

L. J. INSTITUTE OF EVENT MANAGEMENT			
LJKU BATCH-2 (2022-2025)			
SUBJECT: <i>Essentials of Effective Resume Making.</i>			
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Essentials of Effective Resume Making

1. Understand the Purpose of Your Resume

The primary purpose of a resume is to secure an interview, not the job itself. It should provide a concise summary of your education, work experience, skills, and achievements that are relevant to the job you're applying for. Tailoring your resume for each job application can significantly increase your chances of being shortlisted. Highlight the experiences and skills that align with the job description, showing the employer that you are a perfect fit for the role.

2. Choose the Right Format

Selecting the appropriate format for your resume is essential. The most common types are:

- Chronological Resume: Lists your work experiences in reverse chronological order, starting with your most recent job. This format is ideal if you have a strong, consistent work history.
- Functional Resume: Focuses on your skills and experiences rather than the chronological order of your jobs. This format is suitable for those with gaps in employment or those switching careers.
- Combination Resume: Merges elements of both chronological and functional formats, highlighting both your skills and work history. This format works well for most candidates.

For BBA students, the chronological or combination formats are generally the most effective, as they allow you to showcase your academic achievements, internships, and relevant experiences.

3. Start with a Strong Summary or Objective

Your resume should begin with a compelling summary or objective statement. A summary statement highlights your qualifications and what you bring to the table in a few sentences. It is suitable for candidates with some experience in the field. An objective statement outlines your career goals and is better suited for recent graduates or those with limited experience. Ensure that this section is tailored to the job you are applying for and conveys your enthusiasm and suitability for the role.

4. Highlight Your Education

As BBA students or recent graduates, your education is one of your strongest assets. List your educational qualifications in reverse chronological order, starting with the most recent. Include the name of the institution, the degree obtained, your major, and the date of graduation. If you have a high GPA or have received honours or awards, make sure to include these as well.

5. Detail Your Work Experience

Your work experience section should showcase any internships, part-time jobs, or relevant projects. For each position, include the job title, the company name, the location, and the dates of employment. Under each entry, list your responsibilities and achievements using bullet points. Start each bullet point with a strong action verb, and quantify your achievements whenever possible (e.g., "Increased sales by 20%" or "Managed a team of 5").

6. Emphasize Skills and Competencies

In today's competitive job market, employers are looking for candidates with specific skills. Include a skills section where you list both hard and soft skills relevant to the job. Hard skills are technical abilities, such as proficiency in Microsoft Excel, data analysis, or financial modelling. Soft skills include communication, teamwork, and problem-solving abilities. Be honest about your skill level and avoid listing skills that are not relevant to the job.

7. Proofread and Edit Carefully

A resume with typos or grammatical errors can leave a negative impression. After drafting your resume, take the time to proofread it carefully. Consider asking a mentor, professor, or career counsellor to review it as well. A well-polished resume reflects your attention to detail and professionalism.

8. Keep It Concise and Relevant

Your resume should be concise and to the point, ideally one page in length for BBA students or recent graduates. Focus on the most relevant experiences and skills, and avoid including unrelated or outdated information.

