



Case Study: Julie

Before and after Résumé

Words have weight, sound and appearance; it is only by considering these that you can write a sentence that is good to look at and good to listen to.

W. Somerset Maugham

The successful person has the habit of doing things failures don't like to do. They don't like doing them either necessarily. But their disliking is subordinated to the strength of their purpose.

E. M. Gray, *The Common Denominator of Success*

Julie, a college sophomore majoring in architecture, wanted summer employment. Although she had some relevant job experience, her résumé was a cookie-cutter version: It looked like everyone else's and started out with her education.

Most of the 24,000 undergraduates attending the University of Michigan will have résumés that start out exactly the same: Bachelor's degree, Major, University of Michigan, 20XX.

If she wants a job with an architectural firm, Julie must make sure the reader sees her as quite a find for summer help at an architectural firm. The average résumé is looked at for only 10 seconds. Julie needed to make it easier for the employer to see what she had to offer and to distinguish herself from her competition: all of the undergrads in her geographic area. The way to do that, most often, is to highlight your work experience, not your education.

Under *Work Experience*, highlight the jobs that would be of most interest to your target market. Julie had listed first her work as a library aide—certainly not something that would make architectural firms sit up and take notice. Julie's relevant experience was buried in the middle of her résumé.

The Start of a Good Résumé

So Julie did what every Five O'Clock Clubber does: She didn't skip the assessment. She took time to do her Seven Stories Exercise as well as her Forty-Year Vision. Through the Seven Stories, she uncovered those things she *enjoyed doing and also did well*. The results would help confirm whether architecture was the right path and give her accomplishments to talk about on her résumé and cover letter, as well as in the interviewing process.

Here are the results of Julie's Seven Stories Exercise:

1. editor of yearbook
2. soloist in 7th and 8th grades
3. played Gwendolyn in 11th grade play
4. built chair for design class this year
5. built igloo with family
6. trained my dog
7. built stand for cinderblock; it held
8. learned AutoCAD—fast & accurately
9. organized binders at work
10. wrote poems that got published

Launching the Right Career

11. helped establish a cappella group
12. won *best science and math student* in my high school (of 40 students)
13. created dance with friends for talent show and won!

Here's Julie's ranked list:

1. editor of yearbook
2. built stand for cinderblock; it held
3. built chair for design class this year
4. wrote poems that got published
5. helped establish a cappella group
6. built igloo with family
7. learned AutoCAD—fast & accurately

Julie's Seven Stories results contain elements that support her interest in architecture. At age 11, she was interested in building the igloo. She enjoyed her architecture courses and did well in them. She worked in a civil engineering firm using AutoCAD, a tool that architects use. She enjoyed doing it and did it well. She even enjoyed editing her high school yearbook, which included extensive design work, albeit of another kind.

Julie's Forty-Year Vision

At Age 29

Because Julie had not worked on her Forty-Year Vision before we met, we did a quick version together. Julie imagined herself 10 years from now—at age 29—working for a small architecture firm with about 20 employees. Although Julie was interested in building museums, very few museums get built—as compared with other structures. So she imagined herself in a firm that built family houses, schools, and new business owners' offices.

By age 29, Julie did not want to be working on the nitty-gritty everyday work but wanted to be more involved in planning and have client contact.

People cannot let others limit their imagination of what is they want to do or can do. Otherwise, we would never have discoveries or advance.

Mae C. Jemison, physician, chemical engineer, and America's first black woman astronaut

At Age 39

"I'll have my architect's license and would be able to start my own firm if I wanted to. However, 39 may be young to start my own firm, but I would be the person others go to in my present firm."

So, Julie's Forty-Year Vision fits in nicely with the results of her Seven Stories Exercise. **What kind of summer job should Julie aim for now at age 19?**

Julie wanted hands-on experience as much as possible, and she was more likely to get that at a smaller firm. She was afraid of getting assigned to doing AutoCAD all day long and actually preferred administrative work, perhaps as an assistant to a busy architect, lining up meetings, putting proposals together, and so on. She could see herself doing a variety of computer work.

Her Résumé

So Julie's new résumé emphasized her administrative expertise over her AutoCAD experience. Most often, a student will have a brief summary and list accomplishments under each job. But in Julie's case, we wanted to keep all of her AutoCAD experience together, so we had to put all of it in her summary.

In addition, Julie was hoping to have some client contact. She had no related experience (unless you count talking to customers in a grocery store!), so at the end of her summary, we have listed some personality traits. Perhaps the hiring team will consider Julie for client contact work.

Wherever possible, we quantified Julie's accomplishments. Details can show substance and attract attention!

On the following pages are Julie's "before" and "after" résumés. After that, you will see a few other sample résumés for college kids and recent grads.

*I know you are asking today, "How long will it take?"
I come to say to you this afternoon, however difficult
the moment, however frustrating the hour, it will not
be long, because truth pressed to earth will rise again.*

How long? Not long, because no lie can live forever.

*How long? Not long, because you still
reap what you sow.*

*How long? Not long, because the arm of the moral
universe is long but it bends towards justice.*

*How long? Not long, 'cause mine eyes have seen the
glory of the coming of the Lord, trampling out the
vineyards where the grapes of wrath are stored.*

*He has loosed the fateful lightning of his terrible
swift sword. His truth is marching on.*

*He has sounded forth the trumpets that shall never
call retreat. He is lifting up the hearts of man before
His judgment seat. Oh, be swift, my soul, to answer
Him. Be jubilant, my feet. Our God is marching on.*

Rev. Martin Luther King Jr.

*Dear sir, Be patient toward all that is unsolved
in your heart and try to love the questions
themselves like locked rooms and like books
that are written in a very foreign tongue. Do not
now seek the answers, which cannot be given you
because you would not be able to live them. And the
point is, to live everything. Live the questions now.
Perhaps you will then gradually, without noticing it,
live along some distant day into the answer.
Perhaps you do carry within yourself the possibility
of shaping and forming as a particularly happy and
pure way of living; train yourself to it—but take
whatever comes with trust, and if only it comes out of
your own will, out of some need of your inmost being,
take it upon yourself and hate nothing.*

Rainer Maria Rilke
Letters to a Young Poet

"Before" Résumé

JULIE ANGELO

julieangelo@umich.edu
 angelo555@hotmail.com
 76 North Churchill Rd.
 Brewster MI 99945

EDUCATION

| | |
|--|--------------------------------|
| University of Michigan BA, Architecture | 1999–2003 Current GPA: 3.42 |
| The Curtis School Graduated Salutatorian, with Highest Honors | 1995–1999 |

WORK EXPERIENCE

| | |
|--|-------------|
| Library Aide <i>University of Michigan Blain Library</i> <ul style="list-style-type: none"> • Answered customer questions • Shelved and checked out books | 1999–2001 |
| Assistant Office Manager <i>Engineering Firm: J. Robert Folchetti and Associates, L.L.C.</i> <ul style="list-style-type: none"> • Ran office when needed • Typed and formatted Correspondence • Answered 8 line phone | 1999–2001 |
| Assistant Cad Operator <i>Engineering Firm: J. Robert Folchetti and Associates, L.L.C.</i> <ul style="list-style-type: none"> • Corrected and Revised Details • Convert drawings to CAD 2000 format | Summer 2000 |
| Produce Manager, Assistant <i>Kobakers Grocery Store</i> <ul style="list-style-type: none"> • Organize and Layout Produce • Answer customer questions | Summer 1998 |

SKILLS

Computer: AutoCAD 2000, Adobe PageMaker, PowerPoint, Word, WordPerfect, Excel, Adobe Photoshop, QuarkExpress
Languages: proficient in German, knowledgeable in Spanish

"After" Résumé

JULIE ANGELO

julieangelo@umich.edu
 76 North Churchill Rd.
 Brewster, MI 99945

863 Erie Avenue
 Ann Arbor, MI 99999
 555-666-4693

**Assistant Office Manager / Assistant AutoCAD Operator
 with Civil Engineering Firm**

- **A strong administrator**
 - Organized 90-page client proposals.
 - Organized all forms used in office. Put together 7 binders of forms.
 - Reshelved 400 catalogs.
 - Ran office when needed; answered 8 phone lines; typed and formatted correspondence.
- **AutoCAD experience**
 - Took intensive 40-hour AutoCAD course.
 - Routinely handled small AutoCAD assignments for engineers, saving them hours.
 - Converted drawings to CAD 2000 format.
 - Put together 70-page AutoCAD Manual with drawings.
 - Offered full-time AutoCAD job.
- In **Architecture** class, **won contests**: "most structurally sound design," "most pleasing to eye."
- Computer experience: AutoCAD 2000, Adobe PageMaker, Quark Express, Adobe Photoshop, PowerPoint, Excel, Word, WordPerfect
- Languages: proficient in German, knowledgeable in Spanish

*Strong working relationships at all levels.
 Known for getting the job done efficiently and correctly, and putting in the hours needed.*

Work History

| | |
|---|--------------------------------|
| Assistant Office Manager / Assistant AutoCAD Operator Engineering Firm: J. Robert Folchetti and Associates, L.L.C. | Summer, 2000 & 1999 to present |
| Library Aide University of Michigan Blain Library | 1999 to present |
| <ul style="list-style-type: none"> • Answer customer questions; shelve and check out books | |
| Produce Manager, Assistant Kobakers Grocery Store | Summer 1998 |
| <ul style="list-style-type: none"> • Organized and laid out produce; answered customer questions | |

EDUCATION

| | |
|---|-----------|
| BA, Architecture, University of Michigan pending (Current GPA: 3.42) | 1999–2003 |
| <ul style="list-style-type: none"> • Helped to develop and create a new a cappella group. | |
| The Curtis School | 1995–1999 |
| <ul style="list-style-type: none"> • Graduated Salutatorian, with Highest Honors • Yearbook Editor: Developed 250-page book celebrating school's 150th anniversary • Wrote poem for national publication; selected as one of ten for audiocassette | |