

IS IT WORTH PUTTING ON MY RESUME?

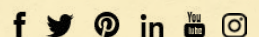
From layout to objective statements to photos and color, every employer likes to see something different on a resume. You might find yourself scratching your head as you sit down to compose your resume.


What's worth including? And what's better left off?

We reached out to some leading agricultural employers to get their opinions on what stands out to them on resumes, in both good and bad ways. And while what makes a good resume is always in the eye of the beholder, this document will hopefully help you determine commonly accepted resume standards and which resume elements will set your resume apart from the rest.

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What is the first thing you look for on a resume? Good and bad?

I look at the visual elements. Can I follow it? Does it look neat and tidy? Conceptually, if you see something that is so packed full of stuff, it turns you off. Then I look for who you are and where you are physically located. Education is probably one of the next things I look for. I look for where they are working and what type of industry.

How do you feel about design and color on a resume?

I like color. If you go to a presentation and it's all in black and white, it may not be as intriguing or keep you interested if you don't see color. The color should attract and not detract. Some color is definitely good; it draws your eye to it.

When I look at marketing people or product launch managers, I expect to see design; that makes sense for the job they're applying for. I don't expect to see unusual designs in a PhD individual; you expect those to be more traditional. Follow what role or position you want.

Should a resume include an objective statement?

The only time it should have one is if they've tailored it to what they're applying for. If a person just sends one resume and they just send it to everybody on the planet, it's not very effective. I would say only have an objective statement if it's specific to what they're applying for.

If I'm a marketing professional, but I'm applying for a role in communications, my objective statement might speak to that. You have to be true to the resume and what you did. Your resume can't just make you a communication specialist if you were a marketing person.

What are the most common faux pas when it comes to resumes?

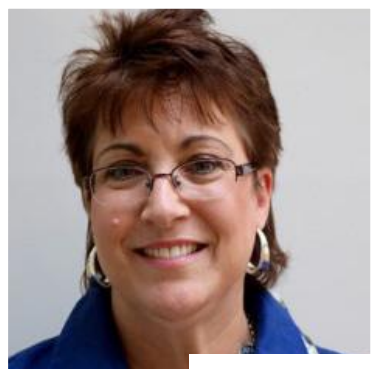
A lot of people don't actually include contact information. This is the weirdest thing, but I've seen more and more of this in the last couple years, where you'll get a resume with a name, a LinkedIn URL, and an email, but you won't have a phone number. Now, I know a lot of people don't like to talk by phone, but I will say when we are in our pre-interviews, we'd like to speak to people because there's a lot to gain through verbal communication with someone.

The other thing people love to leave off is where they're located. We're a global company so we move people all over the world. It's nice to know where they're physically located in global recruiting. That doesn't mean that I'll ignore someone. I won't discount you.

Also, sometimes people take off the years. When you list names of companies and what you did, but if you are still there, that's a problem. There are some companies where we have a non-compete situation and we kind of need to know.

What is one thing you don't see on all resumes but you wish you did?

I would say the phone number. We want to schedule time to meet with you and talk to you, and that just that slows us down.



 **BASF**
We create chemistry

Liz Lane

Talent Acquisition Advisor

Liz Lane has over twenty years in results oriented recruiting, sales and management. She has been involved in sourcing, internet mining, networking, and creative candidate generation. She possesses strong leadership, problem solving, organizational, and decision making capabilities and has excellent communication, presentation, follow-up, detail oriented, and negotiation skills. Liz is skilled in providing a business partner relationship with client hiring managers and has supported clients in Agriculture, Pharma, Clinical Research, Banking, Manufacturing and Government verticals. Successfully placed candidates at various levels across a wide range of business units including many niche/hard-to-fill roles.

Should a resume include a GPA?

I don't hold as much in GPA because people who've been with us for 20 years and are high performers had GPAs that were not overly impressive. I think sometimes that GPA tells a story of a four-year period that I think sometimes is maybe unfair.

I would say leave off GPA unless you think it's going to be impressive, and I think that's true of anything on a resume.

Quantity of involvement or quality of involvement?

I prefer the quality of involvement. I will take that every day of the week. If a person says to me, "I only had three months experience doing this, but what I did was from start to finish"—I'd be a little bit more impressed than someone who did it for five years and never had to develop from scratch. There's a huge difference between a developer who maintains a system and someone who actually had to write it.

Should a resume have a logo?

The logo is where you've been, not where you're going. I don't think it's as important. The logo for what's on your resume tells the story of your past. If you want to come to work for us, we're going to be working with you on your future.

What about a headshot?

I'd say I'm neutral. I think it depends on the roles. It doesn't have a bearing on you getting this position. I don't pay attention one way or another. In this day and age, if you want to do research on individuals who apply for your positions, LinkedIn typically has a picture.

What is the number one thing that makes you throw out a resume?

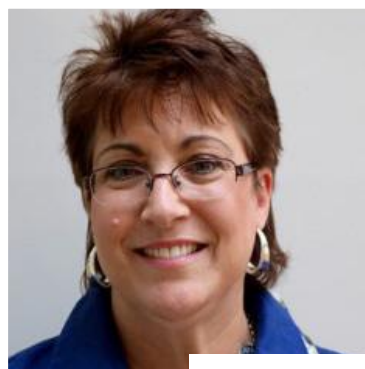
I've never thrown out a resume. If I get a resume and there's no contact information, I will say that will be the one that I want to throw out. The good news for us is you can't get into BASF unless you fill out some information. In the old days, back when I actually just got resumes and they didn't come in through applicant tracking, if it had no contact, and I couldn't figure out how to get a hold of the applicant, that would be the only way to throw out a resume.

Is there anything else that you would like to add about resumes in general?

Don't ever lie on your resume. If you don't have a degree, don't put it on there. Make sure you're specific. If you're still in school to get a degree, give a graduation estimation.

I hire achievers in the organization. I hire individuals that maybe others might have overlooked. I'm looking for the quality. I may find a person who doesn't have the years I'm looking for, but I can see that they had what I'm looking for. We can train on it, we can teach on it, we can mentor on it. All of the Talent Acquisition folks at BASF are looking for people that are capable of doing the job or can do this job to a great degree.

Let the people know why you applied and how your background that translates to the position. We don't normally put what we've done in our private lives on a resume, but if there's something you've done that tells the story as to why you applied for a specific role, I'd read it.



Liz Lane
Talent Acquisition Advisor

"I don't hold as much in GPA because people who've been with us for 20 years and are high performers had GPAs that were not overly impressive."

Disclaimer: the views expressed in this interview are those of the individual and not necessarily the company they are employed by.

What is the first thing you look for on a resume? Good and bad?

The first thing I generally look for when reviewing resumes for current students/recent grads is their school information. I like to see school, major/minor, graduation date, and GPA if it is above a 3.0. The graduation date helps me to immediately identify if I should be considering the student for either full-time or internship opportunities and really shapes the entire conversation.

I also immediately notice the aesthetics of a resume: is there too much white space? Are their margins the same and is spacing between items on the resume consistent? These things stand out quite a bit when you are looking at several resumes at a time and a resume that is pleasing to the eye is desirable.

How do you feel about design and color on a resume?

I don't mind color on resume if it's not overdone. I have seen green, red and blue (used individually, of course!) on resumes in the past and all had a crisp, clean feel.

Should a resume include an objective statement?

I only want to see an objective statement if it is genuine and the candidate can articulate their intentions well or has a clear selling point they'd like to highlight.

What are the most common faux pas when it comes to resumes?

Recruiters do not want to know any kind of personal identifiers—no pictures of the candidate, birthdates, familial information (unless it's relevant for the position), or protected characteristics. These are not considered when reviewing candidates for a role and should not be on a resume.

What is one thing you don't see on all resumes but you wish you did?

I like to see extracurricular activities as much as possible. When you have a job, go to school full-time, and participate in extracurricular activities while maintaining an above 3.0 GPA, it tells employers that you can multi-task and prioritize well.

Should a resume include a GPA?

Only if it's higher than 3.0.

Quantity of involvement or quality of involvement?

Quality.

Should a resume have a logo?

No. I do see these on business cards for students from time to time and that seems to work just fine, however.

What about a headshot?

I don't like to see pictures on a resume, but they are acceptable on a business card if you have them.



Miranda Frye

Senior Manager of Talent Optimization

Miranda graduated from the University of Arkansas with a degree in Human Resource Management in December of 2012. Upon completion, she began her career with Tyson Foods in January 2013 in recruiting and has since progressed to have responsibility in both recruiting and talent development under the Cobb-Vantress umbrella. She is currently serving as the Senior Manager of Talent Optimization for Cobb-Vantress and has been with the company for 7.5 years overall.

What is the number one thing that makes you throw out a resume?

If your resume does not meet the minimum qualifications for a role, nothing else matters. I encourage those seeking positions to be very thorough in their search and ensure they qualify for the role. Then make it clear on your resume that you're qualified by tailoring it specifically with the verbiage used in the job description.



Miranda Frye

Senior Manager of Talent Optimization

"I only want to see an objective statement if it is genuine and the candidate can articulate their intentions well."

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What is the first thing you look for on a resume? Good and bad?

The first few things I look at in a resume are formatting, location, and experience. I want to be able to read it without straining and see where they are currently living and if they are looking to relocate. I also want to know what they have been doing and where their experience stands in relation to the job they applied for.

How do you feel about design and color on a resume?

Design and color should only be used to clarify and improve communication on a resume. Bolding fonts are often more helpful than changing colors. Only use design and colors to help communicate the story on your resume; do not let them distract from the story you are trying to tell.

Should a resume include an objective statement?

Yes, include an objective statement on your resume. Objective statements quickly tell recruiters who you are and what you are trying to do. Make sure it is up to date when submitting a resume to a specific job. It is important to find a middle ground between being too basic and too specific with objective statements.

Basic Example: I am looking for a job in a place I can learn. I need a job and am willing to learn anything.

What are the most common faux pas when it comes to resumes?

Some of the most common embarrassing acts I see on a resume are missing contact information and misspellings.

What is one thing you don't see on all resumes but you wish you did?

One thing I wish I saw more on resumes is rhetoric on how the person's experience will line up with the job they are applying for. Sometimes the experience that should be highlighted is not on the resume at all. Make sure to point out areas of your experience that line up with the job description.

Should a resume include a GPA?

This depends on the job you are applying for. Are you applying for an internship? If so, add your GPA. If it is a full-time professional job do not add your GPA. It screams, "This is my first job and I am very inexperienced".

Quantity of involvement or quality of involvement?

Both big and small contributions should be added to a resume when trying to articulate what you have been doing in college. More importantly, a candidate should be able to speak to anything written on their resume in an interview.

Should a resume have a logo?

I would say no. This could be confusing. Confusion is the last thing you want to create on a resume.



Skylynn Powell

Talent Acquisition Manager

Skylynn Powell is a graduate of Colorado State University and Cornell University. Her skills include recruiting, sourcing the perfect fit, impacting change, developing culture, supporting leaders and team members, and aligning employees with organizational goals.

Should a resume have a headshot?

No. In all cases, no. It's always awkward for recruiters to see your photo, and it is never necessary. If you interview with the company at some point before being hired, we will see what you look like. Your resume never needs a photo. Please stop adding them.

What is the number one thing that makes you throw out a resume?

The most common things that make me throw out a resume are speaking negatively about previous employers or coworkers and misspellings.



Skylynn Powell
Talent Acquisition Manager

“Confusion is the last thing you want to create on a resume.”

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What is the first thing you look for on a resume? Good and bad?

At the top of the resume, we hope to find listed the skills, knowledge, and experience (including the number of Co-op/Intern placements) required by the hiring manager and required to be successful in the role.

When reviewing student resumes, we prefer to see the education listed first, prior to skill/knowledge/experience.

How do you feel about design and color on a resume?

Not required especially when uploading a resume onto an applicant tracking system. Instead of spending time on design/color, we prefer candidates spend time organizing the information presented in their resume based on relevancy for the role, chronologically, and with no spelling mistakes. That being said, design would be important for someone applying to a creative position (e.g. graphic designer, ad agency, etc.).

Should a resume include an objective statement?

Depends on the role and industry. An objective statement is more relevant for senior roles/professionals. We don't recommend an objective statement for students.

What are the most common faux pas when it comes to resumes?

- Applying for a role for which the individual doesn't have the qualifications or field of study.
- Spelling and/or grammatical errors – especially if the position requires attention to detail.
- Too generic and not tailored to the role applying for.
- Missing key information like a phone number and email address or providing a wrong phone number/email.

What is one thing you don't see on all resumes but you wish you did?

- Compelling information (quantify and qualify accomplishments).
- Concise (i.e. to the point) and specific (e.g. Advance Excel level, specific software knowledge, etc.).
- Explaining contributions and impact on the team/department/organization.
- Well organized layout.

Should a resume include a GPA?

Yes, for students, especially Co-op students/Interns. Also include the number of Co-op/internships completed.

Don't include a GPA below 3.0.

Should a resume have a logo?

No.



At Nutrien, our purpose is to grow our world from the ground up and we do so with safety and integrity as our core values. Nothing is more important than sending our people home safe, every day.

Nutrien is a leading provider of agricultural products, services, and solutions. With approximately 20,000 employees world-wide, we are the largest producer of potash (by capacity) and one of the world's largest producers of nitrogen and phosphate. We also operate a leading agriculture retail network that services over 500,000 growers worldwide. As such, Nutrien plays a critical role in Feeding the Future by helping growers increase their food production in a sustainable manner.

We harvest the best. Diverse views and experience make us strong. We look for people who have a safety-first mindset, who are collaborative team players, who deliver on their commitments, who are innovators in search of a better way, and who believe in inclusion.

Working at Nutrien will provide you an opportunity to help us Feed the Future and grow your career. We invest in our people through education, training, mentoring, and career development planning. We offer competitive salaries, great benefits, and a collaborative and purpose-driven work environment.

Should a resume have a headshot?

No. That's what LinkedIn is for.

What is the number one thing that makes you throw out a resume?

Not throw but place at the bottom of the pile: ones that do not meet the minimum requirements for the role.



“A resume should not have a headshot. That’s what LinkedIn is for.”

Nutrien chose to share answers to this interview on behalf of their organization rather than an individual employee.

What is the first thing you look for on a resume? Good and bad?

Good: Education • Leadership • Professional Experience • Volunteer Activities • Certifications

Bad: Typos • Misspelled words • Overly designed • Irrelevant work experience/activities

How do you feel about design and color on a resume?

It depends on the position. If the candidate is applying for a design, media, or marketing position I expect some design and color. I believe that it is important and it should be tastefully done. This gives the candidate a chance to show their creative side and a preview to some of the skillsets they could bring to the team/position.

Should a resume include an objective statement?

I am indifferent about these statements. If it does great, if not I am not worried about it. Many times you know the objective of the candidate in the initial interview. If there is an objective statement my advice is that it be very specific to the company and the position the candidate is applying to.

What are the most common faux pas when it comes to resumes?

There are many instances where candidates are applying to different companies and their objective is specific to the company that they are applying. I've seen time and time again, resumes that have a different company name in the objective than the one they are applying to. It is important to look at the small details. Many employers at that point will put that resume aside and not give it a second thought.

Another common faux pas would be incorrect contact information or no phone number to contact the candidate

What is one thing you don't see on all resumes but you wish you did?

One thing that I wish I saw more, especially with college students is more detailed job duties/responsibilities in the positions/jobs held. It is important to be brief because of space on the resume but it's just as important to not be vague. Give the person who's reading your resume a more precise preview of what you did in that position.

For example, if a candidate applies for a position where website and logo design is key, don't just say, "Designed logos on the computer." Say instead, "designed new logo concepts on Adobe Office Suite Products."

Should a resume include a GPA?

This depends on the company and the position. For us it doesn't matter, but for other positions like engineering, accounting, etc. they like to see GPA of new grads.

Quantity of involvement or quality of involvement?

Quality always over quantity.



Alondra Meixueiro

HR Specialist - Beef Division

Alondra Meixueiro is passionate about the industry that feeds the world and the people serving the industry. An American FFA Degree holder and AFA alumna, she is a 2017 graduate of West Texas A&M University and is currently pursuing a Master's Degree in Human Resources Management & Services at Tarleton State University. She joined Cactus Feeders in 2018 as HR Specialist - Beef Division. Alondra is interested in the problems we face in the agriculture industry and how to work towards effective solutions.

Should a resume have a logo?

Typically a resume should only have a logo if their field of interest is in design or anything in that area.

Should a resume have a headshot?

I think the headshot on resumes is a new trend. I don't see the need to have a headshot.

What is the number one thing that makes you throw out a resume?

- Typos/misspellings
- Wrong company in their objective
- Incorrect contact information

Is there anything else that you would like to add about resumes in general?

I always tell college students to use their resources at their universities. Your career services office is there to help you! This includes with resumes. There are many resume workshops you can attend and they will look over your resume to help improve it. Even after graduation, as alumni, you can go back and still seek help at your career services office.



Alondra Meixueiro

*HR Specialist - Beef
Division*

“Many times, I’ve seen resumes that have a different company name than the one they are applying to. It’s important to look at details like that.”

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