Writing a
Killer Resume

Hello!
I am Parth Detroja

I am a product manager at Facebook and bestselling author of [Swipe to Unlock: A Primer on Technology and Business Strategy](#).

The following deck is my guide to writing a great resume for any industry.

This content represents my opinion and not that of my current or past employers. However, it's worth noting that with the techniques in the guide, I was able to create a single standardized resume which got offers in industries ranging from tech to consulting to investment banking to consumer packaged goods.

A lot of advice in this deck is applicable for everyone, but this deck is written specifically with university students in mind. Certain things (e.g. location of the education section & GPA guidelines) are quite different for more experienced professionals.

General Formatting and Styling Guidelines

- Use a professional font such as Garamond or Century.

- One Page Rule - no more, no less. Definitely put things like your job as a cashier or waitress on your resume if you don't have other professional experience. As you get experience more relevant to your desired career field, remove the things that are least noteworthy.

- Maintain 0.5 inch Margins at the absolute minimum. If you don't have too much experience yet, use 1 inch margins or even slightly larger.

- You can play with font size to fill or stay within one page. Maintain size 10 font at very minimum for body content and don't exceed size 12.

- **The average recruiter spends 6.25 seconds looking at each resume (Forbes). Make the most of your six seconds with a highlight reel, not a boring life summary.**

- Make your resume easy to skim with clear headers, bullets, and consistent use of bolding, underlying and/or italicizing . Overwhelming text wall resumes don't get much love from recruiters.

- Always submit your resume as a PDF. Word docs often lose their formatting.

Resume Breakdown:
What to Put on It

Name/ Contact Information

Education

Professional
Experience

Extracurricular/
Other Activities

Skills/ Interests

1.
Contact Points

Example

School Address

285F Hans Bethe House
New York, NY 10003

Evan Spark

evan@nyu.edu | 860-123-2610
www.linkedin.com/in/evanspark

Permanent Address

4390 N. Williamsburg Dr
Nashville, TN 37011

FYI: This is an example comprised of
dummy information for a fictional student.

Contact Points Section Analysis

- Your name should be **bold** and **larger** than other text.

- Include your LinkedIn URL. Odds are you are going to be looked up and you don't want any confusion as to which profile is yours.

  - Change your LinkedIn URL to some version of your name.
- Have ONE phone number and ONE email address on your resume
  - Make sure your email address is professional and not something like skaterboy420@hotmail.com; using your .edu email is the norm for students.
- Physical address is relatively useless nowadays so it's optional.
  - However, it can serve as a great icebreaker topic for your interviewer if they have some connection to where you are from.
- Personal website/Github URLs (if applicable) can go next to your LinkedIn URL.
- Do not put headshots or social media profiles other than LinkedIn on your resume

TECH
TRANSPARENCY

2.
Education

Example

EDUCATION

New York University, Leonard N. Stern School of Business, New York, NY

Bachelor of Science in Business and Political Economy   Expected May 2019

GPA: 3.96

Honors: Stern Scholar (Top 10% of Class by GPA), Rawlings Presidential Research Scholar ($5,000 Research Grant)

Relevant Courses: Marketing • Finance • Managerial Economics • Financial Accounting • Spreadsheet Modeling

Education Section Analysis

- Phase out high school GPA and achievements by sophomore year of college unless they are extremely impressive
  - However, if you had a high SAT or ACT score, you should keep it on your resume (high meaning >32 ACT or >2150 SAT)
- List your GPA (to two decimals points) on your resume unless it's below a 3.30 or so.
- Honors row is optional however try to quantify any awards you do list.
- You can customize relevant classes based on what you are applying to
  - This section is especially important if the job you are applying to doesn't related to your major
- You can list short programs (e.g. study abroad or certificate programs) here if you have extra room on your resume you need to fill; however unless you studied abroad attended somewhere really prestigious like Oxford or Cambridge, its not worth making your resume font smaller to try to list your study abroad experience.

3.
Professional Experience

Example

PROFESSIONAL EXPERIENCE

Sony Interactive Entertainment, San Mateo, CA   May-August 2018
Product Manager Intern
• Proposed, developed, and launched a "lightning deals" feature on PlayStation's iOS app which increased MAU by 8%
• Conducted data analysis with SQL to understand customer retention patterns of PlayStation Plus and proposed a new pricing model which retained 4% more users and subsequently increased annual subscription revenue by 6%

Workday, Pleasanton, CA   June-August 2017
Marketing Strategy Intern
• Developed a marketing and branding strategy to better attract millennial talent to Workday by sponsoring an entrepreneurship competition; the strategy was personally approved by Workday's Chief Marketing Officer
• Managed the social media campaign for Workday's New Way To Startup entrepreneurship competition which generated over a million total impressions and over 100,000 organic video views across YouTube and Facebook

Hermitage Café, Nashville, TN   June-August 2016
Server
• Managed the register, takeout orders, inventory and restaurant cleanliness for one of the busiest diners in Nashville
• Waited 6-8 tables simultaneously and averaged $24/hour in tips by providing exceptional customer service

Professional Experience Analysis

- Copy my **bold**/*italicize* format or create your own. Just be consistent.

- Write out months, not just "Summer 2016" (unless you have had like multiple 4-6 week internships or something)

- Prioritize 2-4 strongest experiences (for each headline, have 2-4 bullet points)

- Bullets should be achievements, not job descriptions (more on the next slide)

- Quantify everything

- If there is a URL with more information about something you achieved, include it but use a URL shortener such as goo.gl to save precious space

- Pro-tip: Resumes are often screened by software due to the sheer quantity of applicants. Incorporating some of the buzzwords directly from job description into your resume can increase your chances of making it past the software screening. However, don't overdo it as then you will fail the human review round.

How to Write Impactful Bullet Points

- Begin bullets with action-oriented verbs
- Highlight your achievements and quantify your impact in impressions, percentages, dollars, user growth, etc.
  - If applicable, mention notable individuals and organizations that you worked with or presented your work to
- Use language that industry professionals will easily understand
- Highlight how your experiences and skills are easily transferable to jobs you are applying for.
  - For instance, if you worked as a waiter last summer and now want to work in HR, you can highlight how your people skills are transferable.
- Use professional language without personal pronouns
- Each bullet point should be 1-2 lines.
- Check for grammar, spelling and formatting mistakes before submitting

4.
Extracurricular/ Other Experience

Example

LEADERSHIP AND RESEARCH EXPERIENCE

New York University, Leonard N. Stern School of Business, New York, NY   August 2014-Present
Lead Teaching Assistant for MGMT 3250: Entrepreneurial Marketing and Strategy
• Design and grade assignments of 40 students in NYU Stern's premiere personal enterprise course
• Facilitate learning by providing strategic insight to improve students' business plans during office hours

New York University, Leonard N. Stern School of Business, New York, NY   August 2014-Present
Academic Researcher and Author
• Worked with two leading venture capital firms and their portfolio companies to study disruptive technology in the hospitality industry; findings due for publication in the *Journal of Hospitality and Tourism Technology* in June 2020

NYU International Business Association, New York, NY   November 2016-Present
Vice President, Co-Founder, and Executive Board Member
• Fundraised over $3,000 through Kickstarter by running a social media campaign targeting NYU Stern alumni
• Reached out to alumni and arranged a lecture by the former US Ambassador to Japan for our members
• Marketed and branded the organization through website development and logo creation (www.nyuiba.com) and grew the club to receiving ~120 new applications to join each semester

Extracurricular Experience Analysis

- Highlight high-impact non-professional experiences such as your leadership roles in student organizations, research experiences, and side projects that you work on here

- You can customize the header to fit your experiences like I did in the example or just use "Extracurricular Activities" or "Other Experience" as a more generally applicable header

- Same tips for bullets as the previous section

5.
Skills and Interests

Example

SKILLS AND INTERESTS

Computer: Microsoft Excel, SQL, Adobe Photoshop, QuickBooks, HootSuite, Sysomos Analytics

Language: Fluent in French, Elementary Proficiency in Spanish and Italian

Interests: Stand-up Comedy, Rubik's Cube, Behavioral Economics, Hip-hop Dancing, Tennis

Skills and Interests Analysis

- Skills can usually be broken down to computer and language
    - Do not include skills that are obvious like Microsoft Word
- Include words like "advanced" and "proficient" to indicate your skill levels
- Use industry-relevant jargon, such Excel's pivot tables and V-lookup, to showcase expertise if applicable
- If you have extra space on your resume, definitely add NON-GENERIC interests
    - Unique interests like performing standup comedy or running marathons can spark conversations and build rapport during interviews

When You Put It All Together

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Thanks for reading!

I hope this was helpful. Be sure to follow the [Tech Transparency LinkedIn page](#) to receive updates on when new content like this is available!

Also, if you are interested in seeing more/supporting content by me, please consider buying [my book on Amazon](#).