



THE OHIO STATE UNIVERSITY

JOHN GLENN COLLEGE OF PUBLIC AFFAIRS

Building a Professional Resume and LinkedIn Profile

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Objectives:

- **Resume Writing 101**
- **Social Media and LinkedIn**
- **Exploring LinkedIn**
- **Resources**



What is a resume and what is its purpose?

- Marketing Tool
- Foot in the door
- Get you an interview

*Your resume can only
take you so far...*





Questions you should consider:

- How do my skill sets, work history, and academics meet the needs of a potential employer?
- How can I, in writing, convince an employer that I **CAN** do the job, **WILL** do the job, and **FIT** into their culture?



Identify the Needs of the Employer

- What are the position requirements?
 - Review/research the employer's website, online journals or newspaper articles that provide insight into the organization
- Review job description
- Tailor your resume to the employer
 - Use specific language/key words that match job description
- Criteria used for hiring decisions:
 - Are you **PREPARED**? (can you do the job)
 - Are you **COMMITTED**? (will you do the job)
 - Are you a good **FIT/MATCH**? (will you fit in)



Structure

- **Page Length**
 - Traditionally 1-page in length
 - Undergrad students don't typically have enough relevant experience to have a resume longer than one page
- **Font and Margins**
 - Conservative Font between 10pt-12pt
 - Margins should be between ½ - 1inch
 - Anything smaller makes your resume look condensed
 - Anything more doesn't use the white space effectively



Structure

Break your resume up into sections

- **Required Sections**
 - Header (Name, address, email, phone)
 - Education
 - Experience
- **Optional Sections**
 - Extracurricular involvement
 - Volunteer Experience
 - Technical Skills
 - Leadership Experience
 - Community Involvement
 - Publications
 - Honors & Awards
 - Affiliations
 - Others?

Bullet Points

- Use Action verbs
- Achievement-oriented NOT task-oriented
- Formula...
 - “Action Verb + Task + Result”
 - *Ex: “Developed survey in an effort to gauge student satisfaction which received a 97% response rate”*



Getting Started on

Linked ®



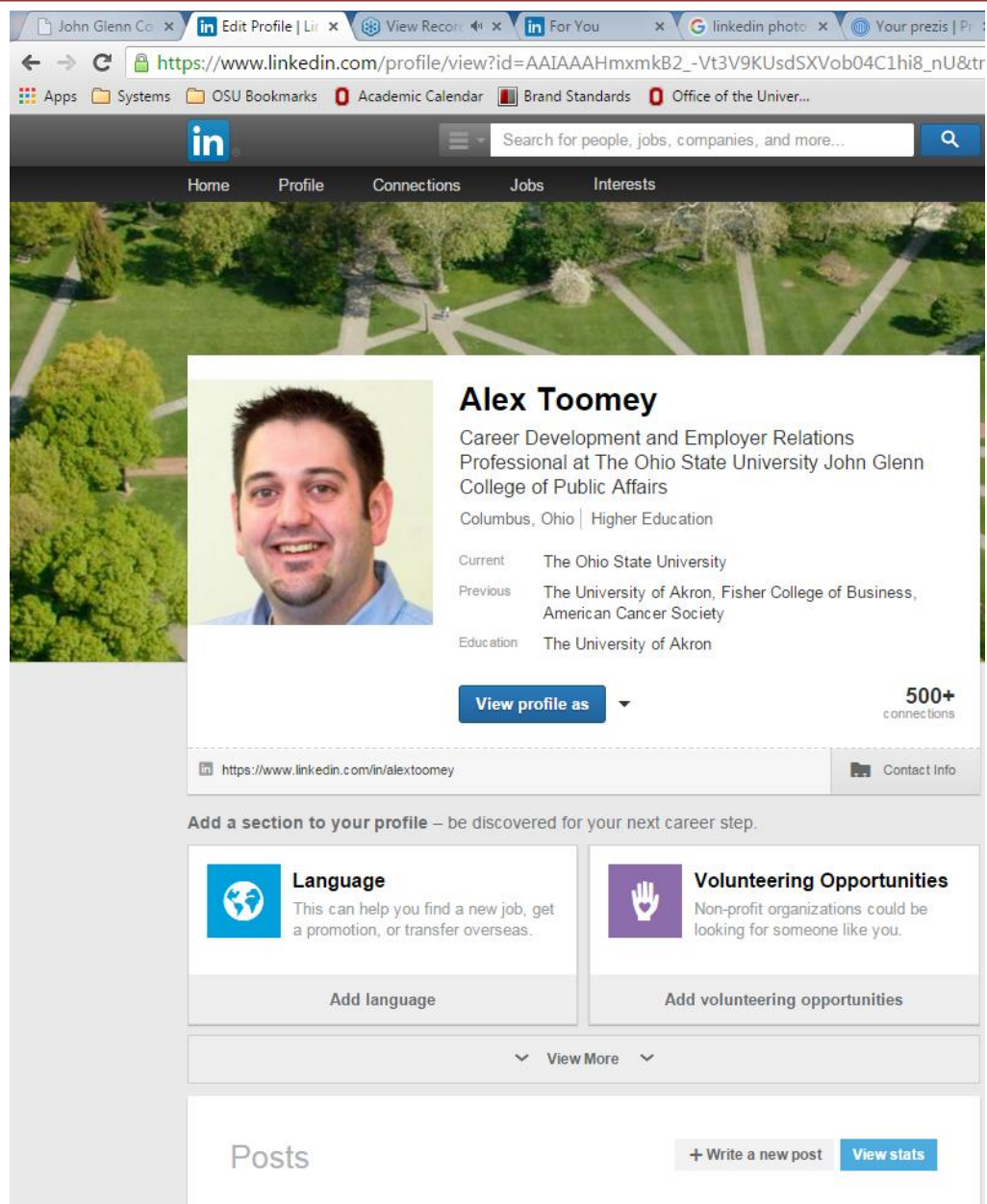
Understanding the Value of LinkedIn

- Over 260 million users across 200 countries
- Not a substitute for face-to-face communication
- 21st Century rolodex
- Database for your professional connections
- ‘Professional Facebook’
- Public & Nonprofit Sectors love it!



Building Your Profile

- Photo
- Headline
- Summary
- Experience
- Organizations
- Education
- Volunteer Experience & Causes
- Skills & Expertise
- Honors & Awards
- Courses
- Projects
- Recommendations





Groups To Join

- John Glenn College of Public Affairs
- NASPAA
- Regional Buckeye Groups
- OSU Alumni in Government
- Ohio Economic Development
- Association of Fundraising Professionals
- Columbus Ohio Job Network
- WASHINGTON DC CONNECTIONS
- Foreign Policy Events--Washington DC



Organizations to Follow

- Partnership for Public Service
- Ohio/US Department of...
 - Transportation
 - Education
 - Job & Family Services
 - Health
 - etc
- Specific organizations you are interested in working for



Networking

- LinkedIn & OSU
 - 500,000 living OSU alumni
 - ~230,000 on LinkedIn
- Use the OSU Alumni Network!
 - www.linkedin.com/alumni
- Find through mutual connections
- Search by organization



Jobs

- You can also find jobs on LinkedIn!
- Use the OSU Alumni Network!
 - www.linkedin.com/alumni
- Find through mutual connections
- Search by organization



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