

# Resume Rubric

Adapted from University of Portland Career Center: March 2022

**This rubric is a guide to identifying the fundamental elements of a resume.\***

1. Proofread letter for errors and complete the self-review checklist.
2. Have a peer, faculty member or advisor review your resume – include position description for their review.

\*Please refer to the [Creating a Resume](#) section [Career Resources Section](#) of the [CAACE website](#). Additionally, this site has numerous resources including resume templates, sample resumes and [cover letters](#).

Self-Review	2 <sup>nd</sup> Review	
		<b>CONTACT INFORMATION</b>
<input type="checkbox"/>	<input type="checkbox"/>	Name, city, phone, professional email, LinkedIn URL
		<b>EDUCATION</b>
<input type="checkbox"/>	<input type="checkbox"/>	Name of university and location <i>Example: Concordia University Wisconsin, Mequon, WI</i>
<input type="checkbox"/>	<input type="checkbox"/>	Official name of your degree, which can be abbreviated <i>Example: Bachelor of Science, B.S., Bachelor of Arts, B.A.</i>
<input type="checkbox"/>	<input type="checkbox"/>	Includes major, minor and/or concentration spelled out <i>Example: Bachelor of Science, Nursing, Minor in Spanish B.S., Major: Actuarial Science; Minor: Finance</i>
<input type="checkbox"/>	<input type="checkbox"/>	Expected date of graduation with month and year <i>Example: Expected May 2025</i>
<input type="checkbox"/>	<input type="checkbox"/>	Study abroad experience (if applicable); includes name of institution/program and dates <i>Example: ICMS, Sydney, Australia Summer 2025 American University, Rome, Italy Fall 2025</i>
<input type="checkbox"/>	<input type="checkbox"/>	GPA of 3.0 or higher is listed to two decimal points and reflects cumulative GPA, unless noted (optional) <i>Example: GPA: 3.75; Cumulative GPA: 3.60; Major GPA: 4.00</i>
		<b>EXPERIENCE</b>
<input type="checkbox"/>	<input type="checkbox"/>	Experience includes job title/role, organization name, location (city, state) and dates employed/involved <i>Examples: Intern, Baird, Milwaukee, WI Summer 2025 Volunteer American Red Cross, Oconomowoc, WI Spring 2022 – Present</i>
<input type="checkbox"/>	<input type="checkbox"/>	Dates of prior experience are accurate and in reverse chronological order (most recent to least recent) within each section
<input type="checkbox"/>	<input type="checkbox"/>	Bullet points start with <a href="#">action verbs</a> (not “responsible for” or “duties included”); includes specific examples to emphasize transferrable skills and knowledge, and describes key accomplishments and contributions <a href="#">using the PAR method to describe</a> <i>Example: Initiated and facilitated weekly after-school group for 8 behaviorally challenged youth in grades 9-12</i>
<input type="checkbox"/>	<input type="checkbox"/>	Verb tenses are consistent – present tense is used to describe current roles/positions and past tense is used to describe previous roles/positions
<input type="checkbox"/>	<input type="checkbox"/>	Salary history is omitted
<input type="checkbox"/>	<input type="checkbox"/>	Personal information, such as gender identity, birth date, age, race, marital status, is NOT included
<input type="checkbox"/>	<input type="checkbox"/>	Personal pronouns such as “I”, “me”, “we”, and, “our” are NOT used. Write in <a href="#">first person implied (resume speak)</a>
		<b>SPELLING</b>
<input type="checkbox"/>	<input type="checkbox"/>	All the words used are familiar to people; industry-specific terms should be recognizable to those within the field, industry, and/or company
<input type="checkbox"/>	<input type="checkbox"/>	All words are spelled correctly, do NOT rely on spell check

The Center for Academic and Advising Career Engagement (CAACE)

Location: S103

Hours: 8:00-4:30 M-F (CST)

Phone: 262-243-4499

Email: [caace@cuw.edu](mailto:caace@cuw.edu)

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Self-Review	2 <sup>nd</sup> Review	
		<b>PUNCTUATION</b>
<input type="checkbox"/>	<input type="checkbox"/>	Use of punctuation is consistent – if you use periods at the end of your phrases, make sure they are at the end of all phrases; exclamation points are not used
<input type="checkbox"/>	<input type="checkbox"/>	Punctuation used to separate information is consistent
<input type="checkbox"/>	<input type="checkbox"/>	There are no commas between month and year or semester and year <i>Examples: November 2022; Summer 2022; Fall 2022</i>
		<b>GRAMMAR</b>
<input type="checkbox"/>	<input type="checkbox"/>	All verbs in each specific experience are in the same tense – current positions/roles should be in the present tense; past positions/roles are in the past tense
<input type="checkbox"/>	<input type="checkbox"/>	All proper nouns are capitalized
<input type="checkbox"/>	<input type="checkbox"/>	Date format can include month, semester or season, but be consistent throughout the resume; capitalize seasons when associated with a date <i>Examples: 11/2022; November 2022; Fall 2022</i>
		<b>FORMAT</b>
<input type="checkbox"/>	<input type="checkbox"/>	Number of spaces between sections or items is consistent, at arm's length the text and white space look balanced
<input type="checkbox"/>	<input type="checkbox"/>	There is plenty of white space – your resume is not overcrowded
<input type="checkbox"/>	<input type="checkbox"/>	Margins are appropriate (between 1 inch and ½ inch) and consistent
<input type="checkbox"/>	<input type="checkbox"/>	The font style and spacing is the same throughout the resume
<input type="checkbox"/>	<input type="checkbox"/>	Use bold, italics, capitalization to make important items stand out – be consistent
<input type="checkbox"/>	<input type="checkbox"/>	Headings stand out from the text, using bold, italics, capitalization, lines, etc.
<input type="checkbox"/>	<input type="checkbox"/>	Your name is larger than the rest of the text – 14-18-point font is appropriate for your name
<input type="checkbox"/>	<input type="checkbox"/>	Font size is between 10-12 point font
<input type="checkbox"/>	<input type="checkbox"/>	Resume is one page (traditional undergrads) and only the front side of the paper is used
<input type="checkbox"/>	<input type="checkbox"/>	There are no graphics or photos included
		<b>ADDITIONAL SECTIONS</b>
<input type="checkbox"/>	<input type="checkbox"/>	<b>Skills/Qualifications:</b> languages, publications, research projects, computer programs (list software/languages), tools/equipment, military services
<input type="checkbox"/>	<input type="checkbox"/>	<b>Academic Experience/Related Coursework/Related Projects:</b> Includes the title of the courses and/or projects and the semester completed; does not include course #; identifies independent vs. group, role within group, applicable skills/knowledge, and any specific technical skills
<input type="checkbox"/>	<input type="checkbox"/>	<b>Activities/Community Service/Volunteer Experience/Additional Experience:</b> Includes official name of each organization, city and state, position or leadership role held, dates of involvement; does not use acronyms unless defined within the resume
<input type="checkbox"/>	<input type="checkbox"/>	<b>Awards/Honors:</b> Includes the official name for each honor or award and official name of organization or group

## How to submit a resume and/or cover letter:

### Email as an attachment:

- Save your cover letter, resume and references (if requested) in a common word processing program such as Microsoft Word or as a PDF (preferable). Increasingly, employers are specifying format.
- Give the document a name the employer will associate with you once they are downloaded, for example: LastName\_Position.pdf.
- In the Subject line, put the name of the position for which you are applying. In your email message, briefly say why you are writing. Ask the employer to contact you about any trouble opening attachment(s).

# Resume/Cover Letter Submission

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## *Send in the body of an email:*

- Paste your cover letter a couple of spaces below your brief introduction. Set it up in Business (Block) Style, with everything justified to the left. Your cover letter may need to be reformatted to send it in the body of an email message. Do not use bold, italics, underlining, bullets, fancy fonts, colored text, or multiple columns.
- Attach your resume (in PDF format) to the email.

## *Mail or submit in person:*

- Final cover letters and resumes submitted to employers as paper copies should be printed on resume quality paper (ivory, gray or white) with the watermark right side up, and should not be stapled to other application materials.
- If the cover letter and resume are being sent through the mail, then they should be placed in a large manila envelope or an envelope that matches the resume paper.

## *Applicant Tracking Systems (ATS): You need to format your resume in an ATS-friendly manner:*

- Title your materials with your name and targeted title: "LastName\_Position"
- Remove unique headings and stick to common resume headings like Summary, Experience, Education, and Skills.
- Remove images, columns, tables, fields, text boxes and graphics so the ATS can quickly scan your text for keywords and phrases. The ATS may not be able to read data placed in images, tables, and text boxes, so it's best to avoid them altogether.
- Remove special characters and avoid creative or fancy bullets that are often illegible to an ATS scanner.
- Avoid special fonts, font treatments and colors. Stick to fonts such as Arial, Georgia, Impact, Courier, Lucinda, Tahoma or Trebuchet, and only use black color. Avoid underlining words, which can mess up the legibility of lowercase letters such as g, j or y.
- Avoid templates, which are a combination of fields and tables and can confuse ATS systems. Also, avoid page numbers.
- When writing your employment history, present the information for each employer in the same order, i.e., company name, title, city, state, and date, and in reverse chronological order. List the names of your employers first, then the dates you worked there.
- Include contact information in the body of your resume, not in the header or the footer.
- Save your materials as a basic word doc (.doc) or .txt file.

For additional information on submitting through an applicant tracking system, visit the following resources:

- <https://www.topresume.com/career-advice/what-is-an-ats-resume>
- <https://www.jobscan.co/blog/ats-resume/>
- <https://www.indeed.com/career-advice/resumes-cover-letters/ats-resume>

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