

# UD'S RÉSUMÉ RESOURCE GUIDE

For Building a Résumé and Finding the Perfect Job

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*“I’ve Finished The Internship!  
...NOW WHAT?!”*



These are ideas of ways to present your summer job with University Directories to prospective employers. Our résumé book is put together in September, so it is very important that you get an updated copy to Yvonne by August 31. If you have any questions give her a call at ext. 6103.

# Résumé

88 VilCom Circle • Chapel Hill, NC 27514 | 919-968-0225

<b>Objective</b>	To obtain employment in a team-based, goal-driven environment as a Sales Representative.		
<b>Education</b>	<b>May 2007</b>	<b>The University of North Carolina at Chapel Hill</b>	<b>Chapel Hill, NC</b>
	BSBA in Marketing		
<b>Employment</b>	<b>April 2004-May 2007</b>	<b>Joe's Italian Restaurant</b>	<b>Chapel Hill, NC</b>
	<i>Server</i> Helped serve and prepare entrees and drinks for patrons.		
<b>Related Experience</b>	<b>May 2007-August 2007</b>	<b>University Directories</b>	<b>Chapel Hill, NC</b>
	<i>Sales Representative</i> <i>(Use a few of these examples)</i>		
	<ul style="list-style-type: none"> <li>• Attended week-long sales training in Chapel Hill, NC learning a variety of sales techniques and approaches.</li> <li>• Visited 30 to 40 new or current advertisers daily.</li> <li>• Enhanced interpersonal communication and time-management skills.</li> <li>• Maintained daily sales records.</li> <li>• Put your individual sales ranking, sales \$\$\$ out of 650 sales representatives or top 10% of 650 sales reps.</li> <li>• Sold yellow page advertising to local businesses in the (name of school-market).</li> <li>• Used active listening and persuasion to meet objections.</li> <li>• Gained confidence in working alone.</li> <li>• Developed ways to build rapport.</li> </ul>		
	<b>May 2007-August 2007</b>	<b>University Directories</b>	<b>Chapel Hill, NC</b>
	<i>Local Sales Manager</i> <i>(Use a few of these examples)</i>		
	<ul style="list-style-type: none"> <li>• Effectively managed a sales team of _____ to hit ____ of sales goal in ____ weeks.</li> <li>• Compiled all paperwork.</li> <li>• Served as the connection between the home office and local team.</li> <li>• Motivated teammates daily.</li> <li>• Planned &amp; conducted two daily sales meetings.</li> <li>• Attended additional week long leadership training.</li> </ul>		

**Key phrases:** *teamwork, management of a territory, prospecting, getting in the door, setting the agenda and presentation of the directory, answering objections, learned how to effectively close the sale.*

# RÉSUMÉ MAKEOVER TIPS TO PUT YOU ON THE RIGHT PATH

A résumé is a vital tool in your job search. You want to make sure that your résumé actually can help you find the right job. Please be sure you take the time to make your résumé a great marketing tool for you. A résumé is nothing more than an advertisement. What are you trying to sell? Yourself. Listed below are some tips that will help you get that job you have spent these last few years working towards.

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- Make sure each résumé you send is customized to the position and the company's needs.
  - There are two types of résumés: Chronological résumés and functional résumés. Functional résumés highlight your abilities rather than your work history. They tend to work well with recent graduates without a lot of work experience.
  - Headline your skills and strengths. For example, section headlines for someone looking to break into sales might be "Sales Experience", "Customer Service Skills" or "Managerial Skills". List specific accomplishments.
  - Like any sales pitch, your résumé needs to gain the reader's attention right away. Include an objective or skills summary.  
Ex. Objective: To provide a targeted, creative and unique marketing vision in order to increase sales and brand awareness in major consumer markets.  
Ex. Skills Summary: Trained and experienced sales representative in yellow page advertising in local college market.
  - Focus on accomplishments rather than job duties. It is important to use your résumé to demonstrate how you can benefit the company. Include two to three brief descriptions of your job responsibilities, but then focus on specific accomplishments. (See job description for this position)
  - College students or recent grads should try your very best to keep your résumé at one page in length. If you must squeeze in more information than would otherwise fit, use a smaller type or wider page margins.
  - Proofreading is essential. Always check your résumé for spelling and grammatical errors. Get a friend, family member, or someone else to look it over also. Spell check doesn't pick up everything.
  - Your résumé will be scanned, not read. Short, concise phrases are much more effective than longwinded sentences. Avoid the use of "I" when emphasizing your accomplishments. Instead, use brief phrases beginning with action verbs.
  - If you use Personal Data, keep it brief.
  - Finally, always make sure everything on your résumé is correct. **DO NOT EMBELLISH OR PUT ANYTHING THAT IS NOT ACCURATE.**
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With University Directories on your résumé, you have great experience to pull from during interviews. Now is the time to reflect on and articulate your summer "stories", which may include:

-Your defining moment at UD

*This is your hardest lesson learned! Describes your perseverance, tough mentality, and willingness to go the extra mile.*

-Taking what you learned in training and applying it in the field

*Entry level jobs require some level of formal training*

-Finding your way around in an unfamiliar territory

*Demonstrates your ability to relocate and perform in a new area*

-Experience calling on and working with a regional or national level decision maker

*Proves your versatility when working with different clients*

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## RÉSUMÉ DATABASE

The first step is to update your resume with the UD experience added upon the completion of the internship. Next follow these easy steps:

- Go to [www.universitydirectories.com/career.html](http://www.universitydirectories.com/career.html)
- Click on "Intern Access"
- Fill out the information and submit. After that, anytime you want to make changes, follow these steps and you can update at anytime.

Next, when you are approaching graduation send me an email with your resume attached so I can forward it on to the Career Partners again.

# KEY TIPS TO SUCCESS WITH YOUR JOB SEARCH

With your awesome résumé you will get put at the top of the pile. You have now been chosen out of hundreds of applicants as one of the handful of privileged to be interviewed. Contrary to popular opinion, it isn't always the most qualified person who gets hired. Being the most qualified candidate is not the deciding factor once a person makes it to the interview. At that point, new criteria are used. The one who gets the job is often not at all the one with the best skills or experience. However, he or she far exceeds the others in demonstrating the following critical elements of an interview: **(1) Attitude (2) Communication (3) People Skills (4) Advance Preparation (5) Know yourself (6) Formulate Questions for the Interviewer (7) Image**

- **Attitude** - the need to cultivate and demonstrate an enthusiastic attitude is at the top of the list of important interviewing skills-energy, a smile, an upbeat attitude, even love of the job. These are signs that you will tackle the job with the same kind of enthusiasm you showed in the interview.
- **Communication** - Proper grammar and the ability to speak intelligently are the foundation for the kind of communication skills necessary to navigate a job interview. Most communication occurs at the nonverbal level. Here are things that you know, but you should practice because you will be nervous: Good eye contact, good posture, punctuality, good telephone etiquette, honesty about your credentials or your abilities.
- **People skills** - This is your best strength. After a summer internship of meeting many people everyday you are a natural. Additionally, use stories when describing your skills, telling them enthusiastically. It is much more believable when you tell a story rather than make a statement about yourself.
- **Advance Preparation** - Researching the prospective employer before your interview is a must. Give short, concise, specific answers that never exceed 60 seconds.
- **Know yourself** - What is important to you in a job-working conditions, benefits, advancement opportunities? Be sure you make a list of what you are really looking for in a job.
- **Formulate Questions for the Interviewer** - Your knowledge of the profession and the information you gather through research and networking will help you formulate questions of high quality.
- Here are several tips on dressing for success, i.e. suit, tie, clean shaven, no ear rings for men, one ring on the ring finger but others are distracting, no nose piercings etc.
- Make certain that your email address and voicemail message are professional. Also, if you use Facebook or My Space, please understand that employers do too. Are the pictures, postings, quotes on your page something you would like a prospective employer to know about you? Consider making your profile private.
- Networking with their UD counterparts. They will be a great source for jobs as they look out for each other. One might get an opportunity they are not interested in but can pass it along. Perhaps you can add a link to your web page where UD alum can network share opportunities or let others know of opportunities. What is the sustainability of the UD intern, are 2006 and 2005 graduates reaching back and pulling 2007 along with them.
- Networking with their area manager.
- Networking with the clients they are calling on, many of these people will be hiring in the spring, your students should view every sales call as a potential first interview. If I am a business owner and they sell me I am thinking they might be a great hire. Maybe you could reach out to former clients in the fall after the internship to inquire about placements. It would be a great selling point that many of your interns get job offers from the clients they call on.
- Evaluate the businesses they are calling on, would I like to do that, would that be a good product to represent? Evaluate the owners and managers they are calling on would I like to work for him/her.
- The second part of networking is what I discussed at the meeting last month. Writing down everyone they know and respect and seeking them out to get help.

***Good luck!***

***Not graduating?*** *If you are searching for promotions and marketing experience to piggyback your UD summer, UD On Campus can help! We hire students to represent the best brands from top companies on campuses nationwide. Our positions are paid, available for internship credit and accommodate your current schedule with an average of only 5 working hours per week. To join our team, contact Jen Cox at 800-743-5556 ext 6115 or [jcox@vilcom.com](mailto:jcox@vilcom.com)*