

# Building Your Resume & Selling Your Skills

**D**o you realize all of the great skills and experiences you are gaining through your student leadership experience? Maybe you do, but you just don't know how to communicate it when applying for an internship, job or graduate school. Don't hide the gifts and talents you possess—it's time to sell your skills!

## Marketing Your Skills

For many employers, a student's GPA or major are not as valuable as the transferable skills they will bring to an organization. Consider how these skills possessed by a student leader are marketed on a resume:

Student Leadership Experience	Marketable Skill
Presented training and workshops	Oral Communication Skills
Created and coordinated programs	Event Planning
Managed a budget	Quantitative Skills
Completed organizational fundraising	Sales Experience
Promoted programs on campus	Marketing and Publicity Experience
Worked within a diverse organization	Teamwork
Managed peer staff	Supervision
Completed annual reports	Assessment

## Create Your Own Personal Brand

One of the newest terms used in the job search business is "personal brand." Student leaders can easily create their own brand by implementing a few of these tips:

- Know your passion. What makes you get out of bed every morning? What makes you smile in your school and work environment?
- Develop your goals and dreams. You have to know where you want to go even if you don't know how you will get there yet. Dream Big!
- Be honest with yourself. Assess your strengths and areas for opportunities.
- Discover what is unique about you. Determine what you stand for and what makes you different.
- Be visible. Go above and beyond simply because you love what you are doing.

**T**ake some time  
to keep in **M**ind ...

...who you would like to have as your references. Consider individuals who have directly observed you as a student leader—and can speak to your skills, strengths, and potential areas for improvement.

- Attitude is everything...make sure yours is a positive one.
- Ask others for feedback. Ask your peers, mentors, supervisors, family, friends, professors, etc. Get a wide range of feedback so you know what areas you need to focus on for personal and professional development.

## Resume Reminders

Keep these *basics* in mind when creating your resume.

- Avoid college slang—don't make potential employers guess what you are talking about.
- You have done a lot in your time at college—but you aren't writing a memoir, you are compiling a resume. Try to limit your resume to one or two pages with the highlights of your experiences.
- Make sure you include any volunteer experiences that provided you with specific marketable skills. Don't just limit your resume to paid positions.
- Ask a mentor, supervisor, or friend to review your resume for clarification, typos, and to ensure you didn't forget to include anything.

**Sidenote...**As you create and clean-up your resume, don't forget to do the same with any of your social networking sites. Employers are members of Facebook and MySpace too, and the picture you paint on your resume may be tarnished if it isn't congruent with what they perceive from the pictures posted on your web profiles.