

Achievements and Impacts

What this handout is about

A primary step in any successful employment search is designing a powerful resume. Your resume should be designed to drive the reader to read it. Most resumes don't accomplish this outcome. Readers typically stop reading within 12 seconds. You may have been the strongest candidate for the position, but your resume's design drove the person to stop reading. While a weak resume can undermine you for being selected for an interview, its worst outcome occurs when you can't elaborate on your achievements and their impacts because the resume doesn't contain these stories. A powerful resume makes for a powerful interview.

Achievements

For each position, you need to create a prioritized list of your significant accomplishments. "Responsible for" should never be used to begin a bullet. It's the antithesis of an achievement due to its focus on duties and not accomplishments. "Responsible for" is merely a list of what you should do, but not what you actually did. A warden of a prison could write, "responsible for the security of inmates." Of course, if the prison lost 500 inmates last week, the warden is still responsible for the security of inmates, but sucks at it. "Oversaw the security of 2,500 inmates" focuses on what the person did. However, this bullet is incomplete until the impact is added.

Impacts

The impacts, the results of your achievements, provide the "wow" for the reader. The "wows" keeps the person reading. Achievements and impacts should be used instead of self-proclaimed statements. For instance, the following bullet is weak and can undercut any discussion about working as a server in a restaurant.

- Provide excellent service to customers

A self-proclaimed statement presents the resume writer's self-evaluation of their work. Readers will ignore these arguments. In contrast, the following bullets drives the reader to continue reviewing a document.

- Serve over 300 customers daily with a 37% repeat customer base
- Oversaw the security of 2,500 inmates without major incidences

Skills - a walking dead label

Avoid disguising achievements and impacts with traditional labels that have outlived their power. "Skills" is an excellent example of a "walking dead" label. Instead of creating a laundry list of skills, use labels that enhance the power of your achievements and their impacts. If you speak Arabic and Spanish, these achievements shouldn't be buried within a laundry list labeled "Skills." Arabic and Spanish are languages not skills.

Languages:

Arabic and Spanish (these would flip if the employer emphasized fluency in Spanish as a requirement)

Likewise, computer expertise is becoming a requirement for many positions. Avoid listing them as skills. The label below is more powerful. If you are a management information system student, then highlight your technical expertise and technical experience in the design rather than burying these achievements in a laundry list labeled "Skills" at the bottom of the page.

Technical Expertise

SQL, Python 3, C#, HTML, PHP, Pulseway, LogicMonitor, Server Management Studio, Visual Studio, Visio, Adobe Dreamweaver 2019, Wordpress, Adone Acrobat DC, and Office 365

Resumes and Verbs

What this handout is about

Verbs provide insights into your achievements and their impacts. While a few resume verb lists exist, be careful in randomly selecting verbs to use in your bullets. If these words are not how you would describe an achievement and its impact, it's doubtful that you'll use them to answer questions during an interview. This could result in the resume telling one story and your interview telling a totally different story. One verb list suggests using "entertain" if you are a teacher. To the contrary, select verbs that enhance telling your story and don't undercut you as a professional.

Present versus past tense verbs

Examine the verbs below listed on a resume from a position held between 2017-19.

- Supervise over 500 inmates in prison yard activities without major incidents
- Conduct over 50 inspections daily for illegal contraband and drugs
- Restrain and secure about 15 violent inmates weekly
- Providing daily reports to supervisor detailing conduct of the inmates

Did you discover that that the tense of the verbs doesn't match the date of the position. Past positions require past tense verbs while a current position should have present tense verbs. A few past tense verbs could be used for a current position. A medical researcher could use the verb "discovered" to convey an achievement and its impact for a current position. However, past position can never have present tense verbs. You should also avoid "ing" and plural verbs. Verbs with "ing" and plural endings are less powerful. So why are verbs important? According to the Director of of the University of Chicago Writing Program, Lawrence McEnerney, readers react to poorly written documents in four ways:

1. Readers slow down
2. Readers misunderstand
3. Readers get aggravated
4. Readers stop reading

An internship verb to avoid

An internship bullet should be about your achievement and its impacts for the company. Avoid using "learned" as a verb. "Learned" screams "I'm inexperienced." Its use can result in an unintended argument. For instance, the bullet below results in two unintended arguments. Firstly, the person didn't know how to work in a team. And, secondly, the person didn't know how to get a job done on time prior to the internship. Unfortunately, the internship was the person's most recent work experience. Any previous claims about team work or teamwork achievements was undermined by the use of "learned."

- Learned how to work in a team in order to get a job done on time

A verb that shouldn't be left out

The verb "promoted" should be on your resume if you have ever been promoted. Because it is an evaluation by the company, it should be prioritized as a first bullet. A simple formula is shown below. The verbs that follow provide the power of why you were promoted.

- Promoted from _____ to _____ within _____ (have a time frame if it benefits you)

Resume Guidelines

WHAT IS A RESUME?

A resume is a professional document that highlights your education, job-related achievements and their impacts, languages, software knowledge, and activities. Remember that your resume is a dynamic document that will evolve as you gain experience and develop abilities so focusing on creating a strong core document will save you time in the future.

FORMATTING:

It is of utmost importance to keep formatting consistent! Ensure that your resume is easy to read and visually appealing. Avoid ready-made resume templates and wizards. These will lessen the flexibility of your document for future editing. Be sure to convert your document to a PDF if you are asked to submit your resume online as this will keep formatting intact and consistent.

Include your GPA

Always include your cumulative average of 3.0 or higher. If your cumulative average is below 3.0, consider using your major GPA if it is 3.0 or over.

Highlight Relevant Experience

Be sure to quantify your accomplishments rather than simply listing them. Include project experience gained within your coursework. Use industry-specific words when appropriate.

Prioritize leadership positions and activities

Highlight your leadership achievements and provide impacts to these achievements. Develop your leadership experiences in the same detail that you would your work experience.

Use the label “Technical Expertise” or “Software Applications” to list technical proficiencies

Design the list in a paragraph format with each ability separated by a comma. Double-check spelling because companies are creative in their branding of software, for instance - “PowerPoint. Prioritize the proficiencies with the most unique listed first and with Word typically listed last.

Languages

List any foreign language and your comfort level, e.g., fluent, conversational, and written.

GENERAL TIPS:

Be sure to adhere to the following when writing your resume:

- Keep your resume to one page
- Make sure the design is easy to read
- Make sure to list current contact information
- Use your personal email instead of ECU’s
- Each bullet should have an achievement with its impact
- Check and recheck for spelling and grammar mistakes
- Never embellish your resume

INDUSTRY-SPECIFIC LANGUAGE:

Accounting – expenses, revenue, payroll, profit and loss, balance, financial statements, government regulations, analysis, budget, projections, tax, audit

Finance – financial analysis, portfolio management, strategic, mergers and acquisitions, securities, research, trading, derivatives, underwriting

Hospitality Management – all-inclusive, allotment, amenities, average daily rate, best available rate, channel management, facilities, global distribution system

Management – benchmark, assets, bottom line, continuous improvement plan, liabilities, revenue, ROI, vision

Management Information Systems – software, database, design, network, broadband, e-business, web production, mobile computing, agile, analysis

Marketing – advertising, market research, strategy, design, account management, media placement, production, concept creation, sales

Risk Management – control, hazard, level of risk, residual risk, risk control, inherent risk

Supply Chain – inventory control, systemize, multi-task, strategize, quantitative analysis, schedule

ADDITIONAL GENERAL TIPS

- Resumes should be no longer than 1 page unless you have at least 3-5 years of professional experience
- Font size should be NO SMALLER than 11 pt. font
- Margins should be NO SMALLER than 0.7”
- Utilize the tab, spacebar, and enter key to easily create and format your resume
- Do NOT use COLOR or a computer-generated template
- Avoid underlines and lines; automatic tracking systems (ATS) will reject the document
- Do NOT use the *ITALIC* Font Style due to words in Italics are more difficult to read
- If you have room, you can space out your information to better fill the page design

CONTACT INFORMATION

Required for all Resumes: Name, Email, phone number, address (NO STREET LOCATION)

Email:

Include a professional email address. Do not use your ECU email. Email addresses such as “beachbum@hotmail.com” are not professional. Never use your current employer’s email address.

Note: Not all email providers are created equal. AOL and Hotmail accounts date your resume.

Phone:

Use a reliable phone number and include the area code. Make sure you have a professional voicemail recording

RESUME HEADER EXAMPLES:

Example 1

- Use if the employer is located closer to your permanent address’ location
- Avoid street locations because they could trigger biases that shouldn’t but do exist (A 415 AREA CODE NUMBER SOLD FOR THOUSANDS DUE TO THE BIAS OF HAVING THAT AREA CODE)

NAME		
PROFESSIONAL EMAIL ADDRESS		PHONE NUMBER WITH AREA CODE
Town or City, State		Town or City, State
Current Address		Permanent Address

Example 2

NAME		
PROFESSIONAL EMAIL ADDRESS		PHONE NUMBER WITH AREA CODE
		TOWN or CITY, STATE

Example

NAME		
PROFESSIONAL EMAIL ADDRESS		
PHONE NUMBER WITH AREA CODE		
TOWN or CITY, STATE		

EDUCATION

Possible Degree listings for ECU College of Business Students:

- Bachelor of Science in Business Administration, Accounting
- Bachelor of Science in Business Administration, Finance
- Bachelor of Science in Business Administration, International Business
- Bachelor of Science in Business Administration, Management
- Bachelor of Science in Business Administration, Marketing
- Bachelor of Science in Business Administration, Operations and Supply Chain Management
- Bachelor of Science in Business Administration, Risk Management and Insurance
- Bachelor of Science in Business Administration, Management Information Systems
- Bachelor of Science in Entrepreneurship
- Bachelor of Science in Hospitality Management
- Master of Business Administration
- Master of Science in Accounting
- Master of Science in Sustainable Tourism and Hospitality

Dates:

- Month Year indicates your graduation month year (EVEN IF IT HAS NOT OCCURRED YET)
- Place dates on the right to emphasize your position and the company
- **GPA:** Always include your cumulative average, if 3.0 or over. If your cumulative average is below 3.0, consider using your major GPA if it is 3.0 or over.

Example

East Carolina University College of Business, Greenville, NC
Bachelor of Science in Business Administration
Major GPA ____/4.0

May 2024

EXPERIENCE

- Always start listing your employment experience beginning with the most recent company/job
- Bullets should be written as achievements with measurable impacts. Read your bullet and ask So. If the answer is not provided in the bullet, you need to add an impact to the achievement (WHAT YOU DID).
- Always begin your bullet statement with a strong skill-based verb
- Write past tense verbs for past jobs and typically present tense verbs for a current position
- Avoid using “ing” verbs at the beginning of your bullets
- Do NOT place periods at the end of your bulleted statements
- List dates on right to focus the reader’s attention on your position and the company
- Do NOT use pronouns -- “I, me, my, we, their” etc.

Example

Company Name, City, State

Month, Year

Job Title

- Describe your achievement and its impact by starting your bullet with a strong skill-based verb
- Developed a social media strategy that resulted in a sales growth of 10% within the first month
(AN EXAMPLE: WHAT YOU DID AND ITS MEASURABLE OUTCOME)

Previous Company Name, City, State

Month, Year

Job Title

- Describe your achievement by starting the statement with a past-tense action verb
- Achievement and its impact

BULLETS

The impacts, the results of your achievements, provide the “wow” for the reader. The “wows” keep the person reading. Achievements and impacts should be used instead of self-proclaimed statements. Self-proclaimed statements use adjectives and adverbs, which result in weak measurements (NO WOW).

A Weak Bullet:

- Digitized inventory tracking and check-in for 100+ new products and updated point of sale system for transactions resulting in a more efficient system

Stronger Bullet

- Digitized inventory tracking and check-in for 100+ new products and updated point of sale system for transactions saving 5 hours weekly or \$200 per store

A POWERFUL BULLET (THE RESULT OF EXTENDING THE IMPACT OF \$200 FROM ONE STORE TO ALL STORES)

- Achieved \$1.2 million in potential labor costs savings for 117 NC stores by digitized inventory tracking and check-in for 100+ new products and updated point of sale system for transactions

LANGUAGES

- List languages horizontally, separated by commas with the most unique language first
- If an employer request fluency in a specific language, prioritize that language first in your horizontal list
- Common labels used are fluent or conversational
- If you are proficient in writing a language, then include that insight

SOFTWARE APPLICATIONS or TECHNICAL EXPERTISE

- “SKILLS” is an old label that does not provide the power of a specific label
- “SOFTWARE APPLICATIONS” includes all unique computer programs and APPS while the label “TECHNICAL EXPERTISE” adds hardware knowledge
- List horizontally your technical abilities with hardware and software prioritizing the most unique first
- Do not use bullets or create multiple columns; Readers skims so columns will be missed
- Common labels used are proficient or advanced

Examples

LANGUAGES Russian, Arabic, and Spanish

SOFTWARE APPLICATIONS

UML, SQL, HTML, PHP, WordPress, Visual Basic, Visio, Access, Microsoft Expression Web, PowerPoint, and Word

OR

LANGUAGES Russian, Arabic, and Spanish

TECHNICAL EXPERTISE

Network Configuration, WAN/LAN, UML, SQL, HTML, PHP, WordPress, Visual Basic, Visio, Access, Microsoft Expression Web, Excel, PowerPoint, and Word

SCHOLARSHIPS or HONORS or LEADERSHIP or ACTIVITIES ACHIEVEMENTS

- Prioritize scholarships, academic awards, volunteering, leadership, and community roles
- Because bullets are on the left, dates can be placed on the left for these headings. All bullets on the left allow the reader to skim faster or ignore the bottom content (SEE SMITH AND SWOOP RESUME EXAMPLES)
- If the reader might stop due to no GPA or a low GPA, place any scholarships below EDUCATION to trigger more reading. Any insights such as scholarships, academic honors, and certifications could keep the reviewer reading downward after reviewing the GPA. However, if you have a strong GPA, do not bury it with additional insights by the number
- A long activities list could trigger readers to review your GPA. If the GPA is low or not shown, you have created an unintended argument that you have issues with time management
- NO HIGH SCHOOL awards or activities

SKILL-BASED VERBS

PRESENT TENSE FOR CURRENT POSITIONS AND ONLY PAST TENSE FOR PAST POSITIONS

Administer	Delegate	Govern	Order	Replace
Analyze	Deliver	Guide	Organize	Report
Assign	Demonstrate	Hire	Orient	Research
Accelerate	Design	Implement	Originate	Resolve
Achieve	Designate	Improve	Oversee	Restore
Acquire	Detect	Increase	Perform	Reverse
Adjust	Develop	Initiate	Persuade	Review
Advise	Discover	Install	Plan	Revise
Advocate	Dispense	Instruct	Prepare	Reward
Allocate	Disprove	Interpret	Prescribe	Route
Apportion	Distribute	Interview	Present	Save
Assess	Draw	Invent	Prevent	Secure
Audit	Eliminate	Investigate	Preside	Select
Arbitrate	Enhance	Justify	Process	Sell
Chart	Engage	Launch	Procure	Serve
Collect	Establish	Lead	Produce	Settle
Compile	Evaluate	Lecture	Program	Solve
Complete	Examine	Log	Promote	Spearhead
Compose	Execute	Maintain	Propose	Supervise
Conduct	Exercise	Manage	Protect	Supply
Confirm	Expand	Market	Provide	Test
Control	Expedite	Moderate	Purchase	Train
Coordinate	Evaluate	Monitor	Recommend	Transform
Correspond	Fabricate	Motivate	Record	Tutor
Counsel	Formulate	Navigate	Recruit	Upgrade
Create	Gain	Negotiate	Reduce	Utilize
Critique	Generate	Operate	Refer	Write

REMEMBER TO INCLUDE KEYWORDS FOR THE INDUSTRY IN WHICH YOU ARE APPLYING

Matthew Swoop

Swoopmat@yahoo.com
Raleigh, NC

999-444-3333

Education:

East Carolina University College of Business, Greenville, NC May 2023
Bachelor of Science in Business Administration, Marketing
GPA: 3.86/4.0

Cape Fear Community College, Wilmington, NC May 2019
Associates in Business Administration
GPA: 3.55/4.0

Professional Experience:

Next Evolution Marketing, Greenville, NC June 2017 – June 2019
Marketing Intern

- Drove sales upward by 10% by writing and editing 150+ sales and marketing materials and implemented guerilla marketing tactics
- Contributed to the distribution and delivery of marketing materials valued at over \$100,000 to expand the customer base
- Measured and tracked 200+ responses to current marketing campaigns
- Performed analysis of marketing and sales data for a client base of 100 accounts

CK Special, Raleigh, NC June 2015- August 2016
Sales Associate

- Used suggestive selling techniques to increase sales by 15% for December 2015
- Completed cash register transactions of up to \$5,000 each shift
- Responded to 10-30 customer requests or concerns per week

Languages: Fluent in French, Conversational in Spanish

Technical Expertise:

Skilled in Google Analytics, Keyword tracking, and Search Engine Optimization; Experienced in Photoshop and Adobe X; Proficient in Microsoft Excel, PowerPoint, and Word

Honors and Activities:

2022-2023	Member of the American Marketing Association
2021-2022	Member of Omicron Rho Chapter of Phi Kappa
2017-2023	Volunteer for Food Bank of Eastern and Central NC
2019-2022	Dean's List

Samantha Smith

Smithsam@gmail.com

252-555-5555

EDUCATION

East Carolina University College of Business, Greenville,
Bachelor of Science in Business Administration, Management Information Systems
GPA 3.8/4.0

NC May 2024

TECHNICAL EXPERTISE

- **Programming Languages/Software Applications:** SQL, Visual Basic, Access, C++
- **Networking:** Ethernet Connections, Novell Systems
- **Hardware/Operating System Platforms:** Cisco, Windows, Macintosh OS

TECHNICAL EXPERIENCE

Database Management Project, Greenville, NC

HTML Coder

- Created a business application using SQL and Access to insert, update, delete, and query information
- Developed a database to efficiently track and record information concerning product sales and period reports

Analysis of Business Information System, Baltimore, MD

- Collaborated with a group to develop a business application using SDLC to design the management system
- Applied data analysis techniques to evaluate and improve business operations resulting in 10% time savings

PROFESSIONAL EXPERIENCE

Equis Corporation, Charlotte, NC

June 2020 – Present

Online Support Customer Service Agent

- Assist 10+ customers per day with internet issues, utilizing multiple troubleshooting methods to resolve 100% of issues
- Provide customer service to online customers in a fast-paced environment to maintain a 97% satisfaction rate
- Update and maintain 1000+ customer accounts database, daily

ECU Student Union Dining Services, Greenville, NC

Crew Supervisor

- Supervised and scheduled a crew of 17 students by assigning various duties, responsibilities, and workstations in accordance with work requirements
- Interviewed and trained 5 new staff members regarding policies and procedures
- Managed the dining area, which fed more than 200 students daily

HONORS AND ACTIVITIES

August 2019 – Present

Vice President of the East Carolina AITP

December 2018 – Present

Member of the Gamma Beta Phi Honor

May 2017 – Present

Fraternity

December 2018 – May 2019

Mentor at the Greenville Boys and Girls Club

Spring 2017

Chancellor's List

Alex Smith

919-555-5555

Professional_Email@gmail.com

Raleigh, NC

EDUCATION

East Carolina University College of Business, Greenville, NC
Bachelor of Science in Business Administration, Management
GPA: 3.84/4.0

May 2024

Wake Tech Community College, Raleigh, NC
GPA: 3.5/4.0

Aug. 2020 – May 2022

INTERNSHIP

The Little Bank, Raleigh, NC
Intern

May 2022 – Aug. 2022

- Shadowed operations manager handling daily duties
- Collaborated to develop and implement a marketing strategy to reach new customers resulting in a 10% within one month of launching the campaign
- Developed spreadsheet to record training of staff about Compliance Standards

EXPERIENCE:

Outback Steakhouse, Greenville, NC
Waiter/Trainer

Jan. 2021 – Present

- Placed 60+ customer orders daily
- Supervise and train 15 employees on restaurants policies and procedures
- Reconcile all sales, cash, credit, checks, and other accounts to balance and pay 5 hostesses and 2 bartenders nightly

Target, Raleigh, NC
Retail Associate

Sept. 2020 – May 2021

- Assisted over 150 customers daily in finding and selecting merchandise
- Balanced register of \$500+ and accurately completed 20-50 transactions each shift
- Ensured that shelves were stocked with appropriate inventory levels

LANGUAGES: Fluent in speaking, reading, and writing French and Spanish

SOFTWARE APPLICATIONS: Proficient in Microsoft Excel, Access, PowerPoint, and Word

HONORS and ACTIVITIES:

Dean's List

Fall 2022-Present

Golden Key International Honor Society Member

College of Business Scholarship Recipient

2022- Present

Intramural sports participant (SOFTBALL, SOCCER, AND FOOTBALL)

2022- Present

Australia/New Zealand Study Abroad participant with ECU

June 2022

Habitat for Humanity Volunteer

May 2019-2021



TAKING STEPS

TO BE A BETTER COMMUNICATOR

YOUR RESUME

A resume should:

- Connect with a potential interviewer
- Direct and hold their attention
- Promote understanding/memory of your achievements and impacts
- Drive them to interview or select you

Bullets should:

- Provide details about your achievements and their impacts
- Prioritize the achievements within a position
- Give impact to the achievements
- Use appropriate number of arguments to substantiate the achievements
(TOO MANY BULLETS UNDERCUT THE VALUE OF A STUDENT'S CLAIMS)

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(TOO MANY BULLETS UNDERCUT THE VALUE OF A STUDENT'S CLAIMS)

READERS react to poorly written documents as follows:

1. Readers slow down
2. Readers misunderstand
3. Readers get aggravated
4. Readers stop reading

Persuasive

Organized

Clear

*a resume needs to be more than persuasive, organized, and clear;
a resume must be*

VALUABLE

achievements and measurable impacts provide value

AVOID FILTERS

OBJECTIVES

Poorly Designed Resume

Gaps in Experiences

SPELLING ERRORS

Class lists

self proclaimed statements

Avoid self-proclaimed statements

- Have impeccable communication skills
- Performed excellent cashiering and bagging duties
- Provide excellent customer service

Avoid advise that undercuts you

Interpersonal Skills:

- Works well with others in order to reach common goals and solve problems
- Tolerant and determined attitude during times of stress
- Flexibility to changing work environments
- Proficient listening and mediating abilities
- Introduces humor into monotonous presentations and procedures

1998-99

past positions require past tense verbs

Maintain an accurate count of inmates assign to designated dormitory

Supervise and **monitor** different activity in the prison yard

Conduct inspections and search for weapons, illegal contraband and drugs

Maintain the safety and security of the inmates, and staff

Prevent assaults and escapes of the inmates from the facility

Restrain and secure aggressive and violent inmates

Ensure that the inmates are following the rules

Providing reports to supervisor detailing conduct of the inmates

~~**Responsible for**~~ security of inmates

*“responsible for” is weak; this person could have lost 500 inmates
better – “oversaw security of 2,500 inmates without out major incidences”*

Unintended Arguments

- Learned how to work in a team in order to get a job done on time
- Worked with staff
- Reported to supervisor, when needed

each of these has at least one unintended argument; the first bullet has 2

*the first bullet states that the person just learned how to work in a team --
find the 2nd one*

MAKE YOUR READER'S EYES REACT



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MAKING A BETTER ARGUMENT

AN ACHIEVEMENT/SKILL

- Developed a comprehensive corporate communication strategy that increased the company's growth 15%

ITS IMPACT

- Managed employees and coordinated with area businesses
- Oversaw accounts receivable
- Implemented online scheduling

- Managed employees and coordinated with area businesses
- Managed 120 employees and developed relationships with 50 local area businesses

- Oversight accounts receivable
- Oversight account receivables for five large apartment complexes with over 2500 residents

- Implemented online scheduling
- Implemented online weekly scheduling for 250 employees

- Managed employees and coordinated with area businesses
- Managed 120 employees and developed relationships with 50 local area businesses
- Oversaw accounts receivable
- Oversaw account receivables for five large apartment complexes with over 2500 residents
- Implemented online scheduling
- Implemented online weekly scheduling for 250 employees

- Managed employees and coordinated with area businesses
- Managed 120 employees and developed relationships with 50 local area businesses
- Oversaw accounts receivable
- Oversaw account receivables for five large apartment complexes with over 2500 residents
- Implemented online scheduling
- Implemented online weekly scheduling for 250 employees

AN ACHIEVEMENT/SKILL

Developed a comprehensive corporate communication strategy that increased the company's growth 15%

ITS IMPACT

SKILLS

An old term that doesn't describe your achievements

FOREIGN SKILLS

the department is not called foreign skills

Spanish ▾ French ▾ German ▾ Classics ▾ Russian ▾ Japanese ▾ Global Studies ▾



Bilinguals are more attractive, say 71% of Americans



<http://www.cnn.com/2016/08/24/travel/multilingual-language-benefits/>



FOREIGN LANGUAGES & LITERATURES

Spanish ▾ French ▾ German ▾ Classics ▾ Russian ▾ Japanese ▾ Global Studies ▾



Bilinguals are more attractive, say 71% of Americans



<http://www.cnn.com/2016/08/24/travel/multilingual-language-benefits/>



Languages: Russian, Spanish

Software/Applications:

UML, SQL, HTML, PHP, WordPress, Visual Basic, Visio, Access, Microsoft Expression Web, Excel, PowerPoint, and Word



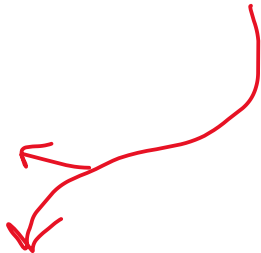
OR

these are prioritized from the most unique to everyone should have this expertise (Word - least unique)

Languages: Russian, Spanish

Technical Expertise

UML, SQL, HTML, PHP, WordPress, Visual Basic, Visio, Access, Microsoft Expression Web, Excel, PowerPoint, and Word



Internships

apply these based on your achievements

For instance, if you have multiple internships, place the heading "internships" before "work experience"

Honors and Activities:

OR

Scholarships/Honors

OR

Leadership Experience Activities

OR

Awards

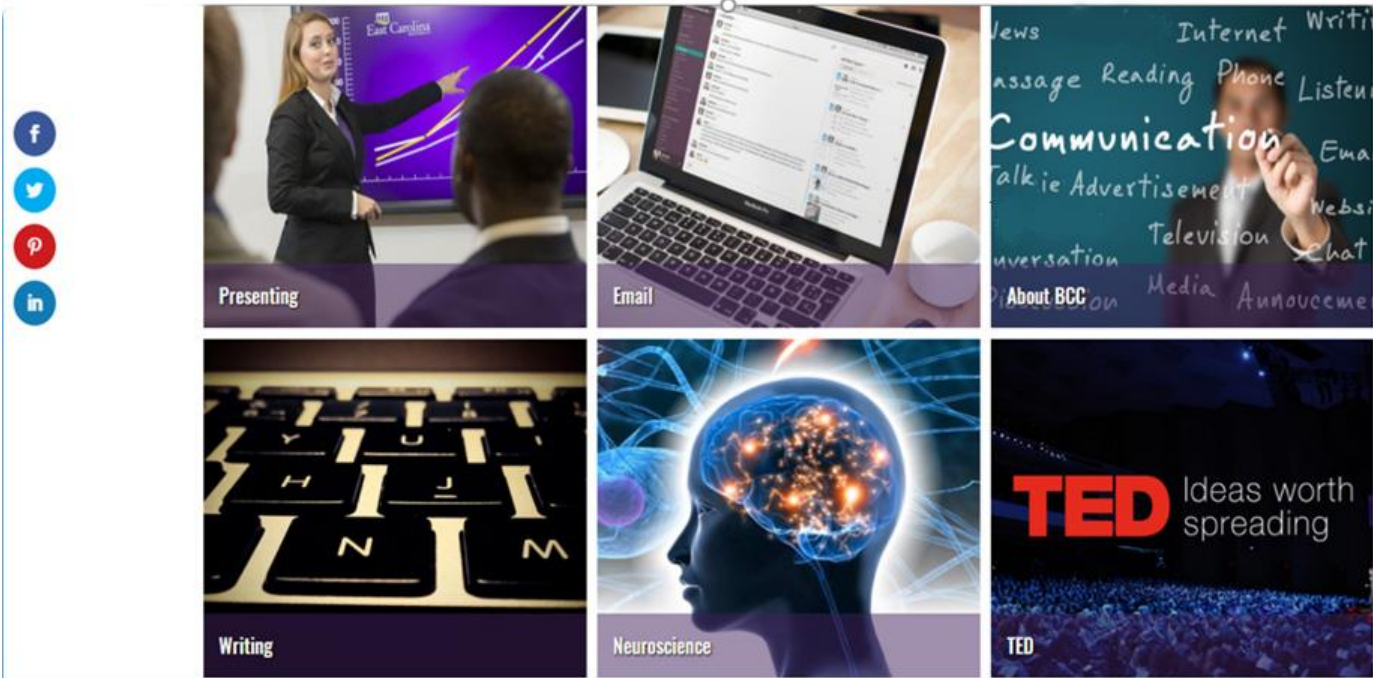
**YOU ARE YOUR
RESUME**

HOW DOES YOUR RESUME BRAND YOU?

Business Communication Center

The Business Communication Center strengthens your communication through workshops, class instruction, coaching, partnerships with faculty, and online tutorials. BCC provides an integrated approach to coaching you in professional speaking and writing. For instance, BCC has developed instructional materials for the Strategy First (BUSI 1200), Leadership I (BUSI 2200), Leadership II (BUSI 3200) and writing workshops for the Leadership Capstone (BUSI 4200) courses in the COB's Leadership and Professional Development Program. Additionally, the BCC integrates coaching with classroom assignments.

You are your communication and that is your brand. The BCC can help you ensure your brand is positive and powerful.



A grid of six images illustrating communication concepts:

- Presenting:** A woman in a business suit pointing at a presentation screen.
- Email:** A laptop displaying an email interface.
- Communication:** A chalkboard with the word "Communication" written in the center, surrounded by various communication methods like "Internet", "Writing", "Reading", "Phone", "Listening", "Email", "Television", "Chat", "Advertisement", "Media", "Announcement", "Conversation", "Talkie", "Web", "About BCC".
- Writing:** A close-up of a computer keyboard.
- Neuroscience:** A silhouette of a human head with glowing neural activity inside.
- TED:** The TED logo with the tagline "Ideas worth spreading" and a crowd of people at the bottom.

