

Age Level: 10<sup>th</sup> Grade

Subject: Business Com.

Materials Needed: Printed versions of bad resumes

## Standards

Standard 1: Develop strategies to effectively transition from school to career.

3.5a.1.9 Describe benefits of participating in school and community activities.

3.4b.1.4 Demonstrate the ability to describe personal career readiness skills.

3.4b.1.5 Begin compiling achievements and experiences including awards, extracurricular activities, and community service into an activity resume.

## Objectives

- Students will develop a resume which is acceptable to an employer.
- Students will critique poorly constructed resumes.
- Students begin to construct a list of valuable skills and experiences which are desirable on a resume.

## Learning Activities

1. Class will begin with a PowerPoint which discusses nine items that employers look for on a resume.
2. Students will then take part in gallery walk activity. There will be 5 prints of bad resumes. Students will be instructed to go around the room and critique resumes.
3. At the end of class I will project the resumes on the board. As a class we will discuss what the authors of the resume could have done differently in order to make their resume more acceptable.
4. If there is enough time, students will be instructed to create a list of skills and organizations which are appealing on resumes.

## Assessment

Students will not be assessed on anything but class participation.

## Reflection

Was this activity useful? Could I have just had the students create their own resumes, and then critique them myself?

## **Bad Resume Sample 1**

Problems:

1. Don't center everything! This makes it very difficult to read. Especially with bullet points.
2. Don't use too much white space, or too little. Balance your text with the white space around it.
3. Don't use the same type weight or size. It is difficult to see where categories begin and end.

# Your Name

1234 Fourth Avenue, Smallville, Minnesota 55988, (600) 555-1234  
youname@mail.com, Portfolio: youname.com

## QUALIFICATIONS

- Creative and versatile designer who understands its all about branding
- Experienced designing brand identity, brochures, packaging, advertising, signage, posters, and web sites
  - Social media savvy and up-to-date with current web trends
  - Strong interpersonal communication skills
  - Work well independently and in a team setting
- Able to work directly with clients to discuss ideas and present design solutions
- Developed illustration skills with watercolor, colored pencil, and digital media

## SOFTWARE

- Photoshop, Illustrator, InDesign, Dreamweaver, HTML, CSS, Flash, Edge, Acrobat, Audacity, Word, Excel and PowerPoint

## EDUCATION

Bachelor of Science, Marketing  
University of Minnesota, Minneapolis, Minnesota

Associate of Applied Science, Graphic Design  
Brown Technical College, Minneapolis, Minnesota

## EXPERIENCE

### Graphic Designer

- The Zeal, Minneapolis, Minnesota. 20xx-20xx
- Designed and produced a monthly college newspaper (20 issues total)
    - Consistently met our monthly design and printing deadlines
  - Redesigned the logo and format to update the look and follow industry trends
    - Contributed stories, photos, and original artwork for publication

### Receptionist

- Maplewood Dental, Minneapolis, Minnesota. 20xx-present
- Assist office manager with payroll, bank deposits, and patient scheduling
  - Responsible for stocking and ordering all dental supplies
  - Facilitate new employee orientation (5 sessions to date)

### Retail Sales Associate

- Eddie Bauer, Minneapolis, Minnesota. 20xx-20xx
- Dealt directly with customers, assisted with selections, purchases and returns
  - Worked independently and performed opening and closing responsibilities
  - Responsible for all money, returns, and sales transactions on the weekends
  - 20xx Sales Associate of the Year. Increased my annual sales volume 15%
  - Organized loss-prevention efforts in the store (we saved \$500 annually)

## ACHIEVEMENTS

- Vice President, Graphic Design Club, Brown Technical College. 20xx-20xx
  - First Place Portfolio Review Poster, Brown Technical College. 20xx
  - Third Place Gutenberg Award, Poster Design. 20xx

## **Bad Resume Sample 2**

### Problems:

1. Margins are too small. It looks like you've crammed everything into a little space—too crowded. Margins and white space let your words and design "breathe."
2. Don't italicize your headlines. It makes them look like a logo for a hockey team, or like they are running a race.
3. Don't use a font larger than 11 points for body copy. It looks too bulky and unprofessional.

## ***Your Name***

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yourname@mail.com, Portfolio: yourname.com

### ***QUALIFICATIONS***

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Brown Technical College, Minneapolis, Minnesota

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- Designed and produced a monthly college newspaper (20 issues total)
- Redesigned the logo and format to update the look and follow industry trends
- Contributed stories, photos, and original artwork for publication

#### **Receptionist**

Maplewood Dental, Minneapolis, Minnesota. 20xx–present

- Assist office manager with payroll, bank deposits, and patient scheduling
- Responsible for stocking and ordering all dental supplies
- Facilitate new employee orientation (5 sessions to date)

#### **Retail Sales Associate**

Eddie Bauer, Minneapolis, Minnesota. 20xx–20xx

- Dealt directly with customers, assisted with selections, purchases and returns
- Responsible for all money, returns, and sales transactions on the weekends
- 20xx Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts in the store (we saved \$500 annually)

### ***ACHIEVEMENTS***

- Vice President, Graphic Design Club, Brown Technical College. 20xx–20xx
- Third Place Gutenberg Award, Poster Design. 20xx

### **Bad Resume Sample 3**

#### Problems:

1. Too much color, looks like an American "theme" gone wrong. It also looks a little like a cheap advertisement... "Step right up folks, here's your chance..."
2. The variation of color disconnects the categories and decreased unity. Nothing looks like it goes together.
3. Margins on this one look pretty good though. Nice "breathing" room.

# ***Your Name***

1234 Fourth Avenue, Smallville, Minnesota 55988, (800) 555-1234  
yourname@mail.com, Portfolio: yourname.com

## **QUALIFICATIONS**

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- Experienced designing brand identity, brochures, packaging, advertising, signage, posters, and web sites
- Social media savvy and up-to-date with current web trends
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Brown Technical College, Minneapolis, Minnesota

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### **Retail Sales Associate**

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- Organized loss-prevention efforts in the store (we saved \$500 annually)

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- Third Place Gutenberg Award, Poster Design. 20xx

## **Bad Resume Sample 4**

Problems:

1. Don't use Papyrus! Unless you're designing the poster for Avatar VIII.
2. Don't use overly decorative typefaces. They are too hard to read when used for body copy.
3. Don't combine decorative typefaces



# Your Name

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1234 Fourth Avenue, Smallville, Minnesota 55988, (600) 555-1234  
yourname@mail.com, Portfolio: yourname.com

## QUALIFICATIONS

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- CREATIVE AND VERSATILE DESIGNER WHO UNDERSTANDS ITS ALL ABOUT BRANDING
- EXPERIENCED DESIGNING BRAND IDENTITY, BROCHURES, PACKAGING, ADVERTISING, SIGNAGE, POSTERS, AND WEB SITES
- SOCIAL MEDIA SAVVY AND UP-TO-DATE WITH CURRENT WEB TRENDS
- ABLE TO WORK DIRECTLY WITH CLIENTS TO DISCUSS IDEAS AND PRESENT DESIGN SOLUTIONS
- DEVELOPED ILLUSTRATION SKILLS WITH WATERCOLOR, COLORED PENCIL, AND DIGITAL MEDIA

## SOFTWARE

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- PHOTOSHOP, ILLUSTRATOR, INDESIGN, DREAMWEAVER, HTML, CSS, FLASH, EDGE, ACROBAT, AUDACITY, WORD, EXCEL AND POWERPOINT

## EDUCATION

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BACHELOR OF SCIENCE, MARKETING  
UNIVERSITY OF MINNESOTA, MINNEAPOLIS, MINNESOTA

ASSOCIATE OF APPLIED SCIENCE, GRAPHIC DESIGN  
BROWN TECHNICAL COLLEGE, MINNEAPOLIS, MINNESOTA

## EXPERIENCE

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### GRAPHIC DESIGNER

- THE ZEAL, MINNEAPOLIS, MINNESOTA. 20XX-20XX
- DESIGNED AND PRODUCED A MONTHLY COLLEGE NEWSPAPER (20 ISSUES TOTAL)
  - REDESIGNED THE LOGO AND FORMAT TO UPDATE THE LOOK AND FOLLOW INDUSTRY TRENDS
  - CONTRIBUTED STORIES, PHOTOS, AND ORIGINAL ARTWORK FOR PUBLICATION

### RETAIL SALES ASSOCIATE

- EDDIE BAUER, MINNEAPOLIS, MINNESOTA. 20XX-20XX
- DEALT DIRECTLY WITH CUSTOMERS, ASSISTED WITH SELECTIONS, PURCHASES AND RETURNS
  - RESPONSIBLE FOR ALL MONEY, RETURNS, AND SALES TRANSACTIONS ON THE WEEKENDS
  - 20XX SALES ASSOCIATE OF THE YEAR. INCREASED MY ANNUAL SALES VOLUME 15%
  - ORGANIZED LOSS-PREVENTION EFFORTS IN THE STORE (WE SAVED \$500 ANNUALLY)

## ACHIEVEMENTS

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- VICE PRESIDENT, GRAPHIC DESIGN CLUB, BROWN TECHNICAL COLLEGE. 20XX-20XX
- THIRD PLACE GUTENBERG AWARD, POSTER DESIGN. 20XX



# Dwight K. Schrute, III

C/O SCHRUTE FARMS, MAIN STREET, HONESDALE, PA 18431  
(T) 570-555-1212 (E) DSCHRUTE@SCHRUTEFARMS.COM

## SUMMARY OF QUALIFICATIONS

- Star salesman, beet farmer, bed & breakfast proprietor, aspiring freelance bodyguard, office building owner, and former assistant [to the] regional manager
- Able to vanquish customer resistance through physically imposing alpha-male traits and insatiable, merciless, jackhammer-like techniques
- 13-time winner of Salesman of the Month award in 2005 and Salesman of the Year
- Leader and mentor of underlings
- Expert in martial arts weaponry, paintball, and pre-industrial German

## PROFESSIONAL EXPERIENCE

**Dunder Mifflin Paper Co., Inc., A Division of Sabre, Scranton, PA** 2005 - Present  
**Sales Representative / Former Assistant [to the] Regional Manager**

*Micro-cap regional paper and office supply distributor*

- Close more sales with revenues totaling more US dollars than any other employee, past, present, and future (projected)
- Act as Regional Manager's eyes, ears, and right hand, overseeing and reporting on employee conduct, productivity, and arrival/departure times
- Instituted "Schrute Bucks" reward system, immeasurably raising office morale
- Serve as self-appointed enforcer of The Rules (Policies and Procedures Manual)

**Schrute Farms, Honesdale, PA** 1980 - Present  
**General Manager (concurrent with Dunder Mifflin / Sabre role)**

*A family-owned 60-acre (240,000-square-meter) working beet farm*

- Manage operations at the #1 beet-related agritourism B&B destination in Northeastern PA
- Provide fine accommodations for beet enthusiasts in themed guest rooms representing "America," "Nighttime," and "Irrigation"
- Meet or exceed beet needs of local stores, restaurants, and roadside stands
- Facilitate recreational activities including but not limited to manure dodge ball, fresh butter statue sculpting, and beet syrup and rum making

## EDUCATION

**Scranton University, Scranton, PA** 1992  
**Bachelor's Degree Business Administration** GPA: 2.99987

## SPECIALIZED SKILLS

- Willingness to do anything to close a sale and/or please higher-ups
- Resistance to germs, viruses, fungi, and most other health threats
- Ability to raise and lower own cholesterol at will
- Others too numerous to mention

*Resume written by Pango Resume ([www.pangoresume.com](http://www.pangoresume.com)).*

*Sources: [Wikipedia.com](http://Wikipedia.com) (Dwight Schrute), [TripAdvisor.com](http://TripAdvisor.com) (Schrute Farms), [NBC.com](http://NBC.com) (The Office).*

