



Pre-Conference Mentoring Meeting
April 6, 2021 from 12:00 to 1:30 pm Eastern

Employment Strategies: Preparing a Curriculum Vitae and Website
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Step 1. Prepare a Curriculum Vitae

1. **Read the Room.** Study the publicly available CVs and resumes of leaders in the institutional types that align with your career goals. Look for patterns in the professional culture and decide what forms are most appropriate. For instance, a graphic designer will need a profoundly different resume than someone seeking a tenure track position at an ivy league university.
2. **Formatting.** Prepare a CV that reflects the culture of your industry. Use a standard font and make sure the font sizes are uniform and readable. Be creative only if your industry would value creativity; otherwise, it may be self-defeating. Ensure headers are consistent. Thoroughly copyedit by using Wordy.com and the premium version of Grammarly.
3. **Header.** Include your name as seen in your publications, contact information, and website address. Yes, you will need a website (see step 2).
4. **Areas of Expertise.** List the 3–5 keywords that represent your research, teaching, and leadership areas. For example, your teaching and research may focus on *teacher education*, or *education law*, whereas your leadership areas may be *strategic planning*, *distance education*, and *fundraising*.
5. **Education & Certifications.** List your educational experience chronologically, as seen in a LinkedIn profile. List the degree-granting institution and location, name of degree, major or minor concentrations, thesis title, honor roles, and Latin honors (e.g., *magna cum laude*). Include academic fellowship programs and post-doctoral positions, although some list post-docs under professional experience. List professional certificates and licenses, such as state-issued teaching credentials.
6. **Publications.** The purpose of the publications section is to establish your authority in the field as a researcher and thought leader. Subsections often include current projects (contracted writing-projects), books, edited volumes, reports, journal articles, book chapters, book reviews, public service (published magazine or newspaper articles and op-eds). Indicate peer-reviewed publications. Some CVs also list excerpts of reviews of their publications or a “citation of note,” such as whether your research was quoted by a major newspaper or presented at a major venue (e.g., United States Congress, United Nations).

7. **Experience.** List your professional experiences chronologically. Use LinkedIn as a guide for how to format your entries. For instance, include title, company name, period, and a summary of duties and accomplishments.
8. **Teaching.** Begin with a one-paragraph statement of your teaching philosophy. List your teaching experience by indicating the institution, job title, and duration of your employment. List the name and one- or two-sentence description of the course. Some CVs include excerpts from teaching evaluations.
9. **Funding & Awards.** List the awards, funding, grants, scholarships, or government contracts you received to advance the field.
10. **Presentations.** List the name of your speeches, invited talks, keynote presentations, panel presentations, and paper presentations chronologically. Include the sponsoring organization, date, and location.
11. **Service.** List the leadership you have offered to the field, such as roles you've played in peer-reviewed journals, professional associations, university committees, appointments, advisory boards, governing boards. Also, list referring you've done for publishers, professional associations, and grantmaking organizations.
12. **Get Feedback.** Share your CV with others in your field. Ask for their input and make sure that everything is accurate and verifiable.

Step 2. Website as Public Portfolio

Yes, you will need a website. If you can use Microsoft Word, you can build a website. If it's your first time creating a website, consider using platforms like Wix.com, a drag-and-drop website builder. Your website should, first, reflect the content in your CV. Include a 300- to 500-word biography for organizations to use to include you when you speak in public. Second, it should convey the mood, style, and tone of your professional presence. Invest in a compelling professional headshot. Develop a [style guide](#) by find two complementary [Google fonts](#) (header font and body font), and use [colors.com](#) to find three complementary colors (primary color, secondary color, and accent color). Use the navigation to convey your professional domains (publications, research, teaching, service). Include an about page and a contact page. Samples: [katesoules.com](#), [lizkineke.com](#), [natewalker.com](#), [vikramparalkar.com](#), [siouxanna.com](#), [eleeshatucker.com](#),

I hope these two steps are helpful. Let me know if you have additional questions or would like to schedule a collegial brainstorming session. You can reach me at nwalker@1791delegates.org.