

CUSTOM LINKEDIN URL

We recommend creating a customized LinkedIn URL to enhance your personal brand. LinkedIn provided you with a URL when you registered (includes characters not necessary for your brand). You will want to edit it to: <https://www.linkedin.com/in/FirstNameLastName>. Remove all other letters or numbers at the end.

[Here are instructions on how to customize your public profile link:](https://www.linkedin.com/help/linkedin/answer/87/customize-your-public-profile-url?lang=en)

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PROFESSIONAL PROFILE or SUMMARY

Do not begin any professional resume with an "Objective" statement, which is outdated. An undergraduate resume should focus on education, work experience, activities, leadership and/or volunteer experience.

A profile or summary section is optional for mid-level and executive level experience. Begin the document with a "Professional Profile" or "Career Summary" that includes the qualifications you meet from the job posting you are applying to, including items such as:

- Desired or current profession and number of years' experience
- Relevant special skills/strengths
- Industry experience/specialization
- Proven successes in related tasks/functions
- Certifications or professional memberships

Do not use personal pronouns anywhere on your resume (words including: I, you, he, she, it, we, they, me, him, her, us, and them).

Similarly, a "Summary of Qualifications" highlights your top 3-5 specific examples of how you meet the qualifications of the job posting you are applying to and the proof of your success in performing (results, accomplishments and outcomes).

You can create a compelling career summary by answering these three questions:

- What are you really good at as it relates to your field?
- What approach do you generally take to accomplish your goals at work? What skills do you have that make you a good match for the position you are applying for?
- What are your plans going forward?

Example (Mid-level experience):

"Metric-Focused Marketing Manager who consistently increases market share and revenues by skillfully producing branded email campaigns integrated with social media and traditional marketing. Precisely targets audiences at proper frequency to ensure ROI is attained for each marketing initiative."

Example (Executive level experience):

Dynamic, take-charge, change agent offering striking success propelling entrepreneurial startups and turning around midsize companies by energizing and unifying all stakeholders. Managed up to 1,000+ employees with operating budgets over \$100 million. Broad experience leading multiple technical and operational system conversions.
Executive Performance Benchmarks

EDUCATION

High school information is no longer included on a resume once your first year of college has been completed.

List the name of the degree you will have when you graduate from Lee Business School. It must be written exactly as it appears on your transcript – visit Lee Business School website: <https://www.unlv.edu/business/academics>

List the name of the university, city and state of the school (use Las Vegas, NV). List city and state in the right margin, followed by your expected graduation month and year as follows: Expected: May 2021

If you have additional college degrees from other institutions, follow the same format above, listing them in reverse chronological order (the most recent degree first and so on). You do not need to include dates for degrees obtained many years ago.

Do not list colleges attended where a degree was not, or is not, obtained. Employers only need to know what degrees are or were obtained, from what university, and when.

Example (bachelor degree):

University of Nevada, Las Vegas Bachelor of Science in Business Administration, Marketing	Las Vegas, NV July 2018
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Example (more than one degree from same college):

University of Nevada, Las Vegas Master of Business Administration Bachelor of Science in Business Administration, Accounting	Las Vegas, NV July 2018 June 2016
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TRAINING, LICENSES, CERTIFICATIONS

If you are including training and/or certifications on a resume that are relevant to the position you are applying to, create a separate section for just Certifications & Training or list in the skills section.

You must format the training/certifications properly and place them in reverse chronological order (most recent first,

WORK EXPERIENCE

You must include the following for each experience:

Employer Name/ Job Title/ Employment Dates/City/State

How to write bullet points:

1. BEGIN WITH VERB

All bullet points begin with a strong action verb in the correct tense.

DO NOT begin bullet points with "Responsible for" or "Duties include" as these are not strong action verbs and do not tell the reader WHAT you DO/DID and HOW WELL.

Use this resource to help with action verbs for bullet point descriptive statements

[185 Powerful Verbs That Will Make Your Resume Awesome - The Muse](#)

2. USE CORRECT VERB TENSE

Each bullet should start with a verb in the past tense if the experience is in the past (ended) or a verb in the present tense if the experience is current (date – present). For example, if the experience was in the past the verb might be managed but if it's an experience you're currently involved in the verb would be Manage (not Managing or Manages). Please edit your bullets to include correct verb tenses.

3. DESCRIBE THE RELEVANT TASK, SKILL, & RESULT

ALL bullet points describe WHAT you do/did (verb), HOW, for WHO, WHY, HOW MANY and the RESULT. Each must be TARGETED to the job you are applying to by describing only RELEVANT tasks you have done in the past that are RELATED directly to the job you are applying to. Look at the job posting and highlight the qualifications, skills and tasks. Your bullet points should each provide specific examples of how you have demonstrated those same criteria.

4. INCLUDE RESULTS, OUTCOMES, & ACCOMPLISHMENTS

You need to insert results or outcomes as much as possible on a resume to highlight

Example bullet points:

