

BUILDING YOUR PROFESSIONAL BRAND

8 KEY SECTIONS OF A RESUME

1. **Contact Information** - At the top of your resume, an employer should be able to find your first and last name, email address, and phone number. You can include your LinkedIn profile or a personal website or portfolio if you have it.
2. **Objective Statement** - An objective statement is a brief, strong statement that tells the reader what your career goal or specific position you are interested in. For example: "Secure a position as a marketing associate with Barnes and Noble, where I will use my extensive marketing training and skills to aid customers in finding high-quality and books and other literature related products." **IMPORTANT NOTE:** Research a little about the position and company you are applying for so you can adapt your objective statement to the role you are applying for.
3. **Personal Brand Statement** - A personal brand statement is an optional part of your resume. Still, it can help an employer quickly see your top skills, experience, and relevant achievements for the job you are applying for. This statement should explain why you are qualified for a job and highlight specific qualifications that make you unique for the position, such as years of experience, personal values, and skills you possess.
4. **Education** - Many positions rely on specific educational experiences and backgrounds. Use this section to point out degrees you have completed and any relevant academic achievements or awards you have earned.
5. **Work/Volunteer Experience** - Outline the specific work and other experience you have that is relevant to the position you are applying for. List the jobs you have had, what your title was at that job, and some of the specific responsibilities and duties you had in that position. Internships, leadership positions, volunteer experience, and summer jobs are all helpful experiences students can showcase in this section.
6. **Activities** - This section includes exciting activities you are involved in. For example, suppose you play on a sports team or participate in a club. In that case, you can list that activity along with a summary of the teambuilding, communication, or other skills you are developing in those activities. Your involvement in the SLP can be highlighted here!
7. **Awards/Accomplishments** - List any additional awards you could not incorporate in the other sections of your resume here.
8. **Special Skills** - List specific skills related to the job you are applying for. Refer to the employability skills section in your Discovery Guide to help you identify relevant skills that you have and can list. This can include computer skills, technical skills, and other soft skills. You can also include any second language you speak. Refer to the job description and examine the preferred or required skills list. Be sure to list skills you feel qualified and confident in.