

Tips Include

What you'd like to include in your resume • What you want to emphasize • Tips on how to structure your content
Do's and Don'ts of writing a resume

Resume Sections to Include

- Customized Objective
- Qualifications/Skills Summary
- Contact Information
- Educational Background
- Training and/or Certifications
- Achievements
- Professional Experience
- Optional:
 - Technical Skills/Competencies Summary
 - Organizations or Affiliations
 - Online Portfolio or Website Link
 - URL to LinkedIn Profile

Accomplishments define your uniqueness and highlight your contributions, so make sure they're prominent within your resume to catch the reader's attention right off the bat! Strengths should also be prioritized, well-pronounced and woven throughout in an effort to turn your resume into a successful personal "marketing piece!"

Adopt a marketing and sales mentality when writing your resume!

Content Tips

- **Ensure achievements stand out!** You can include a list of 'Key Contributions' or 'Key Achievements' within each individual job description, or you can have a separate resume section that highlights your 'Career Achievements.' Don't hide your accomplishments at the bottom of your resume; make sure the prospective employer can quickly see them!
- **Include a 'Community Involvement' section** and outline any technical user groups or philanthropic activities you're involved with. Any participation in, or support of, the community will be a positive reflection.
- **Determine the right keywords**, and then ensure those keywords are embedded multiple times within your resume. Don't underestimate the power of SEO. Once you create a resume masterpiece, you want to ensure your resume can be found by the people who are looking for someone with your background! By adding in the most relevant titles, job functions, technologies, industry jargon, and certifications, you're optimizing your resume for your target roles.
- **Include industry experience.** Don't underestimate the importance of your industry-specific skills and background, as it does carry weight, especially in industries such as government, financial services, healthcare, product development, pharmaceutical, and education.
- **Put data in its proper context.** Describe the company in the context of its industry (for EX. "ABC is a \$800 million telecommunications service provider with a presence in 35+ states."), describe the scope of responsibilities, use time frames where applicable, and align word choice and tenses correctly.

Strategy Tips

- **Key information should be visible first so you successfully capture the attention of the resume reviewer.** A Qualifications Summary and/or Career Highlights section can reflect your most important skills, and should be on the first page.
- **Ensure you've determined the 'Professional Brand' you want to reflect, and then communicate that Brand in your resume!** Before you begin your resume, you want to put some thought into what you want to articulate to potential hiring Managers. Ask yourself: What are my competencies? What do I want prospective Managers to know about me? What traits do I want to come across? What else can I offer an employer that I can communicate in my resume?
- **Customization can help!** Look at any opportunities you are applying for, and ensure your Objective reads to that role. Also, ensure that any experience you have related to the requirements the job outlines is very visible pretty immediately within your resume. Remember, you need to catch the attention of whoever's reviewing your resume ASAP! Taking time to customize your resume for that position can only help in grabbing their attention and showing them you're a good fit.
- **Spice Up Your Resume Section Titles.** Don't be limiting in the verbiage you use in your resume sections. Your experience doesn't need to be labeled "Work History." Rather, feel free to label along the lines of "Technical Performance and Achievements." As long as you get your point across, feel free to shy away from the old school resume headlines.
- **Tell a story with your resume.** Your resume is your opportunity to tell your professional story. Use it to explain who you are, what you've done, what you're proud of, and where you want to go. Some people seem to undermine their achievements on their resume, thinking it's "bragging." Don't have this standpoint. Remember, your resume is your opportunity to let yourself shine!

Resume Tips for Entry-Level/Junior Candidates

- Expand on your Educational / Academic Background and Experience, including information such as: course and/or project work, relevant courses completed, degree, concentration, university, date of completion or estimated date of completion, etc.
- Consider adding an 'Academic Project Experience' and/or 'Internships' Section
- Include Relevant Personal Experience (i.e. if you've developed a website)

Length, Formatting and Structure Tips

- **Pay attention to length.** Student resumes, or professionals with a couple years of experience, may have a 1 page resume. More experienced professionals typically have 2-5 pages.
- **White Space is Important.** Have a comfortable mix of white space and words. If the resume has too many words and not enough white space, the resume will look too cluttered. It won't be "reader friendly." White space helps guide the eye from one key section to another.
- **Use Numbers and Symbols.** Numbers and symbols quickly jump out at employers so use them whenever you can. Resumes have their own special rules and I always show all numbers as digits as they catch the eye. Percentages are always best as they show the impact of your efforts.
- **Be clear with major details of employment.** For each position, clearly indicate the company name, your title, and dates of employment. Also include what you did for the company, key projects you were a member of, your priorities and/or responsibilities, and accomplishments.
- **Prioritizing content is vital to getting an interview request.** If you haven't served the employer's needs in the first page, the others probably will not be read.
- **Make sure formatting is consistent.** Ensure consistency in regards to: Line spacing, horizontal spacing, and character spacing, Indentation, Bolding, Italicizing, Underlining, Font Type and Size, how content is outlined (paragraphs or bullet points).
- **Resumes should be spatially and visually appealing.** If a resume extends to a 2nd or 3rd page by only a few lines, you might want to reformat the document to fit on 1 or 2 pages.

The average resume reviewer will spend 6-15 seconds with each resume before deciding whether they'll proceed with the candidate. Your resume should be designed to make a positive impression within 15 seconds!

Resume Dos & DON'Ts

DOs

- Put some time and energy into making your resume STAND OUT!
- Consult with others on the content and structure of your resume!
- Sell yourself! Highlight any achievements!
- Proofread
- Prioritize the content (i.e. put most important and relevant experience and skills first).
- Include relevant keywords.
- Ensure resume can be easily scanned. Consider bullet points for formatting.
- Resume DOs & DON'Ts

DON'Ts

- Have an objective that doesn't read to the job you're applying for.
- Have paragraph after paragraph of text.
- Downplay your accomplishments.
- Waste space with irrelevant content/experience.
- Include experience that is very outdated.
- Overwhelm prospective employers with a 5+ page resume.
- Get counted out because you had misspellings and grammatical errors!
- Be inconsistent with format, font or size.

Optional Documentation to Accompany Resume

- Cover Letter
- Curriculum Vitae
- Reference List with 2-3 Professional References (Name, Title, Company, Contact Information)

For references, do not list family members or friends. Have individuals who can speak for past work experiences or from educational standpoints. References can include: Professors, Past Co-Workers, Leads, Managers, or Mentors.

Finishing Touches

- **Redirect them to learn more.** Add URL's to online profiles, personal websites, blogs, etc... especially if they paint you in a positive light.
- **Do some Quality Assurance on your resume.** Take a step back and ask yourself questions such as: Does my resume answer the question "Why should this company hire me?" Does it market my skills effectively? Are my achievements and career progression instantly visible? Does it include any personal experience, non-profit or technical community involvement, memberships/associations, or training the might reinforce the Professional Brand I'm trying to portray? Does it include industry and technical jargon that further shows my knowledge and sophistication? Is my resume reader-friendly? Does it show my successful track record? Am I satisfied with my resume in terms of content, layout, formatting, style, mechanics, and how it markets me?"
- **Proofread, proofread, proofread, and then have someone else proofread!** Common proofreading errors include: misspellings, grammatical errors, extra spaces, transposed numbers in the contact information, the omission of words, and extraneous keystroke characters.