

B2B RESUME WRITING GUIDE

BRIDGES 2 BUSINESS
SOKA UNIVERSITY

INTRODUCTION

A well written resume will introduce you to prospective employers, showcase your strengths and secure an interview. You will want to format your resume so it is easy to read and highlights your education, experience and skills.

FORMATTING

If you are applying for positions in the U.S., follow these tips for an acceptable resume for a young professional.

- No photo
- Make sure there's enough white space that it's easy to read
- Use bold and bullets but do not use italics, lines, asterisks, tables, columns etc. Applicant Tracing Systems (ATS) have difficulty with anything other than bold and bullets
- Length: 1 page
- Margins: 1/2 inch top and bottom and 1 inch on the sides
- Font Type: You can use a Serif font (more conservative style) such as Times New Roman or Garamond. Or, you can use a Sans Serif font (more modern style) such as Arial, Calibri or Verdana. These fonts seem to be the most recognizable by resume scanning software programs
- Font Size: 11 pt is recommended. Don't go below 10.5pt or above 12pt
- Header: Street address is not required but put City and State. Include email, one phone number and LinkedIn URL
- Years: Put month and year for everything (XX/XXXX)
- Punctuation: Be consistent with the use of periods after accomplishment statements. Either use them or don't
- Education format:

Soka University of America, Aliso Viejo, CA

05/XXXX

Bachelor of Arts, Concentration

HEADER

- Put your name at the top in bold, caps and centered.
- Underneath your name, put City, State, phone number, email address and LinkedIn URL

EXPERIENCE

- Put company name in caps and bold
- Months/years to the right in bold
- Title in bold (but not caps)
- Bulleted accomplishments with Action and Results (see Accomplishment section)
- Start each accomplishment statement with an Action Verb in past tense (see Action Verbs section)

ADDITIONAL INFORMATION

- Optional section which can include language fluency, awards, hobbies, artistic ability, athletic skills, etc.

ACCOMPLISHMENTS

Accomplishments can come from your ideas, your follow through, your efforts that you did as part of a team or alone at work, school, home or in the community.

Responsibility vs Accomplishment

- Responsibility = a part of the job as defined in the job description
- Accomplishment = showcases your skills, expertise, experience and impact. Usually involves a deliverable (a presentation, a recommendation, a product launch, etc.) and a result (money or time saved, money earned, etc.)

Remembering Your Accomplishments

- Look at past performance reviews or calendars
- Talk with colleagues/supervisor
- Read job descriptions of similar jobs
- DID YOU:
 - Improve performance or productivity? (How?)
 - Identify, create or implement a new system or procedure? (Result?)
 - Receive special recognition? (Why? For doing what?)
 - Identify a problem? Fix a problem? (How?)
 - Save money? (How?)
 - Train anyone? (On what?)
 - Develop a new idea? (How?)
 - Make a suggestion for improvement? (Result?)

Good to Better

Example #1

Good

Delivered many training sessions in different countries which reduced problems.

Better (Actions leading to a Result)

Delivered 50 troubleshooting virtual training sessions throughout 6 countries reducing customer complaints by 28% in a 3-month period.

Better (Result by taking Action)

Reduced customer complaints by 28% in a 3-month period by delivering 50 troubleshooting virtual training sessions throughout 6 countries.

Example #2

Good

Updated company website which increased product inquiries.

Better (Actions leading to a Result)

Led a marketing campaign, conducted primary and secondary research and collaborated with internal business units resulting in a 25% increase in website traffic and product inquiries.

Better (Result by taking Action)

Increased website traffic and product inquiries by 25% by leading a marketing campaign, conducting primary and secondary research and collaborating with internal business units.

ACTION VERBS

LEADERSHIP

Accomplished	Consolidated	Evaluated	Led	Prioritized	Scheduled
Achieved	Contracted	Executed	Mastered	Produced	Spearheaded
Administered	Coordinated	Handled	Orchestrated	Proved	Strengthened
Analyzed	Delegated	Headed	Organized	Recommended	Supervised
Assigned	Developed	Impacted	Oversaw	Regulated	Surpassed
Attained	Directed	Improved	Planned	Reorganized	
Chaired	Earned	Increased	Predicted	Reviewed	

COMMUNICATION

Addressed	Delivered	Enlisted	Moderated	Recruited	Verbalized
Arbitrated	Developed	Formulated	Negotiated	Reported	Wrote
Arranged	Directed	Influenced	Persuaded	Rewrote	
Authored	Documented	Interpreted	Presented	Spoke	
Collaborated	Drafted	Lectured	Promoted	Suggested	
Convinced	Edited	Liaised	Publicized	Synthesized	
Corresponded	Energized	Mediated	Reconciled	Translated	

RESEARCH

Clarified	Critiqued	Evaluated	Inspected	Organized	Systematized
Collected	Derived	Examined	Interpreted	Resolved	Tested
Concluded	Determined	Extracted	Interviewed	Reviewed	
Conducted	Diagnosed	Formed	Investigated	Summarized	
Constructed	Discovered	Identified	Modeled	Surveyed	

TECHNICAL

Assembled	Designed	Installed	Overhauled	Solved	
Built	Devised	Maintained	Programmed	Standardized	
Calculated	Engineered	Operated	Remodeled	Streamlined	
Computed	Fabricated	Optimized	Repaired	Upgraded	

TEACHING

Adapted	Communicated	Enabled	Facilitated	Persuaded	Taught
Advised	Coordinated	Encouraged	Guided	Set Goals	Trained
Clarified	Demystified	Evaluated	Informed	Stimulated	
Coached	Developed	Explained	Instructed	Studied	

ACTION VERBS

QUANTITATIVE

Administered	Appraised	Budgeted	Developed	Marketed	Planned
Allocated	Audited	Calculated	Forecasted	Maximized	Projected
Analyzed	Balanced	Computed	Managed	Minimized	Researched

CREATIVE

Acted	Customized	Fashioned	Integrated	Planned	Shaped
Composed	Designed	Founded	Introduced	Published	Visualized
Conceived	Developed	Illustrated	Invented	Redesigned	
Conceptualized	Directed	Initiated	Originated	Revised	
Created	Established	Instituted	Performed	Revitalized	

HELPING

Assessed	Counseled	Enhanced	Guided	Provided	Served
Assisted	Demonstrated	Expedited	Motivated	Referred	Supported
Clarified	Diagnosed	Facilitated	Participated	Rehabilitated	
Coached	Educated	Familiarized	Proposed	Represented	

ORGANIZATIONAL

Approved	Classified	Expanded	Operated	Retrieved	Systematized
Accelerated	Collected	Gained	Organized	Screened	Tabulated
Added	Compiled	Gathered	Prepared	Selected	Unified
Arranged	Completed	Generated	Processed	Simplified	Updated
Broadened	Controlled	Implemented	Purchased	Sold	Utilized
Cataloged	Defined	Inspected	Recorded	Specified	Validated
Centralized	Dispatched	Launched	Reduced	Steered	Verified
Changed	Executed	Monitored	Reinforced	Structured	

RESUME EXAMPLE

CHASE WARNER

949-456-0000

cwarner@soka.edu

LinkedIn URL

EDUCATION

Soka University of America, Aliso Viejo, CA

05/2024

Bachelor of Liberal Arts, Concentration

GPA: 3.78

EXPERIENCE

SOKA UNIVERSITY OF AMERICA

07/2019-Present

Founder and President, Marketing Society (09/2019-Present)

- Directed and led the team in recruitment of new members which grew by 20% over 2 years
- Created a social media strategy to promote events on Facebook, Twitter and Instagram
- Connected with Student Associations in other universities to better understand best practices

Resident Assistant (07/2019-Present)

- Built and created a sense of community for residents by initiating social events, game nights and “hot topic” talks
- Served as a resource for residents, completed all administrative duties and enforced policies

Class President (07/2019-Present)

- Presided over all class committees and meetings
- Collaborated with the Executive Council on Academic Affairs related to the graduating class
- Co-administered finances for class senate fund; prepared and presented fiscal year’s budget

GROWTHPRO, Kalamazoo, MI

09/2017-03/2018

Founder

- Communicated with prospective clients and connected them to coaches
- Managed the organization, developed training and coaching methodology and created a network to support attendees

WORLD ROBOTICS OLYMPICS, Barcelona, Spain

10/2017-08/2017

Media Coordinator and Stage Host

- Contacted and assembled media and provided follow up conversations
- Hosted the Semi-final and Final Competition which involved giving 15 different presentations to audiences of 50+

ADDITIONAL INFORMATION

Bilingual; Spanish and English