

The A to Z Resume Resource

-Tips to Writing the Perfect Resume

RESUME

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OBJECTIVE: A position that enables me to use my financial analysis and project management skills to contribute to the success of a company.

PROFESSIONAL EXPERIENCE

Investment Analysis Intern, 2001 - Present OP Investments Inc., Washington, DC

- ✓ Analyze financial performance of private equity fund holdings in Asia
- Execute credit and financial analyses of sub-project equity investments
- Produce annual credit reviews of funds and conduct financial agreements
- Evaluate business plans' viability, capital structure, and compliance requirements
- ✓ Structure new project/corporate finance deals with capitalization in agriculture, health insurance, IT and telecom
- Produced IT/telecom marketing plan to expand brand awareness
- Develop rapid response plans for product launches
- including AI



When you are looking for a new job – regardless of the reason – you need a resume, and not just any resume. You need an exceptional resume that:

- stands out from the rest,
- markets your value to potential employers, and
- interests potential employers enough to invite you in for an interview.

So, how do you create it?

You could spend hours reading articles that you find online, or you can simply read through this guide. In it, you will find everything you need to transform that bland list of jobs into a powerful marketing tool – that helps you land the job you want.

This A to Z resume resource contains comprehensive information on:

- Choosing the right resume format
- Customizing your resume
- Quantifying your achievements
- Navigating an Applicant Tracking System
- How to get your resume read by a recruiter



Different Types of Resumes

One size does not fit all...

No one type of resume will fit everyone's background and history to a tee. You need to pick the one that best highlights your unique blend of accomplishments, experience and education – your value – to potential employers.

Your resume choices include:

Chronological

- Focus is on your work history, beginning with your most recent position
- Use if you have:
 - A solid, logical job history
 - Been promoted several times or have accepted jobs with increasing responsibility
- Most popular format with employers

Functional

- Focus is on skills vs. employment history; it strategically groups skills and qualifications into different categories
- Use if you:
 - Have large gaps in employment history
 - Are changing the direction of your career
 - Have a diverse work history
- Not Applicant Tracking System (ATS)-friendly



Combination

- Combines sequential employment history found in the chronological resume with summary of skills and qualifications found in the functional resume
- Use if you:
 - Have skills and experience that best support your career goals but are not the most recent
 - Have some gaps in employment history
 - Are changing careers and have some relevant experience

Mini

- A business card with contact information, headline, career highlights and link to complete resume (perhaps utilizing a QR code)
- Use to:
 - Support professional networking efforts and/or elevator pitches
 - Provide contact information to someone who is passing along your information

Video

- Highlights your professional experience, qualifications and interests, in video form
- Use if you need to demonstrate a skill, such as acting or cooking

Infographic

- Uses graphics, pictures and icons to present a candidate's information in a more visually interesting way
- Use if:
 - Applying for a highly creative job – such as the arts, graphic design or marketing
 - Presenting to a recruiter at a career fair or at a networking event where a paper resume is required
- Not Applicant Tracking System (ATS)-friendly



Which One is the Best— How to Choose?

The majority of employers prefer the chronological format because it's easy to read, clearly presents your job history over time, and is ATS-friendly.

However, the best resume for the majority of job seekers is the combination resume. Careers are diverse these days. Individuals change industries and career paths multiple times. Talented people are choosing nontraditional work situations (such as freelance and contract work), and therefore do not have a “typical” job history.

The combination resume format provides the best of both worlds for these job seekers – a summary of skills along with a chronological listing of experience and achievements.

Video, infographic and mini resumes are all “nontraditional” resume formats and should not be used as replacements for chronological, functional or combination resumes. They should be used in addition to these resume types, in the certain specific situations outlined above.



Customizing Your Resume – Follow the 5 R's

Don't just say you're the best fit ... show it!

Customize your resume so that it highlights your experience and skills relevant to the specific job posting. This allows you to present yourself as the ideal candidate (a generic, one-size-fits-all resume can't do that). To begin, follow the 5 R's of customization:

Read

Know your audience:

- Read the job description thoroughly and make note of all needed skills, experience and certifications.
- Identify keywords and phrases.

Research

Learn everything you can about the company to find out how you can add value as an employee. Use this information, along with the identified keywords and phrases, to customize your resume.

Rewrite

Revise your resume to use language that compliments and supports the company's initiatives and the skills/cultural requirements of the position. For example:

- Do not use a generic title. If possible (and appropriate), use the exact title listed in the job description.

- Edit your job descriptions so that they are relevant to the posting for which you are applying.

Review

Are there aspects of your experience, skills and certifications that you can further emphasize or clarify? Have you used all the keywords and phrases that you identified? Look for things that will clearly convey that you are a strong candidate for the open position.

Response (Reaction) from Others

Ask people, who you feel will provide honest feedback, to review your resume for grammar/punctuation/spelling errors as well as content.



Quantify Your Achievements

Numbers speak louder than words

Have you boosted profits? Saved time or money? Improved a process? Quantify those benefits and achievements – and put them on your resume!

How to Quantify

In addition to listing your job skills, develop a list of major accomplishments for each job. Ask yourself the following questions regarding each project you have been involved with:

- What was the goal of the project?
- Was the goal achieved?
- What problems and challenges did you face?
- What actions did you take to overcome them?
- How did your actions benefit the company?

3 Ways to Quantify

- **Amounts:** Numbers give context. Quantify the number of tasks/assignments completed, the number of people managed, the length of time spent at each assignment, etc.
- **Dollars:** Think in terms of increasing revenue or cutting expenses – both help profit margins.
- **Percentages:** If the dollar amount seems small, use percentages. Percentages are also useful as comparison points (e.g., actual performance to stated goals or to peers' performances).



What Not To Do

- Do not make up numbers. Keep a record of how you determined your numbers and be prepared to back them up during an interview.
- Do not wait until your job search begins to keep up-to-date records of your achievements. You will not have access to needed supporting documents if you wait.
- Do not be scared of added length. Each job description will be longer, but potential employers will have a better feel for your work ethic, performance and value.



The Paper Resume

Do you still need one – really?

With the advent of the paperless office, online job boards and a whole host of digital submission options, is the paper resume obsolete? No. Here are a few reasons why:

- Many small businesses lack sophisticated digital recruiting technology, and these companies have been producing more jobs at a faster pace than large companies since the recession's end.
- An interviewer may forget to bring a copy of your resume to the actual interview. Being able to provide one shows preparation.
- Recruiters like to make notes on the paper version of your resume (and check for grammatical/spelling errors) during the interview.
- Recruiters expect to be handed a paper resume at job fairs. Mini resumes with QR codes printed on them should not be used as a substitute for a printed copy of your resume.

Integrating Technology

- 1) Manage your online presence. Update your LinkedIn profile and professional website, including any new job duties, credentials and accomplishments.
- 2) Build an online portfolio or start a blog to demonstrate your abilities and your knowledge of your field.
- 3) Integrate electronic components into your paper resume to link your paper resume to your online presence. For example, add a QR code to your resume which directs recruiters your online portfolio, website or LinkedIn profile.



Getting Past Digital Gatekeepers

Navigating an ATS

Applicant tracking systems (ATS) are used by almost all large employers and approximately 50% of all mid-sized employers to manage job openings by performing initial resume screenings. However, these systems discard up to 75% of submitted resumes for a variety of (what would seem to be) inconsequential reasons, such as the use of a wrong word or phrase.

Get Through the Gate

Increase your resume's chance of getting through an ATS – and into a hiring manager's hands – by following these four simple steps:

- 1. Speak the language** – Identify industry terms, catchphrases, acronyms and jargon used most frequently in the job description and add them to your resume – but be careful not to go overboard.
- 2. Keep formatting simple** – Keep your resume neat, simple, clean and incorporate plenty of white space.
 - Do not submit a PDF document; it can be easily misread.
 - Avoid the use of tables and graphs.
 - Stick to standard fonts such as Arial, Georgia, Impact, Courier, Lucinda, Palatino, Tahoma, and Verdana.
 - Avoid using tables, graphs, borders, shading, symbols and special characters (like arrows) for bullets.
 - Do not use white font to make keywords and then hide them in the white space of the resume.
- 3. Spell check, spell check, and then spell check again** – Keywords that are misspelled will be skipped over.
- 4. Choose a relatable name** – Save your resume with a file name that is meaningful to the recruiter/hiring manager. Include your name plus the word “resume” and the title from the listing.



What Do Recruiters Look at First?

You never get a second chance to make a first impression

Most job seekers believe that a recruiter spends about four to five minutes reviewing a resume.

But in 2012, TheLadders.com conducted a study that found that recruiters spend only six seconds reviewing a resume before making an initial “fit/no fit” decision on a candidate.

Time to prioritize – and make a great first impression, quickly:

1. Make certain pieces of information easy to find. The study found that, during these six seconds, recruiters will look at your:

1. Name
2. Current title
3. Current company
4. Current position start and end dates
5. Previous title
6. Previous company
7. Previous position start and end dates
8. Education

2. Avoid “bells and whistles.” According to the study, visuals distracted and kept recruiters from locating the needed eight pieces of information.

3. Create a resume with an organized layout. Recruiters want to find the information above, so make it easy for them.

Every second counts! Keep your initial resume organized and straightforward to pass through the first round. Then, if you make it to the interview stage, offer a more creative version (say, an infographic version) of your resume directly to the hiring manager – if appropriate.



Do It Right. Get the Help You Need.

Creating an effective resume is a critical step toward finding the job you want. Unfortunately, the advice available online can be overwhelming and (sometimes) contradictory.

If you use the tips in this guide, though, you can create a compelling, professional resume that presents your skills, knowledge, education, and accomplishments in the best possible light – and markets your true value to each employer.

Need Resume Assistance?

A reputable staffing firm can help!

Once you sign up, you will have resume experts (who know what it takes to get noticed) working directly for you. They can help you critically examine and refine your resume to put your best foot forward. In addition, they can provide you with resume preparation resources that you can use to best summarize your qualifications and accomplishments for reference.

So take the time to develop your resume the right way – and seek outside help, if needed. Do so, and you're sure to get noticed by that hiring authority, and get one step closer to your next job!

