THE HIRING TREE
STRATEGIC HR+AI CONSULTING

RESUME & JOB SEARCH QUICK GUIDE · COLLEGE EDITION

PLANT YOUR RESUME RIGHT

A resume is a seed. Plant it with care, tend it every year, and it will keep bearing fruit for your whole career. Keep this page and come back to it every time you apply.

BUILDING YOUR RESUME

1. **Keep it to one page.** As a new grad, one page is the rule; more pages come later in your career. A hiring manager may give it 10 seconds.
2. **Count all of your experience.** Internships, campus jobs, part-time work, research or TA roles, freelance gigs, and student media all count.
3. **Extracurriculars and leadership matter.** Clubs, student government, athletics, and service show initiative, teamwork, and commitment.
4. **Show your skills inside each job.** Recruiters want to know *where* and *how long* you've used a skill, and a list at the top can't show that. Certifications go in a short line at the bottom.
5. **Use 3 to 5 bullets per job.** Start each one with a strong action verb that shows what you did and the impact it had.
6. **Quantify whenever you can.** Numbers turn a duty into a result. How many, how much, how often?
7. **Tailor it to the job ad, honestly.** Use its keywords to describe your real experience, but never embellish. Keep it ATS-friendly: no tables, columns, or graphics in the resume itself.
8. **List your education.** School, degree, major and minor, expected graduation month and year, GPA if 3.5+, honors, and relevant courses or capstone.
9. **Show your work.** Link a portfolio of writing samples, campaigns, video, design, or projects so they can see what you can do.
10. **Remember ASK: Abilities, Skills, Knowledge** (commonly called KSAs). For every job or activity, ask what you were able to do, what skills you used, and what you learned.

QUANTIFY IT

WEAK ~~Ran social media for a campus club.~~

STRONG Grew club Instagram from 400 to 1,200 followers in one semester with a weekly content calendar.

STRONG ACTION VERBS

Led · Launched · Wrote · Produced · Pitched · Analyzed · Designed · Coordinated · Managed

HABITS FOR LIFE

- **Keep a work journal for the rest of your career.** Write down dates, projects, wins, numbers, and your supervisors' names. Future you will thank you.
- **Keep your LinkedIn current.** Claim a custom URL, add a professional photo, write a headline that says what you do, and fill your About section with keywords from the jobs you want.
- **Use AI as a thinking partner.** Let it help you brainstorm, tighten bullets, and practice for interviews, but never let it invent experience. Every line must be true.

BEFORE THE INTERVIEW

- **Research the company.** Check out their website, news, and social channels, then come ready to ask:
  - *What's it like to work here?*
  - *What's it like to work for the manager I'd report to?*
  - *What's it like to work with the team?*
- **Network.** Reach out to alumni, professors, and people you know who already work there. Ask for an intro.
- **Follow up within 24–48 hours** with a thank-you note.
- *Watch for ghost jobs and scams: ads posted 60+ days or vague duties.*