



ULTIMATE RESUME

(661) 295-1300

for a better **job**SM
—
life



Resume CPR

'Bring My Resume Back to Life!'

Your Ultimate Resume Diagnostic Guide

Let's do a diagnostic exam then operate on your resume, using the following tools to show you what shape your current or past resume is in:

1. The 3 C's: Clarity / Cleanliness / Concision—

Is every field of information on your resume clear in both its purpose and in its meaning? I find that many people simply copy sentences from 'sample resumes' as a time saver. **THIS IS A BIG MISTAKE!** Think about your goal: That's competing against all the other resumes out there. Clarity of your prior job duties; clarity of your writing; clarity of your resumes construction and layout, without confusing boxes, diagrams and flowcharts. These graphic extras do nothing to enhance YOUR value. It's 2019! Nobody has time to read a resume that requires a table of contents or a key. Sentences should be written cleanly, eliminating run-ons, when possible. Ideas and accomplishments should be designated clearly, written cleanly in bullet fashion and concisely, so the successful outcome is easily understood.

2. Anatomy or your physical resume layout—

The skeleton of your resume—is the layout you select for your actual document. Ask yourself:

At a glance, does your layout quickly allow the reader to determine your stability, skills and experience as it relates to the position(s) you are seeking?

Are your accomplishments buried in narrative?

Do you have specific outcome statements that demonstrate the value you've added to your previous roles OR does your resume read like a generic HR job description?

Is the layout easy to follow?

Bearing in mind the average Talent Acquisition Manager / HR Representative / Hiring Manager will invest about 10-20 seconds initially reviewing your resume and that **critical read will either make or break your chances** of generating a response. If your accomplishments are lost in large blocks of narrative that at a glance will be overlooked, then sadly... So will you!

Layout vs. Applicant Tracking Systems—

We get a lot of questions about hiring companies use of Applicant Tracking Systems / keywords / scanning. Yes, most larger companies use some form of ATS for managing their candidate database. The format you select will have a significant impact on how well an ATS will scan / read your resume. The more complex the layout (columns / boxes / graphics), the more challenging it is for the ATS system to properly process your document. The ATS will scan and parse the text from the document and create a record of your submittal. The more complex the layout, the more errors, simple as that. While some layouts may look visually attractive, they may not work well for the ATS. Like your prep for a medical procedure, 12 hours of no food / drink to avoid problems with the scan.

So a clean, consistently formatted document will enhance the ATS's ability to properly process your resume.

3. Objective—

Does your resume have a clear, concise objective, pointed directly at the job you're applying for? This is vitally important. The objective is the thesis statement of the document. There are many schools of thought regarding whether or not to include an objective. Back to the 10-20 second critical visual scan of your resume — A targeted objective focuses the reader on exactly what role you're seeking and guides the reader to connect the dots in this initial read. All the other fields go into supporting your primary objective. We encourage you to adapt every resume you send to include the job title you're applying for to improve your results.

4. Summary or Career Overview—

Always provide either a short career preview OR overview. This is a professional, concise way to cover 'ground' in your career, particularly if you have a longer career span and want to focus on more current experience. A brief overview can expand on your objective with WHY you're either interested or eminently qualified for this role.

5. Professional Experience—

The preferred layout HR hiring managers and executives expect to see is in reverse chronology, the 'What have you done for us lately?' approach. Creative writing may come into play if you're returning to a field / role that you'd held much earlier in your career. In these cases, we suggest altering your layout to place the relevant experience on page 1 rather than being buried on the bottom of page 2.

Functional Resumes / Skills Based: We do not suggest using these formats, period. The obvious question that the HR / Hiring Manager will ask when viewing this type of resume, "What are they trying to hide?". Frankly, they just don't work.

6. Outcome Statements—

If you have measured, quantifiable achievements, quotas you've attained / exceeded, they ALWAYS should be set apart and highlighted by a bullet! We call these outcome statements. Outcome statements are the foundation / spine of any performance-driven resume! Let the Good Resume Dr. remind you—Your resume won't stand up to the competition without a spine!

6. Education / Certifications / Licenses / Associations—

In most cases, we suggest placing credentials like these toward the end of your resume, after the professional experience; except for recent MBA's, new grads seeking entry level professional careers or PhD's. The importance of these vary depending on the nature of the role you are seeking. Performance in the 'real world' or in the marketplace beats even A's in the classroom. Education is very important, but WHAT YOU'VE DONE trumps what you scored on your SAT's.

7. What about including personal information?

Personal information such as marital status, number of children, religion, age, specific dates of graduation (optional, but does give the reader insights into your age), etc. are best not included in your resume. If you chose to share this type of information during a face-to-face interview, that's up to you, but we'd suggest not including it on your resume.

How does your current / past resume compare?

By downloading this document, you qualify for a special discount on your next resume appointment!

Why Ultimate Resume?

We offer a free initial consultation with our award winning writing / presentation team with over 15 years of career consulting / executive search and recruiting expertise that enable us to apply the best practices we've established helping hundreds of client's get the jobs / careers they deserve.

Give us a call to discuss how we can make your new document... The Ultimate Resume!

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