

## RESUME QUICK FACTS

An experienced recruiter can review a resume in 30 seconds and determine if this candidate has the experience they are looking for. So you need to be clear & concise and it is very important that you research the industry, company and position. Key words are going to make a difference.

Determine your "Objective"- but it is not necessary to put your objective on the resume. Remove the objective from your resume. Everyone seems to have an objective, but candidates actually get hired based on skills, knowledge, and experience. Have an objective in order to focus your resume, just leave it objective off your resume.

Make your resume easy to follow. Keep it clear and concise. Don't go into great detail - the purpose is to gain the employer's interest and schedule an interview.

List your Education first, just below your name.

Dates of employment - Ideally down the left hand column - keep dates clear and easy to follow.

Bullets can help - (short sentences versus lengthy sentences) again this helps your resume to look and read clear and concise. You are trying to hook the reader and get more than 30 seconds out of the resume. The first bullets should be the most relevant and strong. The rest should be of value, but less important. But, you want to go into more detail – wrong! You want an interview!! You can go into the details when the hiring authority requests the information.

**Bold & Italics** can help – but we would not recommend it. If you bold or italicize something that is not of interest to the hiring authority, you have distracted the reader from what may have been of interest.

Font - again simple and easy to read: Times New Roman, Verdana or Arial Size 10 or 11

Tense - Verb Tense - make sure you are consistent throughout the resume. Tense is an area in which we see a lot of errors.

Spelling and Grammar - have a couple of friends look it over for spelling and grammar error. Avoid repetition. Cut out extra words.

Take out the "I" & "Me". Your resume IS all about you. I & Me are just redundant. We know it is you. If you worked with others to achieve certain goals, objectives, etc., you can use "we".

Use Action words such as: prepared, managed, supervised, developed, monitored, and led.

Today many resumes are scanned for key words before they are ever read. If the key words are not in the resume, your resume does not get read. You need to know the industry and add key words related to that industry in order for your resume to be spotted.

You should always use %'s, \$'s and #'s. Dollar totals, numbers, and percentages stand out in the body of a resume. Below are two examples of a job duty described with them (good), and without (bad). As you can see by the examples, being specific does not mean being lengthy.

### Example 1

Bad: Account manager for advertising agency

Good: Managed 15 strategic accounts billing in excess of \$15MM annually

### Example 2

Bad: Sold widgets to clients located in the Midwest

Good: Increased sales by 17% in a 5-state territory