

Davis Research Project

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A Message From Su Yeong Kim, Chief Researcher

We are very pleased to have you continue with the Davis Research Project. In this issue, we highlight information on writing a résumé and the basics of tipping for services.

Please note that the project is now housed at The University of Texas at Austin. We look forward to your continued support and participation in the project. We can be reached by e-mail at projectfamily@gmail.com, by phone at (415) 271-0390, or 1-(866)7-FAMILY (toll-free), and on the internet at <http://webpace.utexas.edu/syk343/>. When you move or when your contact information changes, please update your contact information.

Writing a Résumé



A strong résumé gives potential employers a concise, clear picture of your skills and experience. As the crucial first step in securing a job interview, your résumé convinces the employer that you have what it takes to be successful in this new position or career.

lighting only those experiences and credentials that are most relevant to the desired position or career. The first impression of you as a job-seeker comes from your résumé. Following are a few tips to make a great first impression:

that are easy-to-read, clean and consistent.

- Use a laser or letter quality printer.
- Use heavyweight subdued color paper, such as white, ivory, beige or light gray.

What to include:

Contact Information

- List your contact information at the top of the résumé, in the center of the page.
- Include your full name, mailing address, phone number, and e-mail address.
- Your name should be in large, bolded text, while the rest of your information can be in regular, non-highlighted text.
- Note: your e-mail address should be a professional

- Select a simple and standardized format

—Try one of the examples given at job-search.about.com

—Go to your school's career center. They have professional staff who can read over your résumé, and offer helpful suggestions.

- Your résumé should be well-organized with consistent headings, fonts, bullets, and style.

- Choose traditional fonts (like Times New Roman)

When you are in college, creating a résumé may not seem like a top priority. But being armed with a well-constructed résumé will prepare you for opportunities that may arise throughout your college career -- from seasonal, part-time and temporary employment to assistantships, internships and fellowships.

Appearance

A résumé is typically limited to one or two pages high-

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one, such as one with a university affiliation.

JOHN DOE
1234 A St., Davis, CA 95616
530.555.1234 ·
johndoe@ucdavis.edu

Objective (optional)

- A career objective tells your reader what type of position you are interested in.
- Only include an objective if it is targeted to a specific application and you feel it is necessary.
- It should be simple, specific and brief - no more than two or three lines.
- It should highlight what you can offer to the company, such as a specific skill or experience.
- Note: review your objective each time you send a résumé and make sure it fits the job you are applying for.

Objective: To obtain an entry-level account management position in the financial services utilizing my strong analytical and interpersonal skills.

Education

- State your degree, major, minor, dates of attendance and the school's name and location. Note: add your GPA only if 3.0 or higher.
- It can include classes, study abroad experiences, honors or relevant course work (Do not use all of these; choose only the most important).

- Note: If you have not graduated yet, put "Anticipated" or "Expected" for the graduation date.
- If you are a college student or a recent graduate, place the Education section at the beginning of your résumé. But if you have had a lot of great internships, co-op or work experiences closely related to your chosen field, position your Experience section above Education.

B.A. Economics, The University of California, June 2011
Concentration: Business Economics, GPA 3.0

Relevant Coursework:

- **Investment Management**
- **Finance**
- **Managerial Accounting**
- **Management Information Systems**

Skills

- List programming languages, software programs, and operating systems you have used as well as certifications you may have earned.
 - Do not forget "soft skills" like foreign languages and public speaking awards.
 - Always include memberships in professional organizations to show that you are serious about your career.
- ### Experience
- List chronologically, with your most recent job first.
 - If your latest experience is not the most impressive, arrange your list by importance.

- Include the company name, location, your title and dates of employment. Also, give a brief description of your accomplishments and duties.
- If applicable, include approximate hours per week.
- Emphasize your most important responsibilities even if they were not primary duties.
- Use the active voice. Strong sentences are those in which a subject performs an action (active voice) as opposed to an action being performed on the subject (passive voice).

Example: "I planned an event," creates a stronger impression than "An event was planned by me."

- Use strong verbs like "proposed," "launched" and "managed" in your descriptions to highlight your sense of initiative.
- Explain the benefit of your achievements. A good way to do this is to include several specific ways you helped your employer make money or save money.
- Quantify your achievements with percentages and numbers like "increased enrollment by 20 percent" and "supervised a three-person staff."

Old Navy, Davis, CA
Sales Assistant
December 2009 – April 2010

- **Increased sales by 33% by providing customer assistance**
- **Launched local introduction of Old Navy Credit Card campaign**
- **Advised customers in the value and benefits of the Old Navy credit card**

Other

- If you do not have much work experience, you can add these sections to your résumé :
 - Volunteer/Community Experience
 - Research experience
 - Extra-curricular activities

Examples: Sports, church or youth groups, school committees, etc. Make note of any leadership position in these groups and describe your duties as if they were a job.

References

- Have a separate sheet of references available for employers when they ask for them.
- Your reference page should be neat, with the same heading as your résumé.
- In your reference sheet, include your references' contact informa-

tion: Name, Title, Phone number, Email

- It is very important that you ask each reference listed if you can include them as a reference for your job application. This way, your references will be aware of the specific job you are applying for, and if contacted, they can tailor their comments accordingly.
- Note: It is not really necessary to include “references available upon request” on the bottom of your résumé since it is assumed that you can provide references if asked.

Summary

If you are applying for a specific job, your résumé should clearly communicate that you possess the knowledge and experience needed to perform the job. Therefore, it is crucial that you research the position and the company. Pay attention to the job requirements, and highlight your

qualifications as they reflect the hiring company's needs.

For maximum impact, keep your résumé as concise as you can. Typically, it should only be one page long so make every word count. You should read, edit and re-read your résumé to make sure it is well written and clear. Also, ask your friends and family to do the same.

Perhaps most importantly, your résumé should be truthful. Many employers today take steps to ensure that you have the background you claim. They have a wide variety of background checking tools at their disposal. Any deception will be very obvious to an experienced interviewer and will cost you the job.

Writing a résumé takes time and attention to detail. But with a little extra effort, you can create a résumé that makes you stand out as a superior candidate for a job you are seeking.

Tippping Basics (Who, When, and How much)?

Tippping is a way of expressing satisfaction for the services that are being provided to you. The amount of a tip is typically calculated as a percent of the total cost of the transaction before the addition of any taxes. The following are a few suggestions of what are generally adequate amounts to tip various people and services. Remember that larger tips should be left for extraordinary service and smaller tips should be left for poor service.

Waiter/waitress:

- 15% of bill (excluding tax) for adequate service
- 20% for excellent service
- No less than 10% for poor service

Staff at coffee/food retailers with tip jars:

- No tip required. It is completely optional

Food delivery person:

- 10% of the bill (excluding tax)
- At least \$1 for bills up to \$10

- Should tip 15%-20% for a difficult delivery such as during bad weather
- Refer to the website www.tipthepizzaguy.com for more information about tipping for a pizza delivery

Hairdresser:

- 15% to 20%
- It is also acceptable to tip the owner, unless he or she says otherwise

Barber:

- 15% to 20%
- Minimum \$1 for a hair-



cut

- For other services (shampoo, shave or manicure) tip \$1 to \$2

Manicurist:

- 15%
- Spa service (e.g., massage)
- 15% to 20%

Are you Moving?

Please update your address and phone number with us!



We would like to keep in touch with you for a follow-up project in the future.

Updating your information is easy:

By Phone: (415) 271-0390

By Phone: (866) 7-FAMILY (This is a toll-free number.)

By E-mail:
projectfamily@gmail.com

By Web:
<http://webspace.utexas.edu/syk343/>

- If service is provided by owner, no tip

Hotel concierge:

- \$5 for getting you tickets or reservations
- No tip required when you ask for directions

Hotel housekeeper:

- \$2 to \$5 per night

Hotel bellhop:

- \$1 per bag for bringing luggage to your room (but a \$2 minimum if you have just one bag)



Washroom attendant:

- \$0.50 to \$1

Coatroom attendant:

- \$1 per coat

Parking valet or garage attendant:

- At least \$2 to bring your car to you

Sporting events:

- \$1 or allow them to keep the change

Taxi driver:

- Varies depending on locality
- Assume 15% will be enough
- An extra \$1 to \$2 for help with bags

This list is not a set of rules but just a suggestion. It is important to use your own judgment when

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