



*You are the CEO of your career... manage it well*



## **YOU HAVE A CAREER STORY**

Resumes should tell a clear and compelling story of accomplishments; challenges faced, actions taken and results achieved. It is not an exhaustive list of duties and responsibilities. Show how you helped the company provide services, create products, develop processes, and manage procedures.

## **LEAD WITH YOUR STRENGTHS**

Be sure to present your top strengths and competencies in your career summary or profile statement. In your work history provide evidence of your capabilities.

## **SPEAK IN THEIR LANGUAGE**

Address the requirements in the job posting. Use keywords that match the requirements with your experience and expertise. There is no such thing as one resume for all situations, write for the specific position.

## **HELP TO CONNECT THE DOTS**

Lead the reader. Use sections to present similar information. Be concise and avoid unnecessary words. Include quantifiable terms, numbers, and percentages to paint a portrait of your ability to get results.

## **DELIVER AS REQUESTED**

Follow instructions precisely when submitting your application, resume or cover letter online. Most companies use a computer to scan candidate information. Do not deviate.

**UPDATE YOUR RESUME NOW**

# Evaluate Your Résumé Before You Hit Send

The purpose of this checklist is to assess how well your résumé meets conventionally accepted résumé principles and to identify areas of improvement to increase your chances of being selected for a job interview. Your résumé generally receives less than a 30-second review when first received by a prospective employer. Therefore, it is critical that your résumé makes a positive first impression and compels the reader to want to call you for an interview.



**Résumé Format** - Your résumé should be in a format that best showcases your career history.

- Present in an acceptable length, format, and formality for the particular industry.
- Meet current standards for a “modern” format (online and upload compatibility).
- Check for errors (including spelling, punctuation, capitalization, grammar, etc.).
- Use easy to identify labels for sections on the résumé to lead the reader.

**The “Look” of the Résumé** - You never get a second chance to make a first impression.

- Avoid using a template (fill-in the blanks form).
- Capture the reader's attention - stand out compared to other résumés.
- Use appropriate font and sizes throughout the document.
- Select design elements thoughtfully (lines, bolding, bullets, color).

**Résumé Content** - Your résumé should be unique to you and showcase your value.

- Make it an effective marketing document, not a work history “obituary.”
- State precisely what position is targeted (without an “Objective” Statement).
- Sell qualifications with persuasive, high-impact statements.
- Include relevant jobs - cover the last 7-10 years of experience.

**Résumé Relevance** - Irrelevant information should be excluded.

- Focus the résumé on the targeted job goal.
- Do not include unrelated personal information (such as a photo, hobbies, etc.).
- Delete reasons for leaving any job or other negative information.

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