

Targeted Resume Introductions & Academic Experience

WHAT IS A TARGETED RESUME INTRODUCTION?

- The first section of your resume after your name and contact information

THREE OPTIONS FOR TARGETED RESUME INTRODUCTIONS

- Choose **ONE** of these three options to introduce yourself in your resume

Type of Introduction	Description	Sample
Highlights of Qualifications	<ul style="list-style-type: none"> • Best reasons you should be considered for the position • Includes years of related experience, education, technical skills, soft skills, qualities, and assets • 5-7 bullet points 	<ul style="list-style-type: none"> • Two years of hands-on accounting experience, handling monthly bank reconciliations, expense tracking, • month-end and year-end reporting tasks, and assisting with the annual audit • Strong academic foundation in auditing and taxation; currently working towards CPA designation • Solid organizational skills - able to effectively manage multiple responsibilities requiring extreme attention to • detail within deadline-driven environments • Confident communication skills with substantial public speaking/presentation experience • Experience in using Simply Accounting, CaseWare, cloud-based software such as NetSuite and Microsoft Office (Excel, Word & PowerPoint) • Sound knowledge of GAAP, GAAS, IFRS, and HST returns
Career Objective	<ul style="list-style-type: none"> • Target position • Target environment • Your key assets • Your benefit to organization • 1 sentence 	A position as a Junior Urban Design Planner in which I can apply over 1 year of municipal planning experience, solid academic foundation in urban design, and skills in building productive community and team partnerships to explore ways of achieving sustainability through innovative urban design.
Profile	<ul style="list-style-type: none"> • Describe who you are and what you have to offer • 4-6 lines of text 	Successful marketing student graduating in Fall 2019 seeking a full-time position focusing on brand marketing and market research. Creative, action-oriented problem solver with a strong entrepreneurial spirit who thrives on coming up with innovative solutions to day-to-day business challenges. Collaborative work ethic, dynamic public speaking/presentation skills. Able to build strategic business alliances in both English and Cantonese.

WHICH TARGETED RESUME INTRODUCTION BEST FITS YOU?

- **Highlight of Qualifications** can help you to summarize a large amount of relevant experience
- **Career Objective** can help you to express how you would benefit the organization; particularly when you are submitting an application that does not include a cover letter
- **Profiles** can help you to demonstrate your writing skills and creativity

Academic Experience

WHAT CAN I INCLUDE UNDER MY ACADEMIC EXPERIENCE?

- **Degree Major:** emphasize your major and spell it out in full
- **GPA:** include your GPA if it is a B+ or higher
- **Major courses:** include course titles that are related to the position
- **Research Projects:** share any major assignments or essays related to the job area
- **Awards/Scholarships:** state any awards or scholarships you have received throughout your studies

If you do not have a lot of relevant experience highlight your "Education" first ahead of your "Experience". Once you have relevant work experience in the field consider switching "Experience" before "Education".

Sample

EDUCATION

Honours Bachelor of Arts Degree in Sociology

Expected June 2018

York University, Toronto, ON

- Awarded York University Entrance and Continuing Student Scholarship based on academic excellence (85% average)

Relevant Project: Comparative Analysis of Local and Foreign responses to HIV/AIDS crisis in Africa (2018)

- Applied archival and library research methods as well as analytical skills to examine HIV/AIDS as a development concern and a national crisis in Botswana, Africa.
- Gathered epidemic statistical data and compared the response to treatment of local government vs. International Non-Government Organizations.
- Composed a 20-page essay, including an in-depth look at the 'anatomy of prejudices' - sexism, homophobia, class oppression and racism; professor commented on "sharp observations and well-developed arguments."

Relevant Course: Ethnicity, Power and Identity in the Third World (Final Grade: A)

- Completed weekly group presentations analyzing international development issues, such as globalization, post-colonialism, gender and human rights.

Your Turn!

Now that you have seen the expectations of the Education section, practice writing yours in the text box below.

Write it out!