

Guide for writing resumes

The need for a good resume. A well-developed visually attractive resume can be an invaluable asset in a job search. Often the resume is the first impression the employer obtains of the applicant and thus is a significant advertisement for talents and abilities. Considerable time and effort should be given to its compilation.

The objective of the resume. The objective of the resume is not to get a job but to obtain an interview. Keep in mind who will be reading it and what he will be looking for. Chances are that the person reading the resume will not have time to labor through several pages of detailed information. At this point the employer does not want a comprehensive life history and background — he does want a clear, concise, and brief summary of qualifications. The resume, therefore, should be limited to one page with a second page added only for ten years or

more of full-time experience. The applicant's goal through the resume is to attract sufficient attention to create an interview opportunity.

Content. Each individual brings different and unique qualifications, abilities, and objectives to a potential employer. Thus, each resume should be different as each person is different. Design the content to emphasize strong points and accomplishments and de-emphasize weak points. Certain basic information, described below, should be included. However, the amount of space devoted to each category and the order in which it appears is a matter of choice.

(1) **Identification.** This section includes name, address, telephone number and area code.

(2) **Job Objective.** For those with a little or no full-time work experience, the development of a concisely described job objective may be the most difficult task in compil-

ing a resume. The job objective should be specific enough to show that considerable thought has been given to career planning. It must also be flexible enough so that it does not preclude consideration for related job opportunities or interest. Type of job, type of industry or employer, size of employer, short range career goal, and long range career goal exemplify general topics which should be mentioned.

For those with a definite area of specialization, the job objective is usually well-defined if it is an extension of present or immediate past work experience. However, if a change in specialization or career field is planned, the job objective should reflect how past accomplishments and abilities relate to success in the new area.

Experience. For the new graduate with little or no full-time professional level work experience, it is

important to include part-time and summer jobs — even if the type of work has no bearing on academic or career plans. The employer is interested in how time was spent while in college and the extent to which a contribution was made to college expenses. Regardless of how inconsequential the experience may seem to the chosen career field, try to mention briefly some general positive contribution that the work experience provided. For alumni who have had full-time, college-level work experience, this section becomes increasingly important as a reflection of capability and potential. The descriptions of experience can include name of employer (last job first), inclusive dates, job titles, and a brief description of responsibilities. Since names and dates of employment are required on application forms, this information does not have to be in the resume. More important is to include the types of experience and

skills that have been developed.

(4) **Education.** With last school attended listed first include name of college and location, inclusive dates of attendance, degrees received, major areas of specialization, and academic honors received (including scholarships). Unless there is a particular reason to do so, do not include high school data.

(5) **Personal Data.** This section can include height, weight, date of birth, marital status, number of dependents, and condition of health. Do not include race, religion, or a picture in the resume. Names and ages of children are also unimportant.

(6) **Other information which may be included when appropriate.** Professional affiliations and qualifications — also mention leadership positions held.

Literary accomplishments — in standard bibliographic form. Early background — only when it relates to type of work sought. Personal inter-

ests and activities — including hobbies, clubs, organizations, volunteer work, etc. Keep in mind that this information provides a well-

Basic guidelines for describing a resume — Eye appeal and layout:

1. Use creativity in layout, dividing lines, white space, and margins for optimum graphic appeal — by being "eye-catching" a resume may separate itself from the others in the morning mail. If you are in a creative field (e.g., advertising, journalism, art, etc.), be as innovative as possible, using the resume as a medium to demonstrate ability.

2. If desired, have the resume reproduced by offset printing to look like an original typed copy. Fifty copies are usually available for under \$6.00.

3. Use good quality paper, 8½x11 inches, for convenience in filing and record keeping.



Willie Banks, who ranks first in the United States in the triple jump, is one of six Olympic hopefuls who is participating in the U.S. Olympic Committee's Job Opportunities Program supported by Anheuser-Busch, Inc. Banks will begin work at the Los Angeles Anheuser-Busch brewery in September after he takes his California Bar Exams.



Stephanie Hightower, the top women hurdler in the United States for the 60- and 100-meter hurdles, is working in the office of the plant manager of the Anheuser-Busch brewery in Columbus, Ohio, while training for the Olympics as part of the Olympic Job Opportunities Program supported by Anheuser-Busch, a major sponsor of the 1984 Summer Olympics.



Jason Grimes, who is ranked number two in the world in the long jump, is one of six Olympic hopefuls who will be working for Anheuser-Busch, Inc., while training for the Olympics as part of the U.S. Olympic Committee's Olympic Job Opportunities Program.

Black athletes join Olympic Job Opportunities Program

ST. LOUIS, MO—Three of the nation's top black Olympic hopefuls are among the first six athletes to be hired by Anheuser-Busch, Inc., in support of the U.S. Olympic Committee's Olympic Job Opportunities Program.

Stephanie A. Hightower, Jason V. Grimes and William A. Banks III are salaried employees at three of Anheuser-Busch's 11 breweries across the United States, where they will work while training for the 1984 Summer Olympics of which Anheuser-Busch is an official sponsor.

Hightower, the top U.S. woman hurdler for 60 and 100 meters, and a member of the 1980 U.S. Olympic team, is continuing her training in Columbus, Ohio, while working at the Anheuser-Busch brewery there as a member of the plant manager's staff.

This year, Hightower set the world women's record for the 60-yard hurdles; the American record for the 60-meter hurdles; and the American outdoor record for the 100-meter hurdles.

A 1981 graduate of Ohio State University where she earned a bachel-

elor of arts degree in communications, Hightower, 24, was captain of the Ohio State University Women's Track and Field team and also serves as captain of the 1979 Women's Track and Field World University Games team.

Grimes, who is ranked number two in the world long jump, will be working as an employee relations representative for Anheuser-Busch at the company's Newark brewery as part of the U.S. Olympic Committee's Olympic Job Opportunities Program.

Graves was a member of the varsity track team at the University of Tennessee in Knoxville for four years, and was track team captain in 1981.

He first made the U.S.A. Track Team in 1976 and has been a member of the team since 1981. He also was a gold medalist at the 1981 World University Games.

Grimes placed second in the long jump last week at the TAC Championship Track and Field Meet in Indianapolis.

After taking the California Bar Exam this summer, Banks will join Anheuser-Busch's Olympic Job Op-

portunities Program in September and serve as an employee relations representative at the Los Angeles brewery.

Banks, 27, ranks first in the United States in the triple jump and won the national championship last week at the TAC Championship Track and Field Meet in Indianapolis.

Banks made the third longest triple jump in history with his United States record of 57 feet 7½ inches.

Since winning a berth on the U.S. Olympic team in 1980, Banks has had to combine training with his law school studies. He earned his law degree in June from the University of California at Los Angeles (UCLA) Law School.

While at UCLA, he won the NCAA's Scholar-Athlete Award in 1978, and was awarded a Coro Fellowship which featured internships with city governments, industry, corporations and labor unions.

Banks was a four-year All American in track and field at UCLA and is a member of the San Diego and Oceanside Athletes Hall of Fame.

"Most of America's amateur ath-

letes are well-educated men and women with professional career objectives. However, as world-class athletes with rigorous training and competition schedules, many must support themselves with part-time jobs that don't relate at all to their long-range career goals or their educational abilities," said John N. MacDonough, vice president-brand management.

"Our program is designed to provide them with meaningful career growth experiences and financial security, while offering them the flexibility to keep up their training and competition schedules," he added.

This is not the first time that Anheuser-Busch has supported the Olympic Job Opportunities Program. Prior to the 1980 Olympiad, the company hired three weight lifters of world-class standing.

The program was started in 1977 and administered by the USOC in preparation for the 1980 Olympic Games. In its first three years, a total of 130 athletes were placed with corporations throughout the country. This number is expected to be topped as the program continues to grow prior to the 1984 Olympic Games.

Good first impression vital to job hunt success

A good first impression is imperative when interviewing for first jobs.

Company personnel managers expect first-time applicants to be nervous, so control the visible signs and relax. Remember, interviewers want to find persons who have some contribution to make to their companies, and are not there to embarrass you.

Greet the interviewer by name and with a firm handshake. Be neat and dress appropriately in business attire. Don't smoke and don't chew gum.

Sit erect and look interested. Maintain eye contact with the interviewer. If you feel the interview is not going well, don't let your concern show. Continue to appear confident.

Applicants must be prepared to respond to general, open-ended questions such as, "Why do you want to work for our company?" or "Tell me about yourself," and "Be as specific and brief" as possible, telling the interviewer about your education and related education and related work experiences, making a point of accomplishments.

Frank responses are important,

don't exaggerate, this could trip you up later in the interview.

Job seekers are going to run into interviewers who are "listeners." During these sessions, the initiative is with you. Keep the interviewer's attention by mentioning qualities that relate directly to your background and the job. Also, if you have paid for all or part of your school expenses, say so.

WANTED: People Power

It's something Nordstrom, the West's leading fashion specialty store, feels very strongly about.

People Power comes from our employees: experienced men and women who genuinely like people; who find satisfaction in helping others. People with motivation, enthusiasm, and a will to succeed.

Nordstrom is an Equal Opportunity Employer; we offer career opportunities for all kinds of people with all kinds of potential.

Careers in sales, customer service, merchandise processing, clerical, restaurant and building maintenance.

All excellent learning and growing experiences for people who want to work with us in continuing our outstanding reputation of quality, selection, value and customer service.

People Power. It's the difference at Nordstrom.

n o r d s t r o m