

### Craig School of Business Resume Rubric

CRITERIA	EXCELLENT (3)	AVERAGE (2)	NEEDS IMPROVEMENT (1)
<b>Style, Appearance &amp; Tone</b> <u>Goal:</u> To ensure your strengths are highlighted for your specific audience and that the resume is polished & easy to read. <u>Comments:</u>  <b>Score:</b> 3    2    1	-Margins are acceptable -Font style & size is readable -Formatting is consistent -Section headings reflect content & content substantiates headings	-Page appears crowded -Less than 2 formatting errors	-Does not fill majority of one page -Font style is unreadable -Text size is not between 10 and 12
<b>Grammar, Spelling, &amp; Punctuation</b> <u>Goal:</u> To ensure your resume is polished. <u>Comments:</u>  <b>Score:</b> 3    2    1	-Error-free spelling - Error-free punctuation - Error-free spacing -Grammar is appropriate (e.g. verb tense, pronouns)	-Contains 1-2 minor errors (punctuation or spacing) -Has a pattern of a single error (e.g. some bullets have periods, some do not)	-Resume contains 3 or more individual errors -Has a pattern of 2 or more of the same type of error
<b>Contact Information</b> <u>Goal:</u> To ensure a reviewer can easily reach you. <u>Comments:</u>  <b>Score:</b> 3    2    1	-Includes name, address, email, phone -Name stands out on the resume -Provides professional email	-Name does not stand out -Email used not professional	-Missing name, email, address, email or phone number -Email used is inappropriate or unprofessional
<b>Education Section</b> <u>Goal:</u> To convey academic training and qualifications. <u>Comments:</u>  <b>Score:</b> 3    2    1	-Entries are in reverse chronological order -Degree is spelled out -Major(s) & graduation month/year are indicated (if known) -Each institution includes name, location & dates -Relevance of study abroad, research & honors is evident	-Degree is abbreviated -Some required information is missing -Some information is hard to find quickly	-Entries not in reverse chronological order -Missing declared major(s) -Entry is missing details (name, location, dates) -Irrelevant or outdated high school info is listed -Relevance of study abroad, research and/or honors is not revealed
<b>Experience Section</b> <u>Goal:</u> To contextualize your skills & qualifications, showing relevance to the position desired. <u>Comments:</u>  <b>Score:</b> 3    2    1	-Entries are in reverse chronological order -Organization name, position title, location & dates are included -Bullets begin with strong action verbs & are in correct tense -Personal pronouns & extraneous words are omitted	-Entries have a pattern of one type of error (e.g. locations are omitted) -Action verbs are weak -Verb tense is incorrect for one entry -Bullets are not concise or direct or do not indicate impact -Bullets are written in complete sentences	-Entries not in reverse chronological order -3+ entries do not include organization name, dates, position title or location -Verb tense is incorrect for 2 or more entries -Bullets are wordy, vague or do not indicate impact -Bullets are not in order of importance to the reader -Results not quantified when appropriate -Irrelevant or outdated info is listed
<b>Skills &amp; Interests</b> <u>Goal:</u> To reveal relevant or interesting information that does not appear elsewhere on the resume <u>Comments:</u>  <b>Score:</b> 3    2    1	-Listings are relevant to the reader -Listings are concise -Level of proficiency is indicated for language or computer skills	-Contains little additional information on skills & interests -Does not list additional skills or interests specifically -Items are vague	-Items are wordy -Items are irrelevant -Level of proficiency is not indicated for language or computer skills

