

RESUME DOS & DON'TS

Do	Don't
✓ Tailor your resume to each specific position	✗ Use resume templates included in word processing software
✓ Focus on the specific results of your work, significant achievements, and recognition received	✗ Submit the same resume to every employer, regardless of the position
✓ Use action verbs such as “created” or “coordinated” to describe your experience	✗ Use phrases such as “Responsibilities included”
✓ Have somebody whose writing skills you trust proofread your resume for spelling and grammatical errors	✗ Manipulate margins or font size to accommodate information in place of proper editing
✓ Edit and prune rather than cramming too much information onto a resume	✗ Include routine job duties such as “making copies”
✓ Use readable and common fonts	✗ Use long sentences or paragraphs
✓ Get feedback from several people	✗ Include statement “References Available Upon Request”

How long does a recruiter look at your resume?

7.4 seconds.

The updated eye-tracking study by TheLadders found recruiters look at your resume almost 2 seconds longer than they did in 2012.

7.4 seconds is only a first review of a resume to see if it is worth further review. If the resume makes it to the next step, the recruiter will spend as much time as it takes to evaluate the qualifications shown in the resume.

Furthermore, most people don't read – we skim. We look for headlines and things that catch our interest. Recruiters are no different. They don't have time to figure out what the resume is trying to say.

It is your job to clearly convey how you meet the job requirements. Connect the dots.

Formatting

- Headings, job titles and most recent job content get the most attention.
- Put the most relevant and important information first. (We read left to right so take advantage of this).
- Focus the information you list in your most recent job because it receives the most attention.
- Include your contact information and LinkedIn URL. (You no longer need to include your street address, just city and state.)
- Remember to use a readable font size, no smaller than 10 or 11 point. And be sure your margins are no smaller than a half-inch.

Make Your Resume Skimmable

- A simple, uncluttered layout
- Clear fonts (sans serif fonts are easier to read online.)
- An overview, branding statement, value proposition or summary at the top (do not use an objective statement such as “to obtain a challenging, rewarding, full-time job.”)
- Use job titles and clear sub-headings

A Simple, Uncluttered Layout

- Clear fonts (sans serif fonts are easier to read online.)
- Use an overview, branding statement, value proposition or summary at the top. (Do not use an objective statement such as “to obtain a challenging, rewarding, full-time job.”)

Address Each Reader

- Your resume has to take multiple readers into consideration. It will have to make it through the screening software (ATS), the eyes of a recruiter and preferences of the hiring manager.
- This is why you get different feedback from different people. Everyone has their own preferences.
- Find a balance between giving them what they want and at the same time, promoting your assets.

Emphasize Current Job

- Your most recent job will get the most attention because it contains the freshest skills. Your current job will likely take up more space on your resume than older jobs.
- Carefully match your experience to the job you are interested in to help the reader understand how your work relates to the job you are applying for.
- Use accomplishments in your bullets. Do not job duties!

1 Page or 2-3 Pages

A general rule of thumb is that five years of experience or less should usually fit on a single page. But if you have more than five years of experience, do not limit your resume to one page. Some senior-level job seekers may even have a three-page resume.

Graphics

Should you use fancy charts on your resume? That's a personal choice. What you should know is that an ATS will not read the data contained in the chart. But, if you already have the accomplishment listed with the data, you don't need to worry that the ATS won't show the chart.

And what about including a headshot? That's still not something recruiters or hiring managers want to see on your resume in the United States. Instead, include the URL (link) to your LinkedIn profile.

What we do know is that when documents include visual elements (charts, graphics, images), it tends to keep the reader on the page longer. Think about USA Today's early use of graphs and color and how that helped differentiate them and increased readership.

Color

Don't be afraid to use color. Adding subtle lines and shading is another way for your resume to stand out. Don't overdo it though. Use basic lines and styles.

ATS Version

When submitting your resume online, you should always have a version of your resume stripped of formatting that will easily upload into an online applicant tracking system (ATS).

Save your Word document as a .txt or .rtf file and fix any visual quirks or inconsistencies.

Emailing Resumes

Before emailing your resume, try to find out the employer's format preference. Some accept attachments; others prefer your resume in the text of the email message.

If you can't find out the employer's preference, send it both ways in one message. Unless you are told otherwise, include a cover letter. Send the resume and cover letter in one email message.

When submitting a resume via an organization's website, use the formatting and display style recommended by the website.

To send your resume as an attachment:

- Convert your document to a .pdf file to ensure formatting stays intact
- Give the document a name the recruiter will associate with you, such as "JonesSamantha.pdf" Don't give it a generic name like "Resume.pdf"
- Be sure your document is virus free

SAMPLE RESUME

Name

www.linkedin.com/in/name

City, NY • 11111

555.777.4444 • email.com

OPERATIONS & CUSTOMER RELATIONS LEADERSHIP

Business-savvy leader with a proven ability to take boutique firms and branch offices to new levels of productivity, profitability and customer satisfaction. Cross-functional background in project management, human resources, sales and business administration. Possesses the big-picture thinking and agility needed to tackle day-to-day challenges while staying focused on key business goals. Passionate champion of customer-centric business models, earned award-winning record for exceeding client expectations. Hands-on leadership style with motivational approach to team development, equip staff with tools, mentorship and enthusiasm to consistently deliver exceptional results.

CORE STRENGTHS & KNOWLEDGE AREAS

- P&L Management
- Operational Planning
- Staff Recruitment & Training
- Coaching & Performance Management
- Business Development
- Key Account Management
- Client Needs Analysis
- Solution Development
- Proposals & Presentations
- Alliances & Relationship Building

CAREER HIGHLIGHTS

DIRECTOR, MARKETING SERVICES

2010 - 2011

Petunia Marketing, Anytown, NY

Joined this boutique marketing and advertising agency to spearhead business development strategies and elevate the company's profile among mid-to-large corporations across Northeast US.

- Introduced Salesforce CRM to improve the company's ability to forecast and manage their sales pipeline.
- Leveraged extensive business network to help company penetrate previously inaccessible vertical markets.
- Secured accounts with clients such as Utu Care Communities, XYZ Inc., and Smith Beverages.
- Strategized with clients on online and print advertising campaigns to meet specific marketing goals to help clients with more complex marketing challenges such as Employment Branding.

DIRECTOR, BUSINESS DEVELOPMENT / OPERATIONS

2005 - 2009

Staffing Direct (Agency), Anytown, NY

Retained by this leader in recruitment and employment branding strategies to take over full P&L and operational management of Anytown office, with the mandate to turn around flat to declining revenues.

- Expanded the client base from 40 to 85 accounts and grew revenues to \$1.5M, becoming a four-time winner of the Director of the Quarter Award for exceeding sales goals.
- Instilled customer-centric culture that was instrumental in earning three consecutive first place finishes in client satisfaction, out of 36 offices nationally.
- Brought strategic focus to business development and account management, and introduced new reporting tools to track and analyze key business metrics.

Name

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City, NY • 11111

555.777.4444 • email.com

SALES CONSULTANT

2003 - 2005

ABC Contractors, Anytown, NY

Brought in by this contracting services firm to handle client inquiries and sales, freeing the principal to focus on project delivery. Demonstrated hands-on work ethic to assist with all aspects of business, from client consultations and project scheduling to carpentry and machine operation at client-site installations.

HUMAN RESOURCES MANAGER, Audit Practice

1999 - 2002

HR Today, Anytown, NY

Engaged by this global professional services firm to oversee HR planning and administration for the audit practice. Advised employees and managers on HR policies and processes related to performance management, career development, employee relations, and salaries & benefits

- Coordinated the deployment of 50 accountants and managers on assignments across the US.
- Administered \$1M+ audit engagement budget and tracked billable hours and expenditures on 25+ engagements at any one time.
- Developed recruiting strategies and referral pipelines to attract top caliber talent to the audit team.

HUMAN RESOURCES GENERALIST

1996 - 1998

Hospital of Choice, Anytown, NY

Recruited by this government-funded long-term care facility to advise supervisors and managers on HR policies, labor regulations and collective agreements, and assist with staffing and performance management.

- Planned and executed recruiting campaigns to fill an average of 15 to 20 clinical, administrative and operational positions each month.
- Pioneered employment branding strategies for hard-to-fill positions and showcased hospital as state-of-the-art facility to successfully overcome negative reputation from decades past.
- Counseled management on navigating the complex and rigorous documentation process for performance issues, and ensured compliance with CSEA union agreements.

Previous experience includes two years as Recruiter with ABC Technical Services and Regional Home Care; and five years as Computer Designer with Kitch, culminating in promotion to senior designer and project manager.

EDUCATION

Bachelor of Science – Human Resources Management

College, City, NY

Associate of Applied Science – Electromechanical Drafting

College, City, NY

PROFESSIONAL AFFILIATIONS

Society for Human Resources Managers (SHRM)

National Human Resources Association (NHRA)

Ad Council of Anytown

RESUME CHECKLIST

A GOOD RESUME - Visually Appealing

- Appropriate layout and space utilization
- Information organized and easy to read
- Shows immediate value
- Crucial skills are upfront and easy to find
- Scannable (both visually and electronically)
- Name, city, state, phone #, email, LinkedIn URL on page 1; name, phone # on page 2
- No typos, spelling, grammar, capitalization or punctuation errors

A BETTER RESUME - Basic Formatting

- Appropriate format (Chronological preferred)
- Professional Summary focused and to the point
- Complete work history, accounting for any gaps
- Key strengths, career objective or job goal are summarized
- Work experiences, skills, education, and training are listed
- Licenses or certifications related to the career objective are listed
- Not obviously written by someone other than you
- Job related awards and honors are listed
- Education is appropriately referenced and placed
- Relevant skills from activities outside of paid work are included
- Correct amount of information
- Up-to-date
- No mention of salary requirements or past salaries
- No personal data such as age, sex, marital status, religious or political affiliation

THE BEST RESUME - Strategic Focus

- Information to fit a particular job has been customized
- Skills match the needs of the employer
- Examples of achievements or successes are included
- Measurable performance results are used
- Major accomplishments (with statistics) are detailed
- Important qualifications related to the desired job are upfront and prominent
- Includes action verbs and precise words that relate to the job or industry
- The same skills are not repeated throughout the resume
- Industry or company jargon or buzz words have been eliminated
- Personality shows through