



SKILLS

Describing the skills that pertain to the role(s) or industry area(s) you are targeting is a central goal within application materials. As a result, skills are often described throughout a resume and can be located within the education, experience and/or stand-alone sections.

When highlighting skills within an education or specific “Skills” section, it is critical to consider the value added with your inclusions. To keep your skill sections relevant for employers, only provide skills above and beyond what is expected of you in the College of Business Administration and within your major(s).

Listing Skills within an Education or Skills Section

Within an education section, skills are listed after the degree listing.

MARQUETTE UNIVERSITY, Milwaukee, WI

Bachelor of Science in Business Administration

Majors: **Marketing** and **Entrepreneurship**

May 2015

GPA: 3.3/4.0

Computer Skills: SAS, SPSS, MS Access

Language Skills: Spanish fluency, conversational French

Some students will choose to create a separate skills section. Labeling the section header with the types of skills described helps focus the employer’s attention.

LANGUAGE & COMPUTER SKILLS

- Spanish fluency, conversational French
- SAS, SPSS, MS Access

Technology Skills

As college-level students, proficiency with MS Word, Outlook, PowerPoint and Excel will be expected by employers, so listing these skills within your resume does not immediately add value. However, Access is a more unique program and listing this proficiency could be valuable (especially if an employer lists working with Access within the job description). Similarly, computer languages or statistical programs are more unique or high-level technology skills that could make a positive impact within a resume. Including these types of skills within your resume can be positive and strategic.

Language Skills

Listing fluency or conversational language skills can be a great addition to a resume.

Contextualize Your Skills

Beyond language and computer skills, you can make a bigger impact with your skill descriptions by highlighting them within a specific context or by providing outcomes. As you consider your descriptions avoid general statements such as “communication skills,” “work ethic” or “people skills.” Many applicants will highlight general skills, and employers are more interested in the specific details about you.

Identifying a specific skill area is a good start. The next steps are to (1) consider what you wish to highlight about this skill and (2) provide a context or result to help a reader understand how you used this skill or the results you achieved with it. These descriptions often fit nicely into an experience section. For example, you may wish to highlight your communication skills and within this broader skill you could focus on your listening and phone communication skills. The bullet point on the next page highlights these skills while providing a context and result:

- Achieved 94% customer satisfaction rating by utilizing listening and phone communication skills within insurance claims call center.

Adverbs or adjectives can be creative ways to incorporate skills into action statements.

- Politely responded to customer inquiries and upsold products based on client needs.

Don't forget about results. What did you contribute or achieve by using your skills?

- Developed inventory database using MS Access. Resulting ordering adjustments created 15% more warehouse space.