronyms for keywords (i.e., Search Engine Optimization (SEO))
- ☐ Update resume every 6 -12 months or as soon as you finish a position, while the experience is still fresh in your mind
- ☐ Have your resume proofread by at least one other person; Come to Quick Advising or schedule an appointment

## REBECCA GREENGOLD

Virginia Beach, VA • 804-221-XX35 • rjgreengold@wm.edu • linkedin.com/in/rjgreengold

### EDUCATION

Listing your high school is an option through sophomore year

**William & Mary**, Williamsburg, VA

May 20XX

*Bachelor of Arts, Major: Sociology, Minor: English, GPA: 3.4*

Include GPA  $\geq 3.0$

Relevant Coursework: Globalization and International Development, Environmental Justice, The Politics of Global Health

Honors: Varsity Gymnastics: Second-team ALL-GEC, W&M Provost Awardee, Dean's List

**Study Abroad**, The Hague, Netherlands

May 20XX – June 20XX

Completed multi-disciplinary course examining responses to climate change in the United States and the Netherlands followed by a 2-week course in the Netherlands analyzing socioeconomic, eco-social, and political implications

List applicable skills connected to field of interest & position

### SKILLS

**Technology:** Microsoft Excel, PowerPoint, Outlook, Teams, Adobe Photoshop, Premier Elements (video editing), Acrobat Pro, Canva, ChatGPT 3.5

**Social Media:** Instagram, X, LinkedIn, Facebook, TikTok

**Language:** Conversational Spanish

This section can include work, volunteer, internship, campus leadership, and other experiences, and be organized based on relevancy to the field. Headings can highlight skill sets or industry experience - Research Experience, Marketing Experience, etc.

### RELEVANT EXPERIENCE

**Marketing Intern**, Norfolk Zoo, Norfolk, VA

June 20XX – August 20XX

- Created both printed and digital Safari Adventure Guides with Adobe Photoshop, utilized by approximately 5,000 elementary school children throughout the summer
- Coordinated and moderated six focus groups comprised of teachers, parents, and children and analyzed responses to effectively guide content of Safari Adventure Guide
- Initiated the zoo's first Instagram account, focused on a new panda exhibit, which generated over 1,500 followers
- Highlighted zookeepers and staff, upcoming exhibits and programs, and funding priorities in weekly newsletter distributed to over 20,000 annual members with an open rate of 18%

**Event Assistant**, Heritage Humane Society, Williamsburg, VA

June 20XX – August 20XX

- Developed and maintained "Tails on the Trail" event website using the Wix platform, including program description, graphic creation, and shared photos; monitored registration activity
- Assisted with marketing and implementation of "Drool in the Pool" event by creating 5 dedicated social media posts on Instagram and TikTok, launched a T-shirt design contest, and onboarded and scheduled over 20 volunteers
- Maintained relationships with donors and patrons by providing friendly customer service during fundraising events

### LEADERSHIP EXPERIENCE

**Creative Director**, Flat Hat Magazine, William & Mary

August 20XX – Present

- Oversaw 5 copy editors and 2 staff writers for the Arts + Culture section of quarterly print and digital publication
- Designed photoshoots for upcoming spreads including coordinating models, attire, props, and locations
- Edited copy for approximately 10 long-form articles per year, provided feedback on tone of voice, fact checked, and ensured pieces match the Flat Hat Magazine brand

**Student-Athlete**, William & Mary Division I Gymnastics, Williamsburg, VA

August 20XX – Present

- Collaborated with 20+ team members to set team and individual goals, monitor progress, train, and compete
- Promoted the program to prospective student-athletes through tours, conversations, and overnight visits

### ADDITIONAL EXPERIENCE

**Server**, Waterman's Surfside Grill, Virginia Beach, VA

May 20XX – August 20XX

- Provided quality customer service in a fast-paced, high-volume restaurant with over 5,000 customers in peak season
- Conducted training sessions for 10 new servers; filled in as host on a rotating basis as needed

### MEMBERSHIPS

Section heading can also be Professional Development, Activities, or another descriptor

**Member**, Pointe Blank Dance Team, William & Mary

January 20XX – Present