

# Taking your resume to the next level

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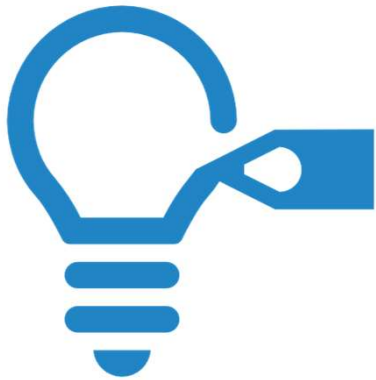
*Professional Development & Career Coach* – Honors Carolina

The best time to update your resume is RIGHT NOW

- Why?
  - Recent activities are fresh your mind
  - Calm before the storm
  - You'll be ready if an opportunity pops up
  - Takes more time than you think



# What to update



- ✓ That you're in this MPP program!
- ✓ Add items from fall and last summer
- ✓ Update date ranges
- ✓ Coursework & projects
  - Capstone
  - Upcoming/anticipated work is fine, as long as you make timing clear
- ✓ Delete to make room



# Biggest resume mistakes

## **How it looks visually**

(crowded, hard to get through – 10 second rule)

## **Poor attention to detail**

(typos, inconsistent formatting)

**Not emphasizing or including relevant experience**

**Vague, unhelpful bullets**



Have you included *everything* relevant?

- Degrees, tracks/concentrations, majors, minors
- Courses (spell out course names)
- Projects
- Student groups & volunteering
- Capstone(s) / thesis
- Skills section



Have you included specific bullets, tailored to the role you're seeking?

Action-oriented: start with strong verb

- Avoid weak/vague verbs- "Managed," "Did," "Helped"

Significance, results, and numbers, if relevant

- Or: Problem, action, result
- With details, experience comes alive & is more impressive

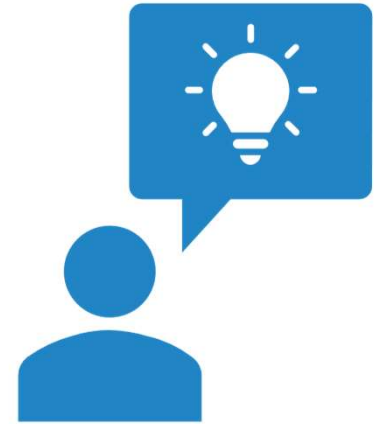
"What skills does reader care about?" & frame in those terms

- Use keywords from posting to guide you



## How do I add specifics?

- **Audience-** For whom? How many?
- **Impact-** Savings? Stopped a problem? Increased stakeholder engagement?
- **Research-** What sources? Scope? Pages?
- **Final product-** Scope? Goals? Pages?
- What specific **tasks**?
- What **skills** did you use in completing tasks?



## RELEVANT EXPERIENCE

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**Statesville Chamber of Commerce, *Business Policy Intern*** – Statesville, NC May 2023 – August 2023

- Supported Chamber policies to link nearly 600 business professionals, organizations, and residents with innovative programs to strengthen on-term economic vitality, business success, job creation, and quality of life.
- Designed simple yet contemporary graphics using Canva to improve ability to promote merchants, local events, and Chamber activities, in addition to support the community.
- Disseminated information using social media platforms and created scheduled blog posts on website to support ribbon-cutting events and business training modules.

**UNC Public Policy Capstone, *Student Consultant for Ackland Museum*** – Chapel Hill, NC August 2022 – December 2022

- Designed a 15-week project and conducted high-quality policy research and analysis in response to client needs.
- Prioritized and reevaluated deadlines as client's scope changed.
- Collaborated with student team to synthesize information for a literature review and created a demographic data analysis of a 2-mile residential area.
- Analyzed survey results of museum-goers and compiled data into visualizations and recommendations.

**Linking Immigrants to New Communities, *Co-Chair*** – Chapel Hill, NC May 2022 – Present

- Tutor adult immigrants in the Durham-Chapel Hill area and abroad virtually with English conversation, grammar, and comprehensive skills.
- Form bonds with local immigrants to help overcome daily barriers and navigate social interactions.
- Apply professional proficiency of Spanish verbal and written skills to assist participants with tutoring.
- Create social media posts to engage and attract participants and volunteers using Canva.

## ADDITIONAL EXPERIENCE

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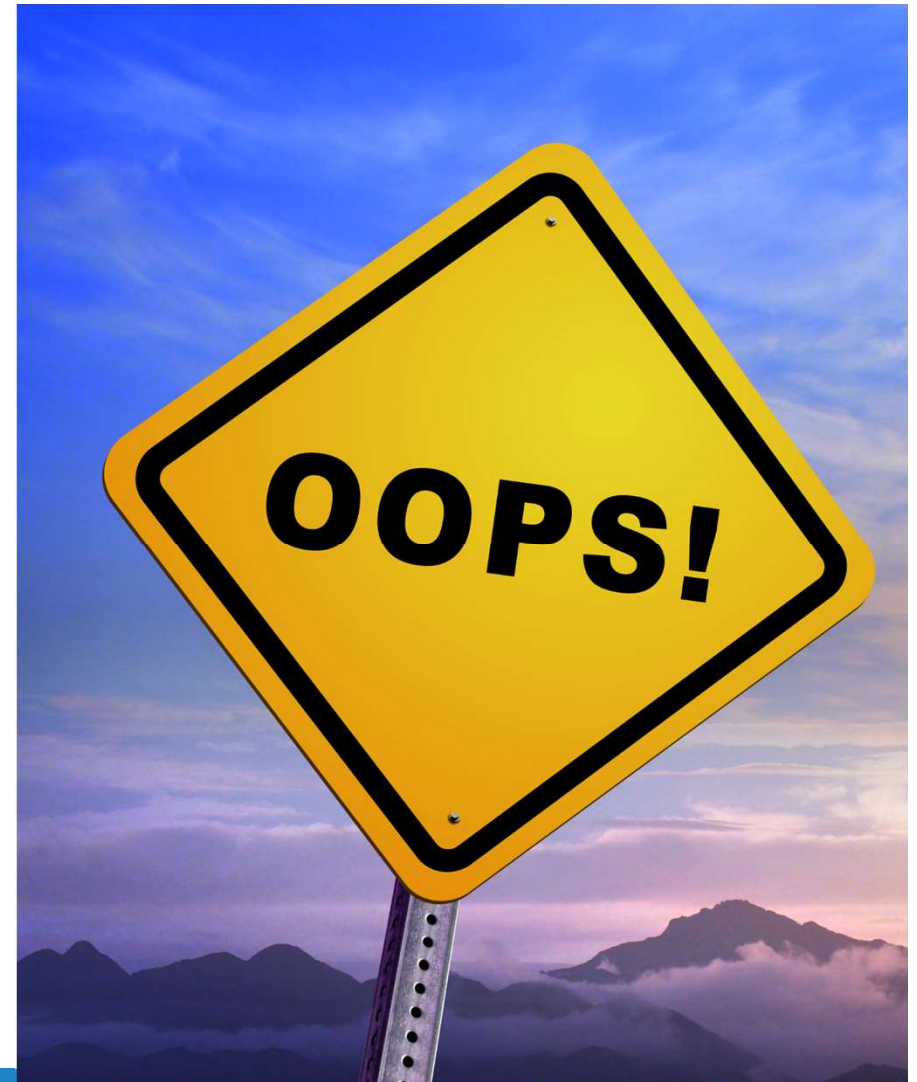
**Fleet Feet, *Outfitter*** – Carrboro, NC January 2021 – Present

- Recognized as Tier 1 employee status for high customer service performance on 9 different occasions.
- Effectively manage multiple responsibilities that demand using problem solving and time management skills
- Analyze 3-D diagrams of customers' feet structure and determine proper running shoe recommendations to maximize support and performance.



**Bonus content!**  
Biggest cover letter  
mistakes

- Too long
- It's a resume recap
- Not tailored to employer/role
  - *"I'd love to work for your organization" ... but you never name them*
- Poor attention to detail



Make it so easy for the reader to see you  
have the skills they want

“I’ve gained extensive experience in research and writing during my time at UNC Chapel Hill. In my Master-level courses, I have written succinct, impactful policy briefs that clearly explain complex topics, and I have supported those briefs with extensive, thoughtfully-researched reports. I would look forward to applying those skills in your think tank, further sharpening them while continuing to focus on health care policy, which is an area I especially gravitate toward.”



Thanks!

**Any questions?**

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