

Resume Pages

The following are resource pages for consideration by job seekers needing guidance with Resumes. These concise references may be displayed on screen, printed or copied and sent as e-mail attachments.

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Resumes

Three kinds of resumes to consider:

- Chronological (inappropriate for older people because it easily displays your approximate age).
- Summary (good for projecting your expertise and career accomplishments).
- Combination of chronological and summary resumes, (format the Church frequently recommends).

Resume format and content tips:

Include your name at the top of the resume, larger than normal: perhaps bold 28 pt. or more

Resumes get read in 8 seconds or less. That's why the top 1/3 of the first page must be perfect in its layout and content. It has to be camera perfect layout with a dynamic statement of name, address, phone number, e-mail/web addresses. In addition, must have 9 to 12 specialized skills in a three-column format below the 3 to 5 line statement of what you do and who you are professionally

Three font sizes are the maximum: Name (28 pt or larger), Job title (14 pt) and content (12 or 11pt.)

Put Education last or on the next page

For the resumes that will be given personally, use underline for your hyperlink and it will print in black and not hazy. For the resume that gets posted on the Internet or e-mail, use hyperlink tools as usual.

Resumes designed for Internet use can be longer than one page because you want "key" words included because the resumes will be scanned for "key" job words. Hence, the more words the chances of scoring a higher score via the scan is possible.

Nobody likes to read across the page. Don't have too many lines of full width. Indent bullets. Try to have phrases rather than long sentences except for the career statement at the top of the resume.

Each job must have 3 to 5 bullet of specialized responsibilities or on-the-job achievements

Most important job listing is the job title which could be larger size type (14 pt.) and bold. Job company should be normal size type: 12 pt. Dates, if included, should be right justified.

Don't over bold the page.

Resume doesn't need to be only 1 page. Its layout is equally as important as the content.

Use only the last 10 or 15 years of employment history even if one has more professional employment

Avoid common resume pitfalls

- Eliminate typographical or grammatical errors, have reviews by several different people
- Be sure to include sufficient information
- Avoid including too much information, provide enough for readers interest or curiosity
- List all important achievements, quantify successes with dollar amounts or percentages
- Work from a dynamic resume template

Resume Considerations

Adapted from: Top 10 Questions About Writing a Resume by Kim Isaacs

Here are the 10 most common uncertainties of resume writing and suggestions on how to handle each:

What are the different resume styles? The most common are reverse chronological, functional ("skills") and dynamic ("modified chronological"). Here's a definition of each style:

- **Reverse Chronological:** With a focus on work history, a reverse chronological resume leads with education or work history and provides comprehensive employment history information. Reverse chronological resumes best suit those with a steady work history who are not changing careers.
- **Functional:** Functional resumes often are used by job seekers with issues such as job-hopping, extended employment gaps and career changing.
- **Dynamic:** This style is a good choice for most job seekers, because a qualifications summary at the top of the page allows for a quick sell and entices hiring managers to continue reading.

Should I keep my resume to one page? Not necessarily. The one-page resume "rule" no longer applies. New graduates with limited experience might only require one page, but experienced professionals often need two pages or more. For a two-page resume, make sure your strongest credentials are presented at the top of the first page.

Which font should I use? For resumes in electronic format that will be emailed, select a font that's standard on most computer systems. Good choices: Arial, Book Antiqua, Century Schoolbook, Garamond, Tahoma, Times New Roman, Verdana.

What tense should I write my resume in? Write previous jobs in past tense. For your current job, write accomplishments in past tense and job responsibilities in present tense.

Should I include salary information on my resume? No, indicating your salary history or requirements could eliminate you from consideration

If the employer requests salary requirements, acknowledge the request in your cover letter with a line like: "I would be happy to discuss my salary requirements after mutual interest has been established." If you feel pressed to give a number, provide a wide range to give you room for future negotiations. You can also create a salary history sheet, a separate document that outlines your earnings history.

Do I need to send a cover letter with my resume? Yes. A well-written cover letter is a chance to market your credentials and professionalism.

How do I include accomplishments when I don't have any? Consider what makes your work performance valuable to a potential employer. Ask coworkers or supervisors about your performance, and review your written evaluations. You'll probably find strong accomplishments you can mention.

Do I need an objective section? Your resume must focus on a career goal so hiring managers immediately understand your job objective. However, you don't necessarily need to include a formal Objective section. Instead, incorporate your goal into a narrative qualifications summary.

How can I hide gaps in my work history? Most employers prefer applicants with no employment gaps, very few job seekers offer a perfectly steady work history. You can't change the past, so focus your resume on what you offer. If you participated in activities such as volunteer work, self-study or formal training while out of work, include them on your resume. If long-term gaps are an issue, consider a functional resume style, emphasizing relevant skills and downplaying chronology.

How do I write a resume to change careers? Your career-change resume should highlight your qualifications that are most relevant to your new career goal. You may have transferable skills, training, hobbies or other important credentials that will interest hiring managers. A good starting point is to research jobs and look for qualifications frequently mentioned in ads. Write down your matching qualifications, and work them into your resume.

5 Key Questions to Ask When Writing Your Resume

By Jessica Holbrook Beyond.com 5/17/2011
<http://www.beyond.com/articles/5-key-questions-to-ask-when-writing-your-resume-5130-article.html>

Are you in the middle of writing your resume but are having a difficult time finding the right information to include? Well, some of it is self-explanatory (education, job history, etc.), but sometimes it's hard to decide which skills to include as well as which accomplishments within your work history to note.

If you're feeling stuck, it's good to ask yourself some questions in order to get yourself moving. Here are five to consider while writing your resume:

1: Why am I applying for this job?

One thing you should explore is why you're applying for the job. By looking at what you want from the company aside from money (e.g., more skills, opportunity to grow in your field), you can reference these ideas as you write.

2: Which of your past accomplishments match the company's expectations?

It's also a good idea to look at which of your past accomplishments and skills match what the company is looking for in the position. Don't just list the skills they say they want; really take a look at the job description and how they hope the position can help the company as a whole. Then think about what you've accomplished and how you can meet the company's expectations.

3: How will taking this step further my career?

Also, take time to think about whether this job is a building block on your career path. If you're just making lateral moves—hopping from job to job—rather than building a career, you may want to rethink applying for this particular position and look for one that falls more in line with your interests.

4: What do I want to contribute to the company and position?

In addition to exploring whether your accomplishments match the company's expectations, it's good to think about what you can contribute outside of their expectations. This may take a little bit of research to find out how the company wants to excel in the field—and how your position can help it get there.

5: Am I the best fit for this position?

Finally, it's important to know whether you honestly believe you're the best fit for the position. If you write your resume with an attitude that you're not a winner, it could be hard for you to include in your resume all of the great reasons why you should be hired. It's always a good idea to really explore the reasons you're applying for a job as you write your resume. This way, it's easier to answer the questions that employers are likely asking while they are reading it.

How to Market Your Skills in Your Job Search

By Curt Rosengren US News and World Report-Money Posted: April 21, 2011

www.money.usnews.com/money/blogs/outside-voices-careers/2011/04/21/how-to-market-your-skills-in-your-job-search

You've seen skills checklists that ask you to tick off every skill that sounds like you. When it comes to telling your story to a prospective employer, it's still one-dimensional. There's nothing to back it up.

If you want to talk about your skills in a compelling way, you have to go deeper than that. One way to do this is to forget the checklist and take a longer and more fruitful approach to identifying your skills.

Remember potential employers aren't interested in your skills; they're interested in how those skills can meet their needs. The following helps make your story more compelling by your demonstrate that.

Reverse engineer to find your skills

In a nutshell, you're going to identify your skills through reverse engineering. You will look at three things:

- Your big picture responsibilities
- The tasks you had to perform to fulfill those responsibilities
- The skills you needed to successfully perform those tasks

Start by making a list of the big picture responsibilities you had in your last job; for example, marketing planning, or coordinating teams, or fundraising. Once you have your big picture list, take each of those and start to reverse engineer them. Ask, "What tasks did I perform in order to fulfill that responsibility?" If the responsibility was marketing planning, maybe you say, "I researched the market, identified the opportunities and needs, and created a budget."

After you identify the tasks, the next question is, "What skills did each of those tasks require?" Researching the market might have taken an ability to identify the relevant information, to find the information, and to compile and organize the information. Depending on the answers, you may find that you need to go down more than just three levels to get to the detailed skills. For example, if the task of finding the relevant information was actually broken up into finding the information online, in the media, and from people with subject matter expertise, those might be three very different tasks requiring different skill sets.

It's the same with the individual skills you identify. Sometimes they will yield even more detailed insights if you dig a little deeper. For example, if you look at the skill of being able to compile and organize

relevant information and ask, "What makes that such a strong skill?" you might realize that it boils down to your analytical ability, your ability to see connections between disparate pieces of information, and your ability to distill volumes of information into its essence.

Why reverse engineer?

You're thinking. "This is work; wouldn't it be as effective with a list?"

Why? Because now you have a list of skills (which is likely to be more comprehensive than if you had simply come up with a list off the top of your head), you also have a deep picture of how each of those skills relate to the big picture. More importantly, you have a direct picture of how each of those skills contributed to the benefit you created (and making it easier to demonstrate benefits to a future employer).

Remember you're not selling your skills, you're selling how your skills can benefit the organization. With a clear picture of how your skills have contributed to organizations in the past, you can convey their benefit your prospective employer.

It's all about being able to tell your story, clearly, concisely and convincingly. In this case, the story is about the skills you have, how they have applied in the past, and how you can apply them to benefit a new organization.

Create Skill Story snapshots

To make it easy to be clear, concise and convincing, take each skill and create a snapshot using the following elements:

- Skill: State the skill with an example of how you used that skill.
- Result: Give an example of the result of using that skill.
- Benefit: Explain the benefit when you put that skill to use.

By creating these snapshots, you have stories ready to tell about what makes you a great candidate. When you deeply understand what you have to offer and how it has been put to positive use in the past, you no longer have to grapple with words to convey what you bring to the table. You have the snapshots already prepared. And by having a better perspective on what you offer and how it applies to the big picture, it's easier to recognize and express how those skills can be applied in the new situation.

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Utilize Numbers to Create an Accomplishment-Based Resume

Utilize Numbers to Create an Accomplishment-Based Resume Jessica Holbrook on Beyond.com 5/24/2011
www.beyond.com/articles/how-to-utilize-numbers-to-create-an-5134-article.html

When writing a resume, one of your biggest challenges is figuring out how to get the message across that you're a results-maker.

One of the best ways to get this done is by using numbers. Quantifying what you've accomplished helps the hiring manager envision what you can get done at a new company. Want to know how to get it done? Here are some tips to consider.

Look at the amount of what you've accomplished

A great way to get started in using numbers is looking at amounts associated with what you've accomplished. This means you will bypass simply jotting down your responsibilities and take a deeper look into what you really pulled off at previous employers.

For each job you've worked, you can list how many items you've sold, how many people you've managed, how many projects you initiated, how many times you were voted team lead, etc. The numbers give perspective to your accomplishments, which is what you need when applying for a job.

Jot down money earned

If you've earned money for a company, it's a good idea to list as many dollar amounts as possible. For instance, if you were a member of your sales team and in the months of January, April and May 2010, you won salesperson of the month because you surpassed \$10,000 in sales, you need to write those numbers down. Doing so gives a clear picture of what you're capable of earning.

Note time-frames for accomplishing goals

While busy quantifying your results, it's good to include time-frames for accomplishing your goals. So in the previous example, in addition to noting how much money you earned, you could mention that you actually hit the \$10,000 in 16 work days rather than standard 20-22 days in a work month.

As a candidate, it is imperative that you that you utilize the most high-impact and relevant information in your resume to win over the person who is reading it. The more meaningful, and impactful numbers you add to your resume, the greater your odds will be of getting called in for an interview.

Useless Resume Words and Eye-catching Ones

Beth Braccio Hering, Special to CareerBuilder

<http://www.careerbuilder.com/Article/CB-2379-Resumes-Cover-Letters-10-useless-r%C3%A9sum%C3%A9-words-and-10-eye-catching-ones/>

"Generic hyperbole belongs on cereal boxes, not on résumés," says Duncan Mathison, a career consultant and co-author of "Unlock the Hidden Job Market: 6 Steps to a Successful Job Search When Times Are Tough." "If it does not pass the 'So what, anybody can make that claim' test, leave it off."

Instead of being another candidate professing to be a "hard worker," revitalize your application with a little seek-and-replace exercise. Scan your résumé for empty, overused words such as the following:

- | | |
|-----------------------|----------------------|
| 1. Outstanding | 6. Excellent |
| 2. Effective | 7. Driven |
| 3. Strong | 8. Motivated |
| 4. Exceptional | 9. Seasoned |
| 5. Good | 10. Energetic |

"Watch out for words that are unsupported claims of greatness," Mathison says. Adds David Couper, a career coach and author of "Outsiders on the Inside: How to Create a Winning Career ... Even When You Don't Fit In," "If you call yourself an 'excellent manager,' how do we know?"

The nouns following those subjective adjectives can be equally meaningless. Anyone who has ever had a co-worker can claim to be a "team player." "Do not say you're a 'good communicator' or have 'excellent communication skills.' Who doesn't have these?" says Susan Ach, a career counselor at Marymount Manhattan College in New York City.

A better route to take is describing accomplishments and letting the hirer make his own judgment. Give specific (preferably quantifiable) accounts of what you've done that makes you an "outstanding salesperson." Likewise, peruse performance reviews for quotable material from supervisors that demonstrates why they consider you a "strong leader." Listing awards or other forms of recognition also can be used as support.

Some words should be avoided because they convey traits that

employers consider standard for anybody who wants to be hired. "You're motivated? Hope so. A good worker? So happy to hear that; I didn't want to hire a bad worker," Couper says. Don't take up precious résumé space with unnecessary items.

Also on the "don't" side: Words that seek to overcome what you might think are your shortcomings. "Using 'seasoned' for 'over 50' or 'energetic' for 'inexperienced' looks like spin and smells like spin," Mathison says. Keep the focus on what makes you right for the job.

On the flipside, certain words can make hiring managers do a double-take. Light up their eyes with these 10 words:

- | | |
|---------------------|-------------------------|
| 1. Created | 6. Researched |
| 2. Increased | 7. Accomplished |
| 3. Reduced | 8. Won |
| 4. Improved | 9. On-time |
| 5. Developed | 10. Under-budget |

"We suggest that résumé writers include action words to describe their jobs," Ach says. Verbs project the image of someone who has the background and initiative to get things done. Employers can clearly comprehend what you've accomplished in the past and can use that as a basis for envisioning future success with their company. Think about it: If you were hiring, would you rather take on someone who calls himself a "productive manager" or somebody who states that at his last job he "increased company profit by 3 percent," "reduced employee turnover in his department to the best level in five years," and "improved brand awareness by implementing a new social media strategy"?

Lastly, it can be beneficial to use verbs and nouns that are common to your specific industry. This shows your familiarity with the language of your field and optimizes the chances of getting past an automatic scan for keywords. But remember, too, that all companies tend to speak a universal language: money. "Terms such as 'on-time' and 'under-budget' are often good. Hiring managers want to know you can get things done with minimum fuss," Mathison says.

Good Words to Consider

Personal Attributes

Adaptable	Dynamic	Loyal	Self-confident
Assertive	Easy going	Objective	Self-starter
Astute	Effective	Open	Sensitive
Calm	Efficient	Orderly	Sincere
Candid	Empathetic	Out-going	Sophisticated
Competent	Enthusiastic	Patient	Successful
Cooperative	Expressive	Perceptive	Tactful
Creative	Firm	Persistent	Talented
Democratic	Flexible	Precise	Tenacious
Determined	Frank	Punctual	Tidy
Diligent	Honest	Receptive	Tolerant
Diplomatic	Initiator	Reliable	Versatile
Discrete	Innovating	Resourceful	Warm

Action Verbs

Achieved	Correlated	Formulated	Rectified
Administered	Defined	Founded	Researched
Affected	Designed	Generated	Reviewed
Analyzed	Detailed	Governed	Revised
Applied	Directed	Guided	Scheduled
Appraised	Distributed	Handled	Searched
Approved	Delegated	Illustrated	Secured
Assessed	Earned	Implemented	Selected
Attained	Effected	Increased	Simplified
Awarded	Encouraged	Influenced	Solved
Built	Enforced	Initiated	Stimulated
Calculated	Enlarged	Inspired	Structured
Cataloged	Equipped	Instituted	Succeeded
Clarified	Established	Integrated	Summarized
Coached	Estimated	Interviewed	Supported
Compared	Evaluated	Introduced	Tailored
Composed	Examined	Invented	Transformed
Conceived	Executed	Investigated	Translated
Constructed	Expanded	Launched	Unified
Contracted	Experimented	Maintained	United
Controlled	Facilitated	Mastered	Validated
Convinced	Formed	Recruited	Verified

Occupational Keywords

Account Management	Copy Editor	Harnessing	Raw Materials
Accounts Receivable	Counselor	Hiring / Firing	Receptionist
Acquisitions	Crisis Management	Hotel	Reporter
Bachelor's Degree	Cross-Cultural Training	ISO 9001	Research
Bank Card	Debugging	Journalism	Sales
Bank Reconciliation	Decision Making	Journeyman	Secretarial
Batch Processing	Demographics	Layout Design	Software
Benchmarking	Dental Management	Logic Analyzer	Modeling
Blueprint	Die Casting	Magnetic theory	Spanish
Brochures	Dietitian	manager	Spread Sheets
Budget	Drywall	Mapping	Statistical
Bulletins	Ecology	Marketing	Process Control
CAD	Electronics	Master's Degree	Stick Welding
Calibrator	Employee Assistance	Microprocessor	Student
Carpentry	Engineer	Microsoft Word	Personnel
Cash Flow	Equipment	Nursing	Supervisor
Cell Culture	Vendor	Oscillator	Taxonomy
Media	Financial Planning	Palletizing	Teacher
Cement	Food Preparation	Patient Advocate	Technical
Child care	Gas Pipeline	Payroll	Writing
Claims Adjudication	Goal Setting	Personal Computer	Time Management
Commercial Leasing	Graphic Design	Process Metallurgy	Transportation
	Guest Services	Proposal Writing	Travel
		Psychology	Wave Solder
		Public relations	WordPerfect
		Purchasing	Workflow
		Radio	Writer

Resume Searchable Keywords

by Thad Peterson

Adapted from: Monster.com' Keywords Recruiters Use to Find You'

Automated Searching

Just as you use keywords to search for jobs on an employer web site, recruiters and hiring managers use them to identify qualified candidates who match their available positions searching the Web, databases such as Monster.com, emails and online applications.

Knowing which keywords appear most frequently in recruiters' searches can help you use the right words and terms in your resume. But remember: While it makes sense to use these keywords in your resume if they pertain to you, littering your resume with irrelevant words can backfire.

"For the astute recruiter, it's going to come across as spam," says Felix Heimberg, a Dallas-based recruiter. "We become very good at spotting something that looks contrived."

One Hundred Most Popular Keywords

What are recruiters and hiring managers searching for? Here is a list of the top 100 resume keyword search phrases used by recruiters and hiring managers on Monster for the three months ending June 30, 2005: (use these to identify similar keywords within your career and skill set, use them in your resume)

Develop Your Appropriate Keywords

In your searching for jobs, save copies of job listings that you would like and are qualified for. Review these copies and develop a list of the keywords used in the job postings. When applying for a job with a resume or an online application always use the words listed in the posting (provided they apply to your experience) as part of your submission.

Sales	Engineer	Retail
Recruiter	Controller	Legal secretary
Entry Level	Financial analyst	Customer service
Accountant	Project manager	Call center
Receptionist	Marketing	Outside sales
CPA	C#	Bookkeeper
Customer service	.net	Inside Sales
Accounting	Project manager	Auditor
Java	J2EE	AutoCAD
Mortgage	Oracle	Tax
Manager	Construction	Registered Nurse
Executive Assistant	Warehouse	Buyer
Human Resources	Inside sales	C
Pharmacist	Business analyst	Spanish
Accounts Payable	Paralegal	Japanese
Insurance	RN	Underwriter
Payroll	Financial analyst	Sales
Staff accountant	Data entry	Account executive
Audit	Nurse	Technical writer
Physical therapist	PeopleSoft	Medical
Outside sales	Restaurant Manager	CNC
SAP	Loan officer	Finance
Business analyst	Staffing	Staff accountant
Collections	Telemarketing	Civil engineer
Administrative Assistant		

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Writing Powerful Executive Resume Summaries

By Steve Brady June 20, 2011

<http://blog.simplyhired.com/2011/06/writing-powerful-executive-resume-summaries.html>

Finding executive-level employment in a difficult economy can be incredibly challenging, yet at the same time, with the endless executive and management level possibilities out there, it can also be viewed as a great adventure. It all depends on how well-equipped a job hunter is. The first tool the prospective job hunter needs in his toolbox is of course an executive resume.

All resumes need certain sections that are considered standard. The following four are found in just about every executive resume: Objective, Summary, History and Education. Exactly how each of these four sections is crafted varies, but their content is vital in crafting a quality resume.

Definition of a Resume Summary

The resume summary is the place where the job hunter lists his strongest skills and selling points, as such, it is also an excellent place to include targeted keywords. Many larger companies use automatic resume screening technology, and if a given resume does not contain the right keywords, it never sees human eyes. As one of the first items visible on a resume, the summary gives potential employers a snapshot of the candidate's skills and abilities. Luckily, with some "scaffolding," anyone can write an executive resume summary.

Creating a compelling executive resume summary

The first thing a prospective job hunter needs to do is create an extensive list of job-specific skills. Writing a top 10 list of skills that apply to executive-level managers allows for a starting point from which to personalize the resume summary. List things such as:

- Leadership skills
- Communication skills
- Accounting skills, etc.

Once a top 10 list has been written, it is time to personalize it with related experiences and training. Words help paint a picture, and while an executive resume summary should be brief and to the point, it should be written actively with expressive language. Modifiers are a writer's best friend in this instance, and as long as they are not overdone they will help paint a strong picture for hiring managers. Instead of "strong speaking skills," the phrase, "powerful motivational ability" gives a more vivid picture.

Targeted Keywords

Targeted keywords are vital in the technological age where auto-scanners can eliminate a resume in 10 seconds. Luckily, the job postings themselves will often have the desired words embedded in them. Read postings and advertisements carefully and try to tease out important words and phrases that give an idea of the type of candidate the company is looking for. Once identified be sure to include these key competency terms in the resume summary.

The final step as with all writing tasks is to proofread--and then proofread again. Nothing will get a resume tossed in the junk pile faster than unnecessary typos.

Once a quality resume summary has been created using powerful wording and targeted keywords, the applicant will be one step closer to possessing an executive resume. This resume will win interviews and, eventually, employment--which is what every job hunter wants.

Five Easy Ways to Get Your Resume Back Onto One Page

By Cathy Eng, Resume Rocketeer, Inc Oct 1st, 2010

www.employmentdigest.net/2010/10/five-easy-ways-to-get-your-resume-back-onto-one-page

Does your resume “bleed” onto two pages (or three pages) and you can’t quite figure out how to eliminate those few extra lines to bring it back onto one page? There are several tricks to get rid of wasted space and make your resume appear more sharp and concise (and more likely to be read).

1. Minimize the contact information. You don’t need to list your address, three phone numbers, your fax, and an email address. Now that almost everyone has an email and cell phone, there is no need to bombard employers with so many ways to reach you. Employers want one to two simple ways to get a hold of you. You can even get away with the following:

Ed Smith New York, NY 212.555.1234 email@address

2. Bring “danglers” up to the previous line (by that, I mean any line that only contains one to three words). Edit down your content by removing unnecessary words (e.g. “very” and “that” are often arbitrary and waste space) to bring that line up.

3. Reduce your margins. It is acceptable to set your margins as low as .5 inches, and your resume will still be scannable (most large companies scan in resumes received). This will help to minimize “dead space” on your resume. However, be sure to change your tabs to match up with the margins.

4. Reduce your font size. For a hiring manager, receiving a resume with 12-point font or larger says “I don’t have much to say, so I’ll just make my words bigger to fill space”. An 11-point font is easiest to read and is most aesthetically pleasing. This small change will make a big difference.

5. Remove “References available upon request” or even “Addendum available upon request”. These statements go without saying these days.

Your resume is one of the most important documents you will have in your professional life, so it is important that you pay attention to every detail to make it a perfect representation of you. This includes using every trick in the book to present your resume as succinct and aesthetically pleasing as possible.

Have You Mastered Your Master Resume?

Posted By: Jessica Holbrook On: 12/9/2011 9:11:04 AM In: Job Seeker

<http://www.businessworkforce.com/articles/have-you-mastered-your-master-resume-5380-article.html>

One of the great organizational tools of resume creation is the master resume. Although it's considered an optional tool designed to ease the writing process, for those who use it, the benefits are enormous.

If you have created your own master resume, you may have quickly realized that the greatest benefits come when you put more effort into making this document serve its intended purpose. If you utilize it as intended, you can indeed create great submission resumes that do a good job of snagging interviews.

What is the Purpose of the Master Resume?

The purpose of a master resume is to organize your entire career into one document that you can later extract from when submitting individual, customized resumes. The need for this type of document arose once it became apparent that submitting the same resume to multiple companies (minus a few subtle changes) was no longer appropriate.

Job seekers often experience the best results from submitting unique resumes that are tailored to a specific company's mission and the position for which they're hiring. In writing your resume, this could mean you will have to continually recall specific instances in your work history that match the job you're applying for.

To avoid the hassle associated with this enormous feat, experts have started recommending master resumes. The master resume is never to be submitted. Instead, it allows you to add all of your education, work history, career goals, etc. to one document so that you can locate these items quickly when tailoring specific resumes.

Why Organization Is Crucial to Mastering Your Master Resume

In order to say you've mastered your master resume, organization is of utmost importance. You will need to clearly define various sections that could be utilized in submission resumes, then appropriately list your skills, accomplishments, and work history based on those sections you've created.

The best time to work on your master resume is while you're still employed and in the process of acquiring new qualifications; this is because your contributions and their impact are still fresh in your mind. But even if you're between jobs, you can add details to the resume as you remember them.

Keep in mind that your master resume does not have to stop at a certain length. Make it as long and detailed as possible. And if you have two career tracks, you may want to create two master resumes to better organize your history.

The great thing about a master resume is that you don't have to worry about meeting a deadline to get it done. You can work on it until you decide you're no longer interested in looking for work. By mastering your master resume, you are more likely to create in-depth submission resumes that catch the attention of managers hoping to hire someone just like you.

Avoid the Top 10 Resume Mistakes

By Peter Vogt, Monster Senior Contributing Writer

Full article http://careers.ashford.edu/thp_10_resume_mistakes.php

It's easy to make mistakes on your resume and exceptionally difficult to repair the damage once it's submitted. So prevention is critical, especially if you've never written one before. Check this guide to the most common pitfalls and how you can avoid them

1. Typos and Grammatical Errors

Your resume needs to be grammatically perfect. If it isn't, employers will read between the lines and draw conclusions about you, like: "This person can't write," or "This person obviously doesn't care."

2. Lack of Specifics

Employers need to understand what you've done and accomplished. For example

- Worked with employees in a restaurant setting
- Recruited, hired, trained and supervised more than 20 employees in a restaurant with \$2 million in annual sales.

Both of these phrases could describe the same person, but the details and specifics will more likely grab an employer's attention.

3. Attempting One Size Fits All

Don't develop a one-size-fits-all resume. Employers want you to write a resume specifically for them. They expect you to clearly show how and why you fit the position in a specific organization.

4. Highlighting Duties Instead of Accomplishments

Don't simply start listing job duties on your resume. For example:

- Worked with children in a day-care setting

It's not so much about what you've done as what you've accomplished in your various activities. They're looking for statements more like:

- Developed three daily activities for preschool-age children and prepared them for a 10-minute holiday program performance.

5. Going on Too Long or Cutting Things Too Short

There are no real rules governing the length of your resume. Human

beings, with their preferences and expectations, will be reading it.

Generally speaking, you usually need to limit yourself to a maximum of two pages. But don't feel you have to use two pages if one will do. Don't cut the meat out to make it conform to an arbitrary standard.

6. A Bad Objective

Employers do read your resume's objective statement, but too often they plow through vague pufferies like, "Seeking a challenging position that offers professional growth." Give employers something specific and, more importantly, something that focuses on their needs as well as your own. Example: "A challenging entry-level marketing position that allows me to contribute my skills and experience in fund-raising for nonprofits."

7. No Action Verbs

Avoid using phrases like "responsible for." Instead, use action verbs: "Resolved user questions as part of an IT help desk serving 4,000 students and staff."

8. Leaving Off Important Information

You may be tempted, for example, to eliminate mention of the jobs you've taken to earn extra money for school. Typically, however, the soft skills you've gained from these experiences (e.g., work ethic, time management) are more important to employers than you might think.

9. Visually Too Busy

If your resume is wall-to-wall text featuring five different fonts, it will most likely give the employer a headache. So show your resume to several other people before sending it out. Do they find it visually attractive? If what you have is hard on the eyes, revise

10. Incorrect Contact Information

Double-check even the most minute, taken-for-granted details like phone numbers and e-mail address-- sooner rather than later

4 Ways to Create an Interview-Winning Cover Letter

Posted By: Jessica Holbrook Beyond.com 8/4/2011

www.beyond.com/articles/4-ways-to-create-an-interview-winning-cover-letter-5200-article.html

When in the center of a job search, writing an excellent resume is just the beginning. It's just as important to create a cover letter that will invite hiring managers to contact you for an interview. In this competitive job market, your cover letter needs to be more impressive than ever. So if you're in the process of writing yours, here are four tips to help you win that interview:

Always address a specific person

Your cover letter should always be as personal as possible, and this is made easier by addressing the person who is in the position to hire you. If that person's name wasn't listed in the job posting, take time to contact human resources to find out who it is. You'll be happy you did!

Start with an interesting fact or solve a problem

Your introduction is undoubtedly the most important portion of the cover letter. It dictates whether the manager will be interested in reading the rest of your document. A great way to introduce yourself in your letter is to market yourself with a statement that addresses a problem that you are ready to solve. You could also share an interesting fact about yourself to entice the manager to read on.

Demonstrate that you and your industry are a perfect match

As you move through your cover letter, it's important to show that you know your industry. For instance, if you are in the biotechnology field, consider adding specific keywords like laboratory data, protocols, or even specific studies if they fit.

Doing this, along with giving examples of how you can help further the industry as a whole with your wealth of experience and knowledge, is crucial. But ultimately, your job is to show that you understand what the company is looking for in a candidate and that you are the person it needs to get the job done.

Reference exclusive, unique, value added contributions

Before you close out your cover letter, it's important to reiterate your strengths and emphasize that you're the absolute perfect person for the job. You could add information about any specialties you have in your industry or mention recognition you've received.

The idea of the cover letter is to stress just how strong a candidate you are for the position you desire. If you can get this job done, you're likely to score the interview that leads to the job of your dreams

How to Make Your Cover Letter a Perfect Fit for Any Opening

Posted By: Jessica Holbrook Beyond.com

www.bevond.com/articles/how-to-make-your-cover-letter-a-perfect-fit-for-5035-article.html

Let 's face it, a blanket cover letter just isn't going to cut it. How can you make the best use of your time and maximize results? Here are a few simple customizing steps.

A memorable opener

Here's a mistake I see job seekers making: the opening line on their cover letter reads, 'Please accept this in response to the (position) advertised on month day, year'. What's wrong with this kind of opening line? Everyone uses it. The point of your job search is to stand out from the crowd, not get lost in the midst of it. Instead, try using something similar to your branding statement. You can tweak your branding statement to be a customized opening line.

For example: With more than 10 years of profit-driven project management expertise.

What's different about this opening line? I'm already addressing the company's need for a bottom-line-driven project manager; sharing my years of experience; and hitting the job title on the dot. That's three big points you've scored in the first line alone.

Facts that support requirements

After you've written your opening lines (which express your interest in the position and introduce you to the prospective employer) immediately jump into how you can meet the organization's needs based on the requirements the company posted in its online ad or job description.

'I see you are interested in hiring someone with strategic-change management experience.' (Or whatever the key requirement of the position is highlight it here). Then tell or even better, SHOW the reader why you have that experience: 'In my present role with ABC Distributors, I did XYZ, which resulted in JKL.' Showing the potential employer right off the bat that you possess a desired attribute or requirement for the position will prompt the hiring manager to invest

more time in reading your resume. If your cover letter states in so many words 'I am the perfect match for your opening, and I can meet/exceed your needs ' then you immediately get my attention, and I'm more likely to invest time in reviewing your resume.

Here's a tip: do not use bullet points or material word-for-word from your resume; provide the hiring manager with fresh information on your cover letter.

Details are important

Here are a few small details to remember when crafting a cover letter to fit a specific opening:

- Insure your cover letter heading matches your resume's.
- Include your branding statement with your header at the top of your cover letter. It enforces your brand and provides a polished touch.
- Include a quote from a former employer if relevant and hard-hitting.

This is a great way to sell what you're capable of accomplishing for an organization. If the prospective employer has a specific requirement in its job and you've already done that somewhere else and have a great recommendation or quote from a previous supervisor to back it up WOW!! There really isn't any better sales/marketing material than that. Not much can beat a quote about your results.

Close with contact

Always offer at the close of your letter to follow up with the employer/hiring manager via phone, e-mail, snail mail, whatever within a specific time frame (be it one week or two or whenever). Also, be sure to include your contact information so they can reach out to you. Keep the closing professional, polished, and concise. You don't want to appear desperate or unprofessional

What Happens After You Submit Your Resume

Posted By: Jessica Holbrook In: Job Seeker – Resume
www.beyond.com/articles/article.asp?id=5152

Have you ever wondered what happens to your resume after you submit it? Many job seekers spend hours every day shipping resumes off to prospective employers without an idea of what happens after they've hit the send button.

Knowing what your resume goes through after it has been submitted is a mystery to many job seekers. A recent CNN Money article explored the process a resume goes through at one major company; let's look at the steps involved after a resume leaves your hands.

Stage 1: Making it past technology

Whether you've submitted your resume to a recruiter or directly to an employer, it will likely face some form of technology before it is thoroughly reviewed by a human's eyes. The technology typically uses a variety of criteria to help filter candidates.

For instance, a company might want resumes from people who have five to eight years of experience with public relations management. If this key phrase isn't on a person's resume, the computer system will not rank it high or it could simply immediately reject it.

It's critical to keep this in mind as you filter out which information to include in your resume and personalize it for each position. The best way to ensure you don't miss this boat is to search for keywords like this in the job posting and include them in your resume.

Stage 2: Initial human confirmation

If your resume makes it through the technological test, then you may receive some form of human confirmation. In the CNN article, the confirmation came in the form of a phone call meant to ensure that the information posted on the resume was accurate. As a former recruiter, I used to call this the preliminary phone screen or prescreen interview.

During the call, the recruiter/company representative also gets a feel for whether the candidate seems to be a good fit for the company by exploring salary expectations, relocation willingness and job travel capabilities or whatever may be the most pertinent information that could potentially weed out the candidate as quickly as possible to narrow down the recruiter's search results.

The candidate could also expect this communication to come in the form of an e-mail. I always loved communication via e-mail; if someone had a really standout resume, then I would just e-mail the candidate to set up a time to either: a) chat over the phone, or b) schedule the initial in-person interview.

Stage 3: Moving higher up

If you seem to be a good fit for the company initially, the recruiter or other company representative will likely send your resume to the hiring manager or other person in charge of making the ultimate decision. At this point, the resume is placed in the interview pile for the person's supervisor or the key hiring manager and the interviewing process begins.

What If I don't get a call?

If you don't receive a call or e-mail beyond the thank you for applying communication, it's possible that the company decided at some point during the resume's journey that you are not a good match. That may have been a result of your not having the appropriate keywords contained in the resume for the computer scan to rank your resume high enough to warrant a review, or it could be that the first human eye giving it a scan couldn't find what they wanted. It could also perhaps be that someone thought the resume was a mess. It's also possible, with thousands of people applying, that you just got misplaced in the shuffle. Some companies are likely to keep your resume in its database in case you're a good fit for another position down the line.

However, if you know that your skills, qualifications, experience, accomplishments, etc. are a perfect fit for a position (a 100% match) and you didn't receive a call, I encourage you to take extra steps to be noticed.

The CNN Money article revealed that companies also spend a lot of time on LinkedIn, sifting through candidates in hopes of finding individuals they would like to recruit, even if they aren't looking for work. This is another critically important reason why if you're not on LinkedIn, for some employers, you just don't exist

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You CAN Apply for the Same Job Twice, So Long as You're Careful

By Elisabeth Greenbaum Kasson Jun 6, 2011 Posted In Job News

<http://news.dice.com/2011/06/06/you-can-apply-for-the-same-job-twice-so-long-as-youre-careful/?cmpid=268>

A boo and a hiss for the online job application, a necessary irritant that most of the time you can't avoid. Of course you wonder: Do those resumes actually get read? Do you have any options after you hit send? What can you do if you get some inside tip about the position — after you've submitted your materials?

Your best bet is to contact the recruiter or hiring manager directly. But that's not always a possibility. In that case, you may gain traction by resubmitting your resume, giving yourself a second chance by revising your cover letter and application to show a more perfect fit.

Larger companies tend to rely on recruiting software to screen incoming applications, so if you don't meet a job's basic criteria, the system has probably spit you out without anyone seeing your resume. If they did, HR or the hiring manager may have found some aspects of your application problematic, even if you were a good fit for the position. For example, what if your salary requirement was too high? If you become aware of any issues like that, resubmitting may put you back in the game.

Remember, though, that there are potential negatives to applying for the same job twice. What you think is a lengthy wait to hear back is a mere minute in the eyes of HR. So, if you dip twice, you could be seen as a pest. And, if you substantially change your resume and cover letter they may perceive you as desperate, which could undervalue your professional worth.

Still, if you're aware of the risks and really want a shot at the job, go for it. After all, what are they going to do? Not hire you?

COMMENTS :

BY Mike says: June 7, 2011

Years ago I applied, several times, for a position that frequently appeared in the "help wanted" section. I applied because I knew the OS in use, and several programming languages, but not the two programming languages in use. I finally was contacted for an interview. I was offered the job. But that was all in the past, prior to the onset of online applications, etc.

BY M. Jones says: June 6, 2011

.... The use of resume scanning software in this day and age is ridiculous. A lot of resumes get overlooked because of this, and a lot of these software keep a record of potential candidates, so if you've applied somewhere and your resume was rejected, it will more than likely be rejected again when you apply at any company employing such software (based on your name alone). It is a form of judgment and discrimination that needs to be removed from the already troubling job market.

The problem with the job market, and most companies, is they assume someone is a pest, based on their consistency. The bottom line is this, everyone wants to work, everyone is desperate for a job. These companies have made it this way. A lot of talented people are being overlooked because of cut rate HR practices.

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