

CAREER RESUME

Your ability to gain an interview for a position hinges upon the quality of your written application. This is an opportunity to demonstrate that you have the required skills, knowledge, abilities and qualifications for the position.

It is essential to tailor each resume for each position.

MARKET YOURSELF

Your resume is a marketing tool. This is an opportunity to highlight your unique selling points to an employer.

Tailoring your resume for every job will emphasise your strengths as they relate to each job and match your skills and abilities accordingly. Research the organisation and the position to determine what the employer is looking for.

HEADINGS

There are no set headings for a resume, although there are common headings used. Decide which headings best promote you and order them dependent on your background, experience and the position requirements. Always list dates and experiences in chronological order – the most recent first!

Personal Details

- Name, location (suburb, state), telephone, email
- LinkedIn URL (ensure your LinkedIn is up to date and hyperlinked)

Education

Current and previous tertiary qualifications with relevant achievements. Only list high school if you are a recent school leaver.

Key Skills

Highlighting 3-4 key skills using sub-headings allows the reader to identify the skills you have and if they are relevant. Ensure you state how you demonstrate each skill in 1-2 lines.

Employment History

State your responsibilities; use dot points to state what your tasks were, ensuring they are relevant and tailored to the position.

Professional or Industry Experience

This section is relevant for students who have had a placement, internship or industry experience as part of their degree. Use dot points to list your responsibilities, achievements, duties, projects...

Professional Memberships

Include memberships to professional or industry bodies. This highlights your industry currency.

Referees (optional)

Recommended 2 referees – supervisor, manager, or academic if you don't have work related referees. Avoid personal referees. Always obtain their permission first and keep them informed of your progress.

OPTIONAL HEADINGS

Profile or Career Objective	Publications
Industry Specific Skills	Certificates and Licences
Professional Development	Interests
Voluntary Work	Referees
Co-curricular Activities	

LANGUAGE

Use professional vocabulary and industry language. Take tips from the language used in the job advertisement! Action verbs assist in highlighting your skills e.g. negotiated, finalised, optimised and created

HYPERLINKS

When referring to any online evidence or portfolio ensure to include a simple hyperlink attached to one word – do not include the full URL.

DO

- Thoroughly research the organisation and position to determine what the employer is looking for
- Tailor to the job description using key words
- Be clear, concise and truthful
- 2 pages in length, generally
- Use a simple and consistent layout – font, size, bullet points, tab spacing

AVOID

- Spelling and grammatical errors
- Writing jargon/ slang
- Clipart or photographs
- Borders or fancy font
- Writing long paragraphs of text
- Including tables
- Copying a resume sample word for word

SARAH ROBERTS

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EDUCATION

Bachelor of Commerce (Marketing) | Honours

2018 – 2022

University of Wollongong

Achievements: Distinction Average (82.5%), UOWx Award

KEY SKILLS

Communication & Teamwork

- Well-developed verbal and interpersonal communication demonstrated through Univariate competition requiring presenting a plan to a company's Board of Directors and through university assignments with group work and oral presentation components and part-time retail employment.
- Able to understand and explain concepts to a diverse audience and work diligently toward team goals, honed further through UOW Peer Mentoring program and Treasurer role with UOW Economics Society

Business Acumen

- Held the team Leader role in Univariate business consulting competition and contributed to team being awarded the 1st place for our 'real work' business solution recommendations among other competitors.
- In depth disciplinary understanding accumulated by achieving a High Distinction grade for Social Marketing, Consumer Behaviour and Strategic Marketing subjects.

Interpersonal skills

- President of UOW Marketing Society entrusted with managing and leading activities for whole society.
- Marketing Assistant of UOW strategic marketing unit assisting external stakeholder relationship management and being the liaison officer for outreach projects.
- Assistant Store Manager role of Lowes, Wollongong requires management of 12 other casual staff, induction and training and ensuring consistent implementation of WHS procedures.

RELEVANT INDUSTRY EXPERIENCE

Marketing Assistant

UOW Strategic Marketing Unit

- Managed all social media platforms including regular daily posts of the UOW social media accounts
- Developed and implemented the social media strategy in collaboration with the strategic management unit
- Monitored, scheduled and coordinated advertising opportunities under the UOW advertising project

Volunteer Team Leader

2020

Univariate, Sydney

- Led a team of diverse, multi-disciplinary students in a 'real work' simulation to solve a business problem and competed against teams from other universities for the best solution
- Investigated and researched the business problem through surveys, focus groups, research and interviews and prepared professional report from the outcome of this research
- Developed an implementation plan and formally presented plan to the Board of Directors
- Voted the winning NSW Trade & Investment team for Sydney Univariate XXXX. We received excellent feedback and our team's suggestions were implemented by the Board of Directors

TIP – Your relevant industry experience is a major selling point. What key tasks were you responsible for and do they align with your key skills? Did you receive positive feedback?

Consider enrolling in CRLP200 to gain relevant industry experience as you study, prior to graduation:
<https://www.uow.edu.au/careers/wlp/crlp/index.html>

OTHER WORK EXPERIENCE

Assistant Store Manager

XXXX - Current

Lowes, Wollongong NSW

- Management of 12 casual staff incorporating induction program, customer service training, weekly rosters and motivating and developing all team members
- Implementation of store WHS procedures and safe work practices
- Managing large volumes of stock across multiple product lines
- Working with the Store Manager to implement promotional activities and visual merchandising
- Providing effective customer service by taking time to identify customer needs, enabling me to build rapport with customers and find suitable menswear solutions
- Assisting Manager with computer systems maintenance and upgrading of software

TIP - Don't underestimate the value of non-degree related employment. You will have gained valuable skills - the key is to explain how these skills can transfer into the role you are applying for.

Customer Service Team Member

XXXX - XXXX

Spotlight, Wollongong NSW

- Provided face to face and telephone customer service for soft furnishings materials, blinds, and fixings
- Completed cash handling and electronic functions to successfully complete customer sales
- Responded appropriately and sensitively handled complaints from customers
- Contributed to the team environment by assisting in the training of 3 new team members
- Worked autonomously ensuring follow up of customers' goods through associated fitters and suppliers

CO-CURRICULAR AND VOLUNTARY EXPERIENCE

Mentor (UOWx)

Peer Mentoring Network

XXXX

Treasurer

UOW Marketing Society

XXXX

Fundraiser

Cancer Council Australia

XXXX

CERTIFICATES AND SHORT COURSES

Customer Service Short Course

XYZ Institute of Training

XXXX

Certificate II in Business Administration

TAFE, Illawarra

XXXX

Certificate II in Computer Skills

ABC Training

XXXX

Advancing the Administrators Role Course

Workplace Training Group

XXXX

PROFESSIONAL DEVELOPMENT

Attendee

Marketing for Better Policy Conference

XXXX

Australian Marketing professionals meet-up

XXXX

PROFESSIONAL MEMBERSHIPS

Student Member

Australian Marketing Society

Current

REFEREES

Danielle Somerset

Project Manager

Univariate

(02) 9615 2145

danielle.somerset@univariate.com.au

David Huffington

Store Manager

Lowes

(02) 4241 5125

dhuffington@hotmail.com

TIP - Add your name in the footer

This is a generalised snapshot into the components of a graduate resume. This template is designed under the assumption that you are looking for degree-related employment such as graduate programs and entry-level work.

This sample resume is intended as a GUIDE ONLY.

Each resume and application should be tailored to highlight your own experiences and background, as well as the position you are applying for.

NOTE: Material and information made available through this publication is intended to be used as a guide and to provide general information in summary form. It is solely your responsibility to evaluate and check the accuracy of the information provided.

Remember that you may need to:

- Change the order of headings
- Change the wording of the headings
- Leave out sections that are not relevant to you **or**
- Add new sections that are relevant to you

Employers may also state specifications for job applications, which you should **always** meet. Specifications are not limited to, but can include:

- Length of the resume
- Content required
- Number and type of referees required
- Attachments, such as academic transcript

Graduate Career Development and Employability at the University of Wollongong wish to acknowledge sections of this resource have been derived from [James Cook University](#) careers page

NEED MORE HELP?

- [Resume Builder](#) on CareerHub Plus
- [Faculty Specific Resume Examples](#)
- Research the Role: Connect with others in similar roles, find out who hires, why people leave this role, what are the challenges and opportunities of this position through [LinkedIn](#) and [Job Outlook](#)
- Research the Company: what they may be looking for through [CareerHub Plus](#)
- <https://www.uow.edu.au/student/careers/what-can-i-do-with-my-degree/>: for more specific key skills you could tailor to the resume