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English 255

1 December 2009

Analyzing Resumes

Imagine that you are at a grocery store and you have a hankering for some cereal. As you walk through the aisles you notice that there are tons of types of cereals. What type of cereal do you choose? What factors are contributed in your decision? Cereals are all basically the same. All cereals have a brief description of nutritional facts and some sort of advertising. It is in these short brief descriptions that your decision is made on. A resume is a writing genre that gives a reader a short, brief description of yourself and just as the cereal description tries to capture your attention, resumes are designed to capture the reader’s attention to hopefully obtain a job or other professional work experiences.

There is one primary function for resumes and that is to convey factual information and capture the reader’s attention in a short description. However, the purposes of resumes can vary according to your goal; it can be used for obtaining a job, internship, or a co-op. Because of this, there are many different types of authors to these resumes. These authors range from high school students to graduate students, and adults from all different career fields. In addition, the audience to these resumes also varies. Depending on the circumstances it is can be an audience of one single person or a small group of individuals.

United States health standards have forced cereal companies to provide accurate nutritional facts. This is a necessity throughout all cereal brands. Just as companies making cereal must provide these nutritional facts, resumes also have to provide essential accurate information to the audience. One of these important pieces of information is your contact. Since resumes are being used for obtaining things such as a job, it is important to have your name, telephone number, and a permanent address. This is significant so that they will be able to contact you about an interview or about further information.

Another piece of information that is common among all resumes is the education status. In attempting to obtain a job for instance, it is important to give the audience your current education status. Some jobs require that you have taken a certain amount of education, thus it is necessary to give this information on your resume. All resumes are similar in that they have a section of the author’s past and current work experience. Resumes are almost always work related and therefore it is essential that you give your audience some of your work experience. Giving the audience your work experience allows the reader to have some background and further decide if the author is qualified for certain work related obstacles.

Cereal companies must provide accurate and factual nutritional facts. For further illustration image a cereal company giving false information on something that you will be eating. The results could be devastating. In comparison, resumes are accurate and factual. Since resumes are intended for things like jobs and other professional work experiences, it is vital that the author does not stretch the truth and lead the audience to false information. For the benefit of the author it is better to tell the truth than be caught being deceitful on your resume.

Nutritional facts on a box of cereal are always located on the side of the box. Why is that? Would a customer be more inclined to disregard a box of cereal because they could not locate the nutritional facts? Just as a customer would disregard a poorly formatted cereal box, the audience of a resume would react the same way to a badly constructed resume. Formatting a resume is very similar to formatting a cereal box. The information on the resume needs to be typed neatly and compact a lot of information in a way that is easily understood. For example, when looking at a box of cereal the nutritional facts are listed starting from the top of the box going all the way down. This is very similar to a resume. The information that you are presenting needs to be listed in short sentences. This is significant because resumes are a short brief description of information.

 Resumes typically are only one page in length and must convey a sufficient amount of information without losing the attention of the audience. When a company has posted a job opening in a city, hundreds of people could be applying for this job. The company does not have time to look through hundreds of resumes that are numerous pages in length. It is most appropriate to keep your resume short so that your audience, the company for this instance, can have a brief informative description of you. Keeping your audience’s attention is imperative in obtaining your goal, and formatting is key to doing so, nevertheless, there are common further steps throughout resumes that can be taken to ensure that your resume is not overlooked.

When deciding between two boxes of cereal with very similar nutritional facts what other aspects contribute to a customer’s purchase? Cereal companies use advertising to further capture the attention of a customer that will hopefully end in a purchase. Resumes can do the same thing to separate themselves from other resumes. This is a very effective tool in resume building. Cereal companies may use bright colors, a catchy slogan, or a cartoon to help sell their product. Resumes advertise in a “tone-downed” version of cereal boxes. It is important for resumes to stand out and differ from each other so that you catch the attention of your audience, inevitable obtaining your goal. Authors of resumes may “highlight” certain aspects of their resume by underlining them or putting a bullet point before the sentence. Others may try a simple border around their resume so that in a sense it gives it a frame. Although the information that is given is important, making additional steps in advertising a resume will only continue to help the author in composing his or her resume.

Resumes are used to convey an author’s information while capturing the audience’s attention to gain an opportunity in a work experience. These common attributes that were found in resumes are useful tools in constructing your own resume and knowing why they are important in the professional world. A cereal company works hard using the tools mentioned before to make sure that their product sells in the market. In the same way, resumes also use these same techniques to gain a job or other professional work experiences.