

Grad Students Presentation

Presented by:

Jenny Czerniak, NCRW, CPRW

Associate Director / Resume Coordinator



HOW TO CREATE A STAND-OUT RESUME

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WHO WE ARE



Jeff Reep

Career Services Director

Certified Professional Career Coach



Jenny Czerniak

Associate Director/Resume Coordinator

Nationally Certified Resume Writer



Cam Arminio

Associate Director

Career Fair Coordinator



Paige Fennell

Office Manager

Event Coordinator



WHAT WE DO



Connect students with employers
and employers with students

#becauseyoucan'tstayinschoolforeve

r

HOW WE DO IT

- Career assessments and career coaching
- Peer resume reviews
- Mock interviews
- Jobs4Jackets/Handshake
- Career fair events
- Graduate school preparation
- Workshops

*Resumes, Interviewing, Preparing for a Career Fair,
LinkedIn, Networking, Etiquette Dinners*



GETTING OUT OF THE STACK



- 2 million bachelor's degrees, 1 million graduate degrees
- 250 resumes per job opening
- Survive initial screening of ATS
- Survive manual weed-out process (6-10 seconds)
- Stand out as one of several candidates being interviewed

THE BIG 5

Set yourself apart!

- ✓ It takes more than a degree and a GPA
- ✓ Create a stand-out resume
- ✓ Networking is key: 100 contacts
- ✓ Learn the procedure "Game Plan"
- ✓ Take advantage of our resources

resume:

A summing up; summary

A brief written account of your personal ,
educational, and professional qualifications
and experience, as prepared by an applicant
for a job.



The goal of your resume is not to
get you hired.

The goal is to get you invited back for the
full feature.



The Resume Has Evolved

From Task-Based Document to Strategic Marketing Tool



THEN



Generic

Same version for every employer



Postal Mail

Printed and mailed



Duties

Listed responsibilities
"Responsible for..."



Personal Details

Marital status, Age, Photo



NOW



Strategic & Customized

Tailored to each position



Digital & ATS-Optimized

Submitted electronically
Keyword aligned



Impact & Outcomes

Quantified achievements
Measurable results



Professional Brand

No personal details
Focused, value-driven messaging

Old Resume: What I Did | Modern Resume: The Value I Deliver

CUSTOMIZE YOUR RESUME

One size does NOT fit all!

- Review the job description
- Highlight key words
- Compare
- Infuse into resume



Job description:

For each project may include: creating a delivery schedule; coordinating the efforts of project team members; managing the project and providing status updates to senior management; identifying needed resources; developing quality control plan to ensure project results.

Marketing Internship Summer 2025

Fifth Third Bank • Cincinnati, OH

QUALIFICATIONS

Rising senior undergraduate student completing a bachelor's degree majoring in Marketing, Business, Communications, Management Science, Retail Management, or a related field.

Minimum 3.0 cumulative GPA

Work experience, internship or co-op experience helpful, but not necessary

Desire for a career in marketing

Proven track record of accomplishments

Results oriented through initiative, ownership, and accountability

Excellent interpersonal communication skills and strong professional presence

Ability to interact with employees and leaders at all levels of the organization

This internship will be in person, you are required to relocate to the Cincinnati area if you are not local to this area

Must be authorized to work in the U.S. without the need for employment-based immigration sponsorship now or in the future

RESPONSIBILITIES

Interns will be matched to a 10-week project based on their skills combined with the Marketing business need

The project will have a drive toward customer experience initiatives and customer centrality.

Interns will gain valuable insight into the marketing strategy, planning and execution process by completing a project with deliverables

This will provide the opportunity to create tangible, measurable results that will directly impact our customers and the Bank

Interns will be given a mentor, who will be an experienced Marketing leader

The mentor will provide the opportunity to ask questions, explore business and professional development, and gain insight into the Bank's culture and operations.

The program will also include various networking and development opportunities

Interns will have the opportunity to attend a variety of events, such as speaker series, marketing meetings and sessions, team meetings, customer meetings, and additional development opportunities.

At the end of the program, interns will present their projects to their mentor and other members of the Marketing Leadership Team

This will provide the opportunity to showcase their hard work, receive feedback, and prepare for a successful career in Marketing.

JOB DESCRIPTION

Our Marketing Internship Program is crafted to accelerate emerging development of high potential college graduates to prepare them for upwardly mobile careers within Marketing at Fifth Third Bank. The internship is managed by our Marketing directors with oversight by the CMO and company Marketing Leadership Team.

Our internship is a 10-week summer program crafted for rising seniors, majoring in marketing or a related field. Interns will be matched to a 10-week project based on their skills combined with the Marketing business need. The project will have a drive toward customer experience initiatives and customer centrality.

Interns will gain valuable insight into the marketing strategy, planning and execution process by completing a project with deliverables. This will provide the opportunity to create tangible, measurable results that will directly impact our customers and the Bank.

Marketing strategy, planning and execution

Customer experience initiatives

Customer centrality

Results-oriented (initiative, ownership, accountability)

Interpersonal communication skills

Presentation & public speaking skills

Team collaboration

Networking

Professional presence

Market research and analysis

Project management and deliverables

Interaction with leaders at all organizational levels

Leadership potential

Data-driven decision-making

Microsoft Office Suite (Excel, PowerPoint, Word, Outlook)

Business development exposure

Adaptability / willingness to relocate

Proven track record of accomplishments

Mentorship participation

Exposure to senior leadership

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Mentorship participation

Exposure to senior leadership

CREATE AN ATS-FRIENDLY RESUME

DO:

Use a Word document (.docx)

Use common fonts

Use keywords

Don't:

No graphics/photos

No text boxes

No headers/footers

No templates

Get past the bots!



BEWARE OF TEMPLATES



Your Name

Accountant

Work Experience

Job Position Here 2019-2022
Company Name | Location

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Job Position Here 2017-2019
Company Name | Location

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

Education

Your University 2017-2021
Your Collage Name

Here I Received a lot of knowledge about my job and career

Course Name 2014-2017
University/Collage Name

Here I Received a lot of knowledge about my job and career

Skills

UI/UX	<div style="width: 80%;"></div>	MS Office	<div style="width: 90%;"></div>
Visual Design	<div style="width: 70%;"></div>	User Flows	<div style="width: 85%;"></div>
Wireframes	<div style="width: 60%;"></div>	Process Flows	<div style="width: 75%;"></div>

Contact Me.

+123-456-890
mail@realsite.com
www.realsite.com
123 Anywhere St, City

About Me.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisi ut

Reference.

Mr.anyname
Wardiere / CEO
Phone: 123-456-789
E-mail: hello@realsite.com

GENERAL FORMATTING GUIDELINES

- Use simple fonts (10-12 point, 18-22 BOLD)
- Allow adequate white space around margins for clean, uncluttered look (.5 inch to 1 inch margins)
- Use consistent formatting (Bold, *italics*, bullets)
- Use past and present tense verbs appropriately
- Limit to 2 pages

JANE STUDENT

Cedarville, OH 45314 | sample@cedarville.edu | 937.555.1234

SUMMARY

Compassionate and dedicated social work student, committed to promoting social justice and supporting vulnerable populations. Strong foundation in (2-3 skills related to your field or the job description). Eager to apply classroom knowledge and interpersonal skills in a hands-on internship setting. Additional skills include:

- Leadership
- Teaching/Mentoring
- Assessment Writing
- Intervention Development
- Grief Support
- Communication

EDUCATION

Cedarville University Cedarville, OH | 05/2021
Bachelor of Science Social Work (CSWE Accredited); GPA: 3.597
Honors: Dean's List (2019, 2020); Cedarville Achievement Scholarship

RELEVANT EXPERIENCE

Clark County Juvenile Detention Center | *Social Work Intern* Springfield, OH | 07/2020–Present

- Assist licensed social workers in family drug court to help clients through the program.
- Work with juveniles in the detention center through interviewing and giving assessments.
- Develop mentoring and support program for adolescent girls.
- Tutor elementary age children once a week in a one-on-one setting.

Crossroads Hospice | *Social Work Intern* Dayton, OH | 09/2019–03/2020

- Assisted clients in hospitals, nursing homes, and personal homes.
- Worked caseload involving monthly visits with clients, writing assessments, and developing interventions.
- Planned events for clients including birthday parties and life celebrations.
- Provided grief support to families of clients.

Miami Valley Hospital | *Job Shadow* Dayton, OH | 06/2019

- Gained knowledge of the field through shadowing medical social worker Sharron Huffman.

VOLUNTEER EXPERIENCE

Family Violence Prevention Center of Greene County | *Volunteer* Xenia, OH | 08/2018–Present

Spring Hill Summer Camps | *Volunteer* Evart, MI | Summers 2018, 2019

Cedarville University Getting Started | *Sting Leader* Cedarville, OH | 08/2018

OTHER EXPERIENCE

Starbucks | *Barista* Beavercreek, OH | 08/2019–05/2020

Private Family | *Nanny* Dayton, OH | 08/2017–08/2019

THE RESUME BASICS

SECTIONS

Heading

Summary/Skills

Education

Honors/Awards

Experience

Licensure and Certifications

Activities

HEADING

JOHN DOE, MBA, PNP

Hudsonville, MI 49426 | 555-555-5555 | jdoe@cedarville.edu | www.linkedin.com/jdoe

JANE DOE, MSN, FNP-BC

Sacramento, CA 94203 | 937-766-7868 | janedoe@cedarville.edu | www.linkedin.com/janedoe

SUMMARY

An introduction

Tells the employer who you are, what you're looking for, and what you have to offer.

Bird's eye view

Summarizes your skills and experience, and can be followed by a skills section.

Shows your uniqueness

It shouldn't sound like everyone else's.

Weak Professional Summary

MBA student seeking an opportunity to apply my education and skills in a business environment. Hardworking and motivated with strong communication and leadership abilities. Looking to grow professionally and contribute to an organization.

- Generic, could apply to anyone
- No measurable results
- Focuses on what the candidate wants
- No skills or core competencies list

Strong Professional Summary

MBA candidate with a bachelor's degree in Business Management and experience supporting operational improvements and data-driven decision-making. Leveraged data analysis to identify workflow inefficiencies, contributing to a 20% reduction in reporting turnaround time for a cross-functional project team. Prepared to apply graduate-level training in strategic planning, financial analysis, and leadership to improve organizational performance.

**Strategic Planning | Financial Analysis | Process Improvement | Team Leadership & Collaboration |
Data Analysis & Reporting | Microsoft Excel & Data Visualization**

- Specific
- Demonstrates impact
- Shows measurable results
- Includes a skills list

Strong Professional Summary

MBA candidate with a bachelor's degree in Business Management and experience supporting **operational improvements** and **data-driven decision-making**. Leveraged data analysis to identify workflow inefficiencies, **contributing to a 20% reduction in reporting turnaround time** for a **cross-functional** project team. Prepared to apply graduate-level training in **strategic planning, financial analysis, and leadership** to improve organizational performance.

Strategic Planning | Financial Analysis | Process Improvement | Team Leadership & Collaboration |

Data Analysis & Reporting | Microsoft Excel & Data Visualization

EDUCATION

- List education in reverse chronological order
- Make it clean and easy to scan
- Include GPA if it stands out, but consider your field of study
- If your MBA is still in progress, use “expected or anticipated”

Cedarville University

Master of Business Administration (MBA); GPA: 4.0

Concentration: Strategic Leadership

Cedarville, OH
Anticipated May 2026

Bachelor of Arts in Business Management; GPA: 3.92

Minors: Honors Program, Biblical Studies

Honors: Dean’s Honor List; Chancellor’s Scholarship (all semesters)

May 2020

EXPERIENCE

(Determine how to divide it)

- Relevant Experience
- Clinical Experience
- **Employment Experience**
- Leadership Experience
- Research Experience
- Teaching Experience



TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

TIP 1: Include experiences that demonstrate relevant skills and impact, even if they weren't paid positions.

BUSINESS STUDENTS

Consulting projects, capstones, strategic growth plan for a nonprofit, market analysis for a startup, etc.

MINISTRY STUDENTS

Leadership, service projects, teaching/mentoring/discipleship, organizational support, etc.

HEALTHCARE STUDENTS

Clinical rotations, leadership, research, humanitarian service, etc.

TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

TIP 2: Use short, bullet point phrases vs full sentences/paragraphs

In my role as an operations coordinator for a regional logistics company, I was responsible for reviewing shipping and inventory data, preparing weekly performance and inventory reports for management, and assisting the operations team in identifying areas where processes could be improved. I also worked closely with multiple departments to coordinate communication related to shipping timelines and inventory levels, participated in team meetings to discuss operational challenges, and helped implement new procedures designed to improve workflow efficiency and support effective decision-making within the organization.

- **Analyzed** shipping and inventory data for 500+ monthly shipments, identifying inefficiencies that reduced order processing delays by 15%.
- **Developed** weekly performance reports for leadership, improving visibility into operational metrics and supporting data-driven decisions for a \$2M budget.
- **Collaborated** with warehouse, logistics, and customer service teams to streamline communication, improving on-time shipment rates from 87% to 94%.
- **Implemented** updated reporting and tracking procedures that reduced manual data entry time by 20%.

TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

TIP 3: Begin bullets with strong action verbs

- compiled
- strengthened
- produced
- managed
- created
- analyzed
- collaborated



TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

Tip 4: Stay away from personal pronouns (I, me, my)

- I coordinated an event for 500 people

TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

- ~~I coordinated an event for 500 people~~
- Coordinated event for 500 people

TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

Tip 5: Quantify!

- Managed social media accounts and created marketing content

TIPS FOR LISTING EXPERIENCE ON YOUR RESUME

Tip 5: Quantify!

- ~~Managed social media accounts and created marketing content~~
- Managed social media campaigns across 4 platforms, creating targeted content that increased audience engagement by 35% and contributed to a 20% increase in online sales over 6 months.

EXPERIENCE

(reverse chronological order within sections)

Name of Company (most recent)

City, ST

Your Position

Month/year - Month/year

- List on-the-job responsibilities, emphasizing accomplishments and achievements
- Begin with strong action verbs such as assisted, coordinated, supervised
- Stay away from personal pronouns

Position

City, ST

Name of Company

Month/year - Month/year

- List on-the-job responsibilities, emphasizing accomplishments and achievements
- Begin with strong action verbs such as assisted, coordinated, supervised
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Position

City, ST

Name of Company

Month/year - Month/year

WRITING ACCOMPLISHMENT STATEMENTS

AP

Action + Project **R** Problem = Result

Coordinated +

3 fundraising events for local shelters =

Raised more than \$8,000 (20% over goal) and improved community awareness

Coordinated three fundraising events for local shelters which raised more than \$8,000 (20% over goal) and greatly improved community awareness.

Front-load the accomplishment

- **Coordinated** three fundraising events for local shelters which raised more than \$8,000 (20% over goal) and greatly improved community awareness.
- **Raised more than \$8,000 (20% over goal) and greatly improved community awareness** by coordinating three fundraising events for local shelters.

EXAMPLES OF WELL WRITTEN BULLETS

EMPLOYMENT EXPERIENCE

McDonalds

Crew Member

Columbus, OH

06/2023 - 08/2023

- Managed customer transactions as front-end cashier while maintaining **100% cash-handling accuracy with no recorded shortages.**
- Delivered prompt, friendly customer service and helped improve overall survey results from **“satisfied” to “very satisfied”.**
- **Recognized as Employee of the Month** for demonstrating exceptional customer service, reliability, and teamwork during high-volume service periods.

EXAMPLES OF WELL WRITTEN BULLETS

CLINICAL EXPERIENCE

Family Nurse Practitioner Clinical Practicum

Lakeside Family Health Center

Dayton, OH

05/2025 - 08/2025

- Conducted comprehensive patient assessments for adults and older adults with chronic conditions including diabetes, hypertension, and asthma, **supporting care delivery for 20-25 patients per clinic day.**
- Developed individualized patient education plans addressing medication adherence and lifestyle management, **improving patient understanding of treatment plans during follow-up visits.**
- Collaborated with physicians, nurses, and care coordinators to **improve follow-up scheduling and care continuity for high-risk patients, strengthening communication between providers and patients.**

EXAMPLES OF WELL WRITTEN BULLETS

MINISTRY EXPERIENCE

Youth Ministry Coordinator
Grace Community Church

Columbus, OH
08/2025 - Present

- Led weekly youth ministry programming for middle and high school students, **facilitating Bible study discussions and mentoring groups of 15-20 students** to encourage spiritual growth and community engagement.
- Organized seasonal outreach events and service projects involving **30+ student and adult volunteers**, strengthening church participation and expanding community connections.
- Developed discipleship curriculum and coordinated small-group leaders, **improving consistency of teaching across youth programs and increasing student participation in weekly small groups.**

EXAMPLES OF WELL WRITTEN BULLETS

PROFESSIONAL EXPERIENCE

Business Operations Analyst

Summit Ridge Consulting Group

Cincinnati, OH

08/2021 - Present

- **Reduced project turnaround time by 20%** by analyzing operational performance data across multiple client projects and identifying workflow inefficiencies.
- Developed financial and performance reports for senior leadership, **providing data insights used to guide quarterly strategic planning and resource allocation decisions.**
- Collaborated with cross-functional teams to implement updated project tracking procedures, **improving communication between departments and increasing on-time project completion rates.**

ACTIVITIES

(or Community Involvement, Leadership & Service, Professional Affiliations, etc.)

- professional organizations
- volunteer leadership
- community service
- ministry involvement
- professional organizations



LEADERSHIP & INVOLVEMENT

Member, American College of Healthcare Executives | 2024-Present

Volunteer Mentor, Big Brothers Big Sisters | 2022-Present

Graduate Student Association, Cedarville University | 2024-2025

Volunteer, Habitat for Humanity | 2025-Present

Volunteer Coach, Youth Basketball League | 2024-2025

REFERENCES

- **Separate page**
- **Heading (copy and paste from resume)**
- **Include 3-5 references**
- **Ask your reference in advance (professors, advisors, coaches, internship supervisors, employers, resident directors, mentors, pastors, etc.)**

YOUR NAME
City, State | 937-555-5555 | imasample@cedarville.edu
www.linkedin.com/yourname

PROFESSIONAL REFERENCES

Name
Occupation and/or Company
Street Address
City, State Zip Code
Phone (work, cell, or home)
Email (business or personal)

One or two lines that explain your relationship and how long you have known each other

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HELPFUL RESOURCES

Sample Graduate Resume (Visual Layout)

YOUR NAME, CREDENTIALS (if applicable)
City, ST Zip Code | Phone Number | yourname@gmail.com | www.linkedin.com/in/yourname

PROFESSIONAL SUMMARY
(2-3 sentences describing who you are professionally, your strengths, and the value you bring.)
Example placeholder: Graduate student with experience in _____ and a foundation in _____. Known for _____ and _____. Prepared to leverage training in _____ to contribute to _____.

Core Competencies
Key Skill Area | Key Skill Area | Technical Skills | Software | Tools | Certifications

EDUCATION

University Name City, ST
Graduate Degree; GPA: (optional) Expected Graduation Month/year

University Name City, ST
Undergraduate Degree; GPA: (optional) Graduation Month/year
Minor(s):
Honors:

CERTIFICATIONS/LICENSESURE (if applicable)

Certification Name Expiration Date or Date Received
Issuing Organization

PROFESSIONAL EXPERIENCE

Organization City, ST
Job Title Month/year–Month/year

- Action verb + project/problem = result
- Action verb + responsibility = impact
- Action verb + initiative = measurable outcome
- Action verb + etc.

Organization City, ST
Job Title Month/year–Month/year

- Action verb + project/problem = result
- Action verb + responsibility = impact
- Action verb + initiative = measurable outcome

Organization City, ST
Job Title Month/year–Month/year

- Action verb + project/problem = result
- Action verb + responsibility = impact
- Action verb + initiative = measurable outcome

Your Name | 1

GRADUATE PROJECT / CLINICAL / MINISTRY, etc.
(Use the section title(s) appropriate for your field)

University / Organization City, ST
Project or Role Title Month/year–Month/year

- Action verb + project/problem = result
- Action verb + responsibility = impact
- Action verb + initiative = measurable outcome

University / Organization City, ST
Project or Role Title Month/year–Month/year

- Action verb + project/problem = result
- Action verb + responsibility = impact
- Action verb + initiative = measurable outcome

LEADERSHIP & INVOLVEMENT

Role, Organization | Dates
Role, Organization | Dates
Role, Organization | Dates

Example:
Member, American Marketing Association | 2024–Present
Volunteer Mentor, Big Brothers Big Sisters | 2022–Present
Graduate Student Association | 2024–2025

OPTIONAL SECTIONS (DEPENDING ON FIELD)

Clinical Experience
Ministry Experience
Research Experience
Teaching Experience
Consulting Experience
Leadership Experience
Publications or Presentation

Your Name | 2

Name
City, ST Zip Code | Phone Number | Email Address | LinkedIn Address

PROFESSIONAL REFERENCES

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Email (business or personal)

One or two lines that explain your relationship and how long you have known each other

Questions to Ask Yourself When Creating Accomplishment Statements:
Use the following questions to reflect on your past positions & what you achieved in each one.

- Did the work you performed positively impact the organization as a whole? If so, how?
- Did you make any significant clinical accomplishments that made an impact on your unit or organization?
- Who, or how many people, will ultimately benefit from your work?
- Did you identify any problems or challenges?
- Did you resolve or minimize any problems?
- Did you discover and take advantage of any opportunities?
- Did you target a need for a product, service, plan, program, system, method, procedure, or technique?
- Did you reduce costs, waste, time, or effort?
- Did you produce reports whose recommendations were well received by senior management, and whose suggestions were incorporated into their strategic planning?
- Did you reduce the liability for the organization by suggesting safety improvement?
- Did you create any original works: reports, guides, manuals, proposals?
- Did you develop or design a new program, plan, service, product, process, project, system, method, or strategy?
- Did you improve (redesign, streamline or reorganize), administer, or implement any projects, plans, programs, processes, services, or products?
- Did you make any recommendations that saved money, made money, increased efficiency or productivity?
- Did you improve customer satisfaction or service?
- Did you train, coach, or mentor team members, patients, or families?
- Did you complete deadlines ahead of time?

THANK YOU!

Please come visit Career Services! | career@cedarville.edu

Monday-Friday | 8:00-5:00



#becauseyoucan'tstayinschoolforever