

OC CAREER SERVICES GUIDE: HOW TO WRITE A WINNING RESUME

Introduction

Your resume is your first impression. It is not just a list of what you've done. It is a strategic document that shows employers how you think, how you work, and the value you bring.

A strong resume answers one question clearly: Why should we hire you?

Resume Basics

- Length: 1 page (2 pages only if highly relevant experience)
- Font: Arial, Calibri, or Garamond (10.5–12 pt)
- Format: Reverse chronological
- Save as a PDF using your name (Example: FirstLast_Resume.pdf)
- Keep formatting simple for ATS systems

Tips for Success

- Use strong action verbs
- Customize your resume for each job
- Do not write work experience in paragraphs; use bullet points.
- Remove high school after sophomore year
- Add keywords from the job description, include numbers and results
- Avoid 'Responsible for'

1. Contact Information

- Full Name
- City, State
- Phone Number
- Professional Email
- LinkedIn URL
- Portfolio or Website (if applicable)

Example:

Jordan Smith
jordan.smith@eagles.oc.edu
(405) 555-1234
linkedin.com/in/jordansmith

2. Resume Title (Headline)

Example: Marketing Student | Social Media Strategist |
Content Creator

3. Professional Summary

No more than 5 sentences highlighting your strengths, experience, and goals.

Formula (you can adapt this to your major):

As a Business major with a focus on (Specialization, finance, marketing, entrepreneurship, management) and strengths in (Skill #1) and (Skill #2), I bring both academic knowledge and practical experience gained through internships and team projects. I recently (mention a specific achievement, helped a startup streamline operations, led a class project where we developed a marketing strategy that increased engagement by 25%.) I am passionate about (mention an interest related to business, driving sustainable growth, helping businesses reach their full potential) and am committed to (mention a value, ethical practices, data-driven decision-making). I'm excited to bring my business acumen and leadership skills to (Company Name) and look forward to contributing to innovative initiatives.

Example:

As a Business major with a focus on marketing and strengths in strategic planning and data analysis, I bring both academic knowledge and practical experience gained through internships and team projects. I recently led a class project where we developed a marketing strategy that increased engagement by 25%, and I've supported a local startup in streamlining operations. I am passionate about helping businesses reach their full potential and am committed to ethical practices and data-driven decision-making. I'm excited to bring my business acumen and leadership skills to (Company Name) and look forward to contributing to innovative initiatives.

4. Education

- University Name, City, State Degree
- Graduation Date or expected graduation month and year
- GPA (if 3.0+)

Example:

Oklahoma Christian University, Edmond, OK
Bachelor of Science in Mechanical Engineering
Expected: May 2026
GPA: 3.8 | Dean's Honor Roll, Engineering Scholarship Recipient

5. Experience

If you do not have work experience, you should add class projects. Also, be sure to include internships!

Use these formulas:

- Action + Task + Result
- Accomplished {X} as measured by {Y}, by doing {Z}
- Action + Project/Problem + Results = Accomplishment

Example:

- Developed and executed social media content strategy, increasing audience engagement by 30% through targeted posts and analytics tracking
- Managed front desk operations, providing professional support to 50+ students weekly while maintaining an organized and welcoming environment
- Resolved customer concerns efficiently, contributing to improved satisfaction and strengthened client relationships

6. Skills

Hard / Technical Skills (List First)

These are learned, measurable skills tied to tools or knowledge.

Examples: Excel, Canva, Python, Google Analytics

Soft Skills (List Second)

These are people and work-style skills showing how you work.

Examples: Communication, Leadership, Teamwork

Do not just list them, show them in your experience. Your skills should back up your work experience.

Do not Include

Here is a list of items not to include on your resume.

- Your address
- Your birthday
- Unprofessional email address. It's always safe to go with name.lastname@gmail.com
- Headshot or any image icons, such as a phone for your phone number
- References
- Using unprofessional fonts
- Using over-the-top designs. Simple is best
- Grammar and spelling errors
- Salary requirements
- Including irrelevant skills, or skills you don't possess

Final Thoughts

Your resume is a living document. Update it regularly and tailor it to each job. Make sure it shows results, not just responsibilities.