

CAREER DEVELOPMENT CENTER

Phone 413-538-2080/Fax 413-538-2081

Resume Writing

What is a resume? Why do you need to write one?

Your resume is one of the most important documents you will ever create. It is designed to get you interviews and eventually a job, an internship, or into a graduate or professional school. It is a professional advertisement about yourself that translates what you have done in the past into what you can accomplish in the future. Your resume should articulate your qualifications clearly and compellingly, distinguish you from competing applicants, demonstrate your ability to communicate, and speak the "language" of the field you want to enter. Your goals are to captivate the reader and answer the question, "Why should the employer want to interview me?"

What makes a good resume?

When a potential employer receives your resume, he or she is likely considering several—and possibly hundreds—of competing applicants' resumes along with yours! Employers typically skim resumes, spending an average time of *only* 15-45 seconds on each. It is essential that your resume is visually pleasing, attention grabbing, as well as clearly and concisely written. Spelling, grammar, and neatness are of paramount importance. Research shows that spelling or grammatical errors in a resume can be fatal to employment chances. Neatness is a projection of a job candidate's personality on paper. Think of your resume as a 30-second personal commercial.

What is a good format for a resume?

A good format should appeal to the needs of the potential employer. When choosing a format, first consider where the resume will be sent.

- Target your resume to meet the needs of the employer and the industry in consideration.
- Research the position and organization to determine the skills, experience, knowledge and personal attributes required to excel in the positions for which you are applying.
- Imagine what employers you are targeting would look for in a new employee, and highlight your corresponding experience and skills when you write your resume.

For example, if you are applying to two different positions, on one version of your resume it may be advantageous to stress your leadership skills higher on the page; while for the second position, it may be more to your benefit to highlight your related technical experience. Having several versions of your resume may mean more work on your part, but the extra effort in showing an organization that you have done your homework is worthwhile. The standard to keep in mind, however, is to limit your resume to one page unless absolutely necessary. Exceptions to this rule depend on the targeted industry. For example, if you are

applying to a nonprofit organization (including education) and science, it may be favorable to use a longer format that allows you to elaborate on past roles and experiences. If you are unsure whether your resume should be restricted to one page, consult with a career counselor to discuss your options.

Resume Planning Guidelines

- **Make a master list of all your experiences.** Include activities, courses, all jobs, internships, and volunteer work. List your title (if you had one), the name of the organization, the city, state, and country (if outside the U.S.), and the dates of your experience.
- **Identify your accomplishments in these experiences and the skills you used that may catch the attention of the reader.** Refer to the list of action verbs (on page 6) to get yourself started with describing these experiences. Get this information down on paper. Make sure the printed copy is of laser quality, and use 20-25% bond resume paper when the final draft of your resume is ready for presentation. Many resumes are electronically scanned, and the scanned product is neater with a white, off-white, or ivory paper color. Avoid paper that will not scan or copy well, such as darker colors or those with a dark, perceptible grain or pattern.
- **Refine what you have written.** Are there ways to make your descriptions clearer or stronger? Is there anything that you have left out that could enhance your qualifications? Is the resume organized and easy to read (i.e., not cluttered)? Remember, the presentation is just as important as the content!
- **Proofread, proofread, and proofread!** Check spelling, word usage, punctuation, address, and phone number. Put it down, come back later, and proofread again! Have others proofread as well. Remember, it must be grammatically correct. You do not want to be rejected as a candidate for a job because there is a typo or some other mistake on your resume.

Resume Content

- **Your name:** Make it visible! Center, capitalize, or bold the letters of your name at the top of the page.
- **Your address & phone number:** Place your present and permanent contact information (if different) at the top of the page. Include a phone number where you can be reached during working hours. If you cannot be contacted directly during working hours, have an answering machine with a "professional" sounding message ready for the call.
- **Electronic Mail (e-mail):** Present your e-mail address at the top of your resume, and make sure you check your account frequently. This information provides another way for a potential employer to get in touch with you, while demonstrating your familiarity with current technology.
- **Objective:** Though recruiters often request that an objective be stated, it is optional. However, if you are sending your resume without a cover letter, an "objective" may help in showing focus on your resume. When including a cover letter, you can expand on your objective in detail.
- **Education:** List Mount Holyoke College, South Hadley, Massachusetts; Bachelor of Arts (or "Candidate for" if not yet a senior), Month, 200_. Do not abbreviate when listing your degree. Incorporate major(s) and minor(s). If you are a transfer student, or if you have spent a semester or a

year away, list these institutions as well if you feel this information is applicable. Start with the most recent and work backwards; in another words, list in reverse chronological order. Also include any unique academic achievements: independent study, thesis, research projects, etc. The GPA is optional; however, many employers prefer to see it on the resume.

- **Honors & awards:** Identify special fellowships, honors, and awards.
- **Relevant coursework:** Present pertinent courses in columns. This section may be particularly useful if applying for January or summer internships.
- **Experience:**
 - Incorporate summer and work/study jobs held during the school year as well as any volunteer activities. List your job title, the name of the organization, its location and the dates you worked there, reverse chronologically.
 - Briefly describe your responsibilities, using phrases that begin with action verbs, e.g., "administered," "coordinated," and "implemented." Use the strongest verbs possible. (see page 6)
 - Identify skills, communicate strength, and emphasize results and accomplishments. Use concrete examples or facts and figures to quantify achievements whenever possible.
 - Include internships and volunteer work such as political organizing, committee responsibilities, and project involvement. Also add in academic projects or research whenever relevant.
 - Avoid using the words "I," "me," "my," "also," "feel," "because," "duties included," and "responsible for."
- **Co-curricular activities or community service:** List these if not already listed with experience (these may be combined or placed in two separate sections). Prioritize activities that highlight leadership, organizational, and interpersonal skills when feasible. Also stress your ability to work well with others across different settings (academic, social, and athletic).
- **Skills and aptitudes:** List special abilities such as language proficiency, computer software knowledge, laboratory techniques and equipment usage, other technical skills, etc. This portion should underscore those skills that may enhance your candidacy. For some positions, especially those requiring technical laboratory or computer skills, you may want to list these before your experience to help bring attention to such significant qualifications.
- **Other accomplishments:** Categorize and list performances, exhibitions, research completed, and publications (i.e. articles, chapters, photographs), if relevant and not included elsewhere.
- **Interests:** This section is optional. Consider the relevancy to the prospective position and how this information might demonstrate your unique qualities.

Resume Layout and Organization

- **Aim for one page (depending on the audience) so that the resume can be skimmed:** Most organizations, unless nonprofit (including education) and science, will not read more than one page. On rare occasions, such as when one has an overwhelming amount of pertinent experience, a second page may be appropriate and even advantageous. This may be the case for an individual who has been out of college for several years and has had extensive experience.

- **Make sure that the important information stands out on the resume:** Resumes are typically viewed quickly, thus the information you want conveyed must stand out to the reader. Capitalizing, bolding, and surrounding with white space all help to emphasize what is most important. Use these different methods to make your resume aesthetically pleasing and to draw the reader's eye down the page.
- **The most recent items are listed first within each section (reverse chronological order):** Present your information so that the most important and most recent information comes first. If your most recent experience is not your most relevant, arrange your resume so that you lead with the most important experience. An example might be to break up your experience into two categories, e.g., "Relevant Experience " and "Additional Experience."

More Resume Guidelines: the fine points

- **Know your audience. Target your resume!** Consider what skills, experience, knowledge and personal attributes the employer is seeking! For example, employers often favor a candidate who knows the language of their field, thus you should use such language when describing functional qualifications.
- **Be clear and accurate:** An inflated claim of your past responsibilities is guaranteed to come back to haunt you in an interview, so be honest when describing your past experience. Employers realize that most students will not have had vast job experience. Your resume should accurately express your level of experience, employment responsibility, and career direction in a confident, controlled style.
- **Sell the experience and skills you have:** Emphasize roles that reveal your values, skills, leadership, etc., even if they were at a beginner-level job. Use facts and figures to quantify your achievements, such as the number of people supervised, research findings published, dollars and cents saved, and efficiencies created.
- **Reproduce your resume in a professional way:** Before final printing of your resume, proofread! proofread! proofread! Then proof it again. Typographical mistakes, misspellings, or even a smudge can negate your job hunt efforts in a hurry! Make sure the layout is centered and aesthetically pleasing. Use 20-25% bond 8 1/2" x 11" paper and a laser printer; and make sure the watermark is up and facing the right direction. (Sometimes recruiters will actually check for that!)
- **Send it to the right people:** No matter how good the content of your resume, it will be ineffective if it doesn't get to the right person. Find the person's name and address; this effort can make the difference. It may be done with a simple phone call. If you still cannot find the name of the person you are looking for, find the name and address of someone at the top. A resume can more easily filter down than up. Make sure that all particulars of the addressee are accurate and complete.

Resume Formatting in the Electronic Age: the Do's and Don'ts

As if you don't have enough to worry about trying to create a resume that is engaging, impressive, truthful and mistake-proof, along comes OCR technology to add to your list of concerns. What's OCR technology? Optical Character Recognition allows the computer to "read" and "understand" your resume. It's the way many recruiters and human resource offices process and store resumes these days. And if your resume isn't scanner-friendly, you may never be called in for an interview. Conversely, a resume geared to scanning with recognition may actually increase your chances of being selected from the masses.

Fortunately, it's not too difficult to scanner-ize your resume. Just follow these guidelines and you'll be safe.

Keywords: Scanners will search your resume for keywords and then "file" your information under those categories. What kinds of positions are you looking for, what do those positions entail, and what are your major strengths? If you want a job as an editor, the answers might be: edit, evaluate manuscripts, write promotional copy, copyedit, or author. Make sure those words appear in your resume.

Formatting: Scanners read best when the text is clear and unfettered by lots of graphics. Therefore:

DO use a sans serif typeface, such as Arial, or Helvetica. Serif typefaces, such as Times New Roman, Garamond, tend to run together and confuse scanners

DO use a font size between 10 and 12 point for text; use 12 to 18 point for name and headers

DO print on clean 8 1/2" x 11" paper on one side only

DO use 20-25% bond white, off-white, or ivory paper only

DO set the fax on "fine" or "super fine" if you must fax it. Always send original—never copied—resumes

DO place your name at top of page on its own line

DO place address(es), using a standard address format, below your name

DO Use CAPS and indentations to emphasize what is most important

DON'T use *italics*, *script*, underlining, bullets, shadows, **bold**, **BOLD CAPS**, and **reverses**

DON'T get fancy and put spaces between the letters of your name (i.e. M A R Y L Y O N)

DON'T use decorative lines—especially vertical lines—or graphics if you could avoid it. If you do use a line, make sure there is at least ¼ inch of space around it

DON'T use shading

DON'T ever staple

DON'T fold, if possible. If you must fold the resume, make sure the creases occur in white space between blocks of text since scanners have trouble reading text with crease marks

DON'T use unusual formats such as newsletter or newspaper layout

DON'T use adjusted or condensed spacing

The following pages include a list of "action verbs" and sample resumes to help you with layout and content. Remember that there is no one "right" format. Use the examples to assist you in creating an effective format for your own resume. Good luck!



Key Action Verbs for *Resume and Cover Letter* Preparation

accomplished	communicated	drafted	informed	planned	selected
achieved	compiled	dramatized	initiated	predicted	served
acquired	completed	earned	inspected	prepared	shaped
adapted	composed	edited	instructed	presented	simplified
adjusted	computed	elicited	interpreted	presided	sold
administered	conceived	eliminated	interviewed	processed	solicited
advised	conducted	employed	introduced	produced	solved
advocated	consolidated	enlarged	investigated	promoted	specified
allocated	constructed	equipped	judged	proposed	staged
analyzed	contacted	established	lectured	proved	stimulated
applied	controlled	evaluated	led	provided	studied
appraised	conveyed	examined	located	published	succeeded
approved	coordinated	expanded	maintained	raised profits	suggested
arranged	corresponded	explored	managed	recommended	supervised
assembled	counseled	facilitated	marketed	recorded	surveyed
assessed	created	financed	mastered	recruited	synthesized
assigned	critiqued	forecasted	measured	reduced costs	systematized
assisted	decided	formulated	mediated	regulated	taught
attained	delegated	fostered	modified	reorganized	tested
budgeted	demonstrated	functioned	monitored	reported	trained
built	designed	generated	motivated	researched	translated
calculated	determined	governed	negotiated	resolved	tutored
catalogued	developed	guided	observed	restored	updated
categorized	devised	identified	operated	retained	utilized
chaired	diagnosed	illustrated	organized	revamped	verified
changed	directed	implemented	oversaw	reviewed	wrote
coached	discovered	improved	participated	revised	
collaborated	displayed	increased	performed	scheduled	
collected	distributed	influenced	persuaded	searched	

MARY A. LYON

Present Address

Mount Holyoke College
1837 Blanchard Student Center
South Hadley, MA 01075
(413) 555-1221

Permanent Address

1010 Avenue St.
Oakdale, MA 00100
(413) 555-7890
malyon@mtholyoke.edu

Education

Mount Holyoke College, South Hadley, MA

Bachelor of Arts, Cum Laude

Major: Biology (Honors)

Associate Member Sigma Xi

May 2003

Minor: Chemistry

Kenyon College, Gambier, OH

Dean's List 1999-2000

Related Courses

Endocrinology

Comparative Physiology

Cell Structure and Function

Animal and Plant Physiology

Organic Chemistry I & II

Histology

Cell Biology

Genetics

NMR Spectroscopy

Skills

Operation: Microtome, cryostat, autoclave, centrifuge, gamma and beta counters, microinjector, lyophilizer, NMR

Procedures: Immunohistochemical staining and lectin histochemistry staining, Radioimmunoassay, prepare histochemical stains and other solutions, fix tissues and embed in paraffin.

Computer Experience: Microsoft word, Word Perfect, and Cricket graph on both IBM and MacIntosh

Research

Honors Thesis: Wheat germ agglutinin binding patterns of *Rana catesbeiana* experience dorsal skin through adult larval stages of development.

Tested for the presence of (GlcNAc)_n in *Rana catesbeiana* skin to determine the location of glycoproteins and other glycoconjugates.

Laboratory Technician at NIH, Institute of Child Health and Human Development with Dr. Kevin Catt and Dr. Katherine Sandberg, Summer 2002

Designed experiments and performed Radioimmunoassays for the study of Angiotensin II's mechanism of inducing maturation of *Xenopus laevis* oocytes

Independent Study with Prof. J.C. Kaltenbach, Spring 2002

Researched lectin histochemistry in frog skin, a project which led to honors thesis.

Aided in designing a poster exhibition of the research that was presented at the International Amphibian Metamorphosis Conference in Belgium, September 2002

Frog Skin and Characterization of the Glands, Summer 2001

Researched TRH localization with Immunogold Silver Staining technique (IGSS).

Aided professor in creating a poster summarizing the study; the poster was displayed at the American Zoologist Conference Boston, MA, December 2001

Laboratory Assistant for Department of Biology, 2000-2001

Set up equipment, made solutions, poured plates, taught students to use microtome and cryostat

Activities

Track Team, 2001-Present; **Captain**, Springs 2002 and 2003

Sign Language/Deaf Culture Club, Treasurer, 2001-2003

Orientation Committee, 2001-2003

Transfer Student Organization, Twin Sister Chair, 2001-2002

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MARY B. LYON

email: mblyon@mhc.mtholyoke.edu

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South Hadley, MA 01075
(413) 555-1221

Permanent Address
1010 Avenue St.
Oakdale, MA 00100
(413) 555-7890

EDUCATION **Mount Holyoke College**, South Hadley, Massachusetts
Bachelor of Arts: May 2004
Major: Economics Minor: Complex Organizations
Grade Point Average: 3.66/4.00

RELATED COURSES Calculus and Statistics Industrial Organizations Money and Banking
Financial Accounting Management Accounting Organizational Behavior

EMPLOYMENT EXPERIENCE **Knowledge Program Intern, Andersen Consulting**, New York City (Summer 2003)
Wrote abstracts for documents written and submitted by consultants in the Pharmaceutical and Medical Products Practice. Expanded and maintained the Pharmaceutical Industry Library using Lotus Notes. Managed the help desk and assisted consultants in obtaining documents pertinent to their projects.

Excel Consultant, Economics Department, Mount Holyoke College (April 2001 – May 2003)
Selected to instruct groups of students in Macroeconomics Excel problem sets.

Credit Analyst Intern, Sakura Global Capital, New York City (Summer 2002)
Prepared and analyzed internal financial spreadsheets, and wrote credit analyses on Sakura's clients. Instructed new employees in FrameMaker and Wingz software applications.

Student Supervisor, Dining Services, Mount Holyoke College (September 2001 - May 2002)
Supervised fifteen student employees, resolved on-the-job problems, computed timecards, and assigned job positions and time schedules.

Auditor Intern, Thiang & Company (Public Accounting Firm), Malaysia (Summer 2001)
Audited dormant companies and worked at various stages of the auditing process such as statutory audits, transactions testing and verifying invoices, receipts, and other documents.

COLLEGE ACTIVITIES **Co-Chair, Economics Club** (April 2002 - present)
Organize activities to increase students' awareness of and interest in economic issues. Create a forum whereby students and faculty may freely express their opinions on a variety of economic topics.

Volunteer, Hamilton Learning Center, Holyoke, (December 2001 - present)
Tutor children of various ages in subjects of their weakness; monitor and comment on their progress.

Founder and Co-Chair, Badminton Club (September 2001 - present)
Established club to provide opportunity for badminton enthusiasts in the Five College area to practice with and compete against each other.

Co-Chair, International Students Orientation Committee (March 2001 - present)
Organize and coordinate activities for incoming international students

Treasurer, Economics Club (April 2001 - April 2002)
Created budget guidelines, managed funds, regulated expenditures, and maintained financial records.

SKILLS **Computer:** Microsoft Word, FrameMaker, Excel 5.0, Lotus 1-2-3, Statview, Wingz, Harvard Graphics, Paradox 5.0, Lotus Notes, UNIX.

Languages: Fluent in English and Malay; familiar with basic Japanese and Spanish.

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MARY D. LYON

mdlyon@mtholyoke.edu

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(413) 555-1221

Permanent Address

1010 Avenue St.
Oakdale, MA 00100
(413) 555-7890

Education **Mount Holyoke College**, South Hadley, MA
Bachelors of Arts, May 2004
Major: Mathematics Minor: Computer Science
Cumulative G.P.A.: 3.37/4.0, 2000 - 2003

Award Who's Who Among Students in American Colleges and Universities, 2001

Advanced Coursework Microeconomics Regression Statistics
Abstract Algebra Ordinary Differential Equations
Real Analysis Programming Language Paradigms
Complex Analysis Artificial Intelligence

Experience **Literacy Volunteers of America Intern**, Washington, D.C., January 2003
Interviewed students to assess reading level. Updated and created files in Alpha 4 database. Inventoried computer equipment. Assisted with public relations. Wrote article for newsletter.

Park Hyatt Hotel Intern, Washington, D.C., Summer 2002
Served as Accounts Receivable clerk during clerk's two-week vacation. Assisted Accounting and Purchasing departments. Prepared daily reports, revenue/pay comparisons, food and beverage reports using WordPerfect and Lotus 1-2-3.

Ways and Means Committee Member, Mount Holyoke College, 2001 - 2002
Chosen as member by Selection Committee. Audited and revised budgets of 7 Student Government funded organizations. Trained organization treasurers. Examined requests for special and contingency funding.

Research Intern, Mount Holyoke College, Summer 2001
Selected by Computer Science department and GE Foundation. Researched and programmed 5 projects in two programming languages, C and C++. Presented summary of work to 40 professors and students.

Treasurer, Mount Holyoke College Residence Hall, 2000-2001
Prepared and balanced budget. Allocated funds. Supervised fund-raising.

Activities Basketball Team Manager
Riding Team: Walk-Trot-Canter Division
Math Club
Computer Science Teaching Assistant

Computer Skills Microsoft Office, C, C++, Lotus 1-2-3, LISP, and Minitab.

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MARY E. LYON

melyon@ mtholyoke.edu

Mount Holyoke College • 1837 Blanchard Student Center • South Hadley, MA 01075 • 413.555.1221
1010 Avenue Street • Oakdale, MA 00100 • 413.555.7890

EDUCATION

Mount Holyoke College, South Hadley, MA Bachelor of Arts, May 2005
Major: Psychology and Education Minor: Biology GPA in major: 3.57

ADVANCED COURSEWORK

Concepts of Abnormality Cognitive Psychology Experimental Methods
Developmental Psychology Brain Plasticity Seminar Biology of Behavior

RESEARCH EXPERIENCE

INDEPENDENT STUDY with Professor W.J. Millard, Mount Holyoke College Fall 2002
Evaluated the internal effects of midazolam in adult *Rattus norvegicus*
Operantly conditioned animals to distinguish between the stimulus properties of drug agonist and antagonists at various doses

RESEARCH ASSISTANT, Mount Holyoke College Summer 2001
Conducted cognitive research and analyzed data for two student theses
Examined the contributions of phonology, orthography, and context to adult literacy skills
Studied the effects of paragraph context on name recognition

INTERNSHIP EXPERIENCE

EMPLOYEE ASSISTANCE PROGRAM INTERN, Progressive Corporation January 2002
Prepared and delivered four 'effective communication' presentations to employees
Analyzed data from company-wide research on employee self-report measures for work, home, and social stress variables
Interacted daily with clinicians to learn about the practice of clinical psychology

SOCIAL WORK INTERN, Foundations, Inc. January 2001
Conducted research designed to assess and improve transitional program for people living with mental illness
Worked closely with clients, clinicians, and caseworkers to gain knowledge regarding the mental health profession

TEACHING ASSISTANTSHIPS

EXPERIMENTAL METHODS for Psychology Department, Mount Holyoke College Spring 2003
Instructed students in semiweekly lab meetings and supervised semester-long group research projects
Worked closely with individual students to develop research projects and improve presentation skills

CO-CURRICULAR ACTIVITIES

PRESIDENT, PSYCHOLOGY CLUB Fall 2002-present
Envision long-term goals of organization, lead organization meetings
Coordinate panels, discussions, and fundraisers on psychology and neuroscience

MEMBER, PSI CHI HONORARY SOCIETY Fall-present

COMPUTER SKILLS

Microsoft Office, Lotus 1-2-3, SPSS, Dreamweaver, Photoshop

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MARY F. LYON

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Permanent Address:
1010 Avenue Street
Oakdale, MA 00100
(413) 555-7890

Education **Mount Holyoke College**, South Hadley, MA
Candidate for Bachelor of Arts, May 2004
Major: French Concentrations: Economics and Politics
G.P.A.: 3.44/4.0

Sweet Briar College Junior Year in France, Paris, France
Academic year abroad, 2002 - 2003

Awards **Paul F. Saintonge Prize** in French, 2001
Certificate of Commercial and Economic French, 2000
Superior Diploma of Commercial and Economic French, 2000

Relevant Courses Microeconomics Global Finance
 Macroeconomics World Economic Markets

Experience **Major Project Controlling Administrator**, Summer 2003
Dennison Manufacturing Company, Framingham, MA
• Set up spreadsheets for account analysis using Lotus 1-2-3
• Researched and balanced department's financial accounts

Assistant to Benefits Manager, January and Summer 2002
Dennison Manufacturing Company, Framingham, MA
• Completed Retirement Benefits Files using Lotus 1-2-3
• Answered inquiries regarding employee benefits and company stock plan

Teaching Assistant, Fall 2002 - Spring 2003
Centre Regional de Documentation Pédagogique, Paris, France
• Taught English to French high school students

Activities French Tutor to first-year student, 2001-2002
Participant, English Handbell Choir, 2000-2002
Runner, Track Team, 2000-2002
Campus Network, planned and supervised campus events, 2000-2001
Scuba Diving Assistant Instructor, 2000

Skills **Computers:** Excel, Lotus, Word, HTML, web research
Languages: Fluent in English and French

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Mary G. Lyon

email: mglyon@mtholyoke.edu

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1010 Avenue St.
Oakdale, MA 00100
413.555.7890

Education: **Mount Holyoke College**, South Hadley, MA
Bachelor of Arts, May 2005
Major: **Studio Art** Minor: **Computer Science** GPA: 3.56

Experience: **Graphic Designer**, June 2003 – August 2003
Fabrica—United Colors of Benetton, Treviso, Italy
• Composed print projects for Benetton's COLORS Magazine and other Italian publications

Orientation Leader, January 2002 – September 2002
Mount Holyoke College, South Hadley, MA
• Helped organize orientation events for the incoming first-year students and their families
• Assisted in the recruitment and training of 130 orientation assistants/student volunteers
• Trained staff of 10 orientation assistants in handling logistics of events such as department receptions, convocation, move-in day, utilizing college facilities, and valuing team spirit and cooperation

Graphic Designer, June 2002 – August 2002
De Hague Design Workshop, The Hague, Netherlands
• Developed individual and collaborative design assignments with Dutch designers

Outgoing Exchange Team Coordinator, December 2000 – December 2001
World Inc.—an organization dedicated to finding paid international internships for qualified students and recent graduates, Springfield, MA
• Organized recruitment of new AIESEX members
• Processed data, conducted foreign correspondences for student applicants
• Interviewed and accepted 20 members
• Attained international internships for two students with Volkswagen, Germany and Hong Kong & Shanghai Bank Corporation

Co-curricular Activities: Women's Center, 2001-present
Women's College Art Coalition, 2001-present
Liga Filipina, 2001-present
International Club, 2001-present

Computer Skills: Extensive experience in Photoshop, Illustrator, QuarkXpress, Microsoft Office
Familiar with Flash, Dreamweaver, Fireworks

Languages: Fluent in English and Tagalog (Philippine's language), proficient in Chinese

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FRANCES PERKINS

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EXPERTISE

- * Six years of marketing and management experience
- * Research and development of programs, services, and products
- * Strategic planning and organization of events and activities which increase profits, funds, and services
- * Development and execution of seminars and training programs
- * Strong written and oral communication skills
- * Proven ability to direct, train, and motivate others

EDUCATION

Mount Holyoke College, South Hadley, MA **May 2003**
Bachelor of Arts degree, cum laude and departmental honors
Major: Sociology **Minor:** Women's Studies

Honors Thesis: *Women and Breast Cancer: Treatment Decision-Making and Consequences*
Award: Departmental Prize, Outstanding Student Achievement in Sociology from the American sociological Association and Mount Holyoke College, May 2003

Hartford College For Women, University of Hartford, Hartford, CT **May 2000**
Associate of Arts degree, Liberal Arts

PROFESSIONAL EXPERIENCE

OFFICE MANAGER **2002-2003**
Dr. Daniel Davis, Chiropractor, Wallingford, CT

- * Responsible for maintaining patient charts and preparing diagnostic reports
- * Processed insurance forms and patient inquiries; scheduled treatment plans
- * Computer data entry
- * Prepared daily bank deposits and ledgers

MARKETING MANAGER **1998-2001**
Adesso Moda Hair and Skin Studio, Hamden, CT

- * Developed advertising concepts, marketing strategies, and fund-raising events for full service salon
- * Managed all phases of advertising including budget planning, scheduling, creation of ad copy themes, and negotiation of contracts with media vendors.
- * Directed monthly staff meetings; implemented new policies and profit building strategies
- * Created and coordinated promotional events that increased revenues and client base
- * Organized and directed fund-raising events for AIDS Project New Haven and Saint Francis Home for Children, New Haven, CT
- * Interviewed prospective employees

FRANCES PERKINS

-2-

ACCOUNT EXECUTIVE

1997-1999

Aveda Corporation (for Nabhan's of New England, Springfield, MA)

- * Established and developed 220 Connecticut accounts for distributor; effectively managed and expanded existing accounts
- * Maintained inventory control through bi-weekly order writing
- * Created and directed promotional events increasing service revenues and retail profits
- * Developed marketing programs and staff development programs
- * Presented product/sales training and motivational seminars

ACCOUNT COORDINATOR

1994-1997

Estee Lauder, Inc., New York, NY (For Sage-Allen, Hartford, CT)

- * Coordinated sales and marketing for international cosmetic manufacturer and Connecticut retailer, ensuring manufacturer's policies and procedures
- * Directed and motivated sales staff for retailer's thirteen stores
- * Organized and directed promotional /special sales events from hiring of promotional staff to coordination of event
- * Presented monthly training seminars
- * Planned and coordinated monthly sales meetings
- * Monitored sales figures, prepared and reported analytical sales reports
- * Hired, supervised, evaluated, trained, and developed staff

RESEARCH EXPERIENCE

RESEARCHER

2002-2003

Mount Holyoke Alumnae Association, Mount Holyoke College, South Hadley, MA

- * Develop and administer survey to students of Mount Holyoke College
- * Collect and analyze quantitative data
- * Develop program proposal and present to Board of Directors

THESIS: *Women and Breast Cancer: Treatment Decision-Making and Consequences*
Mount Holyoke College, 2003

- * Developed quantitative and qualitative survey instruments; interviewed cancer specialists and patients
- * Collected and analyzed data
- * Presented to faculty and students of Women's Studies Department

COMPUTER SKILLS

Word Perfect 5.1 and 6.0 for DOS and Windows

PROFESSIONAL MEMBERSHIPS

- * The American Sociological Association, Washington, D.C.
- * Western Mass. Breast Cancer Coalition, Northampton, MA
- * National Organization for Women, New Haven, CT Chapter

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SCANNABLE VERSION

MARY H. LYON

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(413) 555-7890

Education MOUNT HOLYOKE COLLEGE, South Hadley, MA
Candidate for BACHELORS OF ARTS, May 2004
Major: French Concentrations: Economics and Politics
G.P.A.: 3.44/4.0

SWEET BRIAR COLLEGE JUNIOR YEAR IN FRANCE, Paris, France
Academic year abroad, 2002 - 2003

Awards PAUL F. SAINTONGE PRIZE in French, 2001
CERTIFICATE OF COMMERCIAL AND ECONOMIC FRENCH, 2001
SUPERIOR DIPLOMA OF COMMERCIAL AND ECONOMIC FRENCH, 2000

Relevant Courses Microeconomics Global Finance
Macroeconomics World Economic Markets

Experience MAJOR PROJECT CONTROLLING ADMINISTRATOR, Summer 2003
DENNISON MANUFACTURING COMPANY, Framingham, MA
Set up spreadsheets for account analysis using Lotus 1-2-3
Researched and balanced department's financial accounts

ASSISTANT TO BENEFITS MANAGER, January and Summer 2002
DENNISON MANUFACTURING COMPANY, Framingham, MA
Completed Retirement Benefits Files using Lotus 1-2-3
Answered inquiries regarding employee benefits and company stock plan

TEACHING ASSISTANT, Fall 2002 - Spring 2003
CENTRE REGIONAL DE DOCUMENTATION PEDAGOGIQUE, Paris, France
Taught English to French high school students

Activities French Tutor to first-year student, 2001-2002
Participant, English Handbell Choir, 2000-2002
Runner, Track Team, 2000-2002
Campus Network, planned and supervised campus events, 2000-2001
Scuba Diving Assistant Instructor, 2000

Skills Computers: Excel, Lotus, Word, HTML, web research
Languages: Fluent in English and French

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