

WRITING A RESUME THE RIGHT WAY

A resume has only one purpose.

When you sit down to start putting together your resume you have to keep one thought first and foremost in your mind – the primary purpose of your resume is to give a company justification for bringing you in for an interview. In order to want to bring you in for an interview the company is going to be asking very specific questions – Do you already possess the skills required to do the job successfully? Does your education support the skills required? Do you demonstrate a strong work ethic? Do you go above and beyond what is expected of you? – and the list goes on. Below we will examine the best way to answer all of these questions and how to layout your resume in a fashion that accomplishes the primary purpose – get that interview!

With resumes it's the little things.

Before you actually begin to write your resume there are a few things you need to know and consider as you gather the information required to format a compelling resume. Realize that for any specific opening, a hiring manager could easily receive dozens and dozens of resumes. Your resume is going to be judged on a "first glance" basis. Some people like to call it "the 10 second rule" which means this – if the reader of your resume doesn't see a match between your background and the position available in a 10 second glance, odds are your resume is heading toward a trash can and not a hiring managers desk. Because of this, you have to remember the following rules to increase your odds of passing the 10 second rule.

1. Your resume should be reformatted to each specific job you are applying for.
2. The devil is in the details – misspellings, formatting, missing information, bad grammar, talking in the first person – any one of these mistakes is likely to be enough of a slip to cause your resume to be discarded.
3. It has to be easy to read and easy to follow.
4. Never assume the reader knows what you're talking about – don't use acronyms or insider jargon in your resume.

Your resume has to be ACES.

There are 4 key areas that every resume needs to have to give you the great first impression you want from the person reviewing your resume.

A – Appearance – a layout and design of your resume.

C – Content – a resume is considered a sample of your "best work" and it needs to be flawless.

E – Evidence – provides proof that you have the skills and experience required for the position.

S – Sizzle – answer this question – "Why you HAVE to bring me in for an interview?"

The layout for a great, easy to read, resume.

There are a number of different layouts that can be used for a resume and Microsoft Word offers at least a dozen built-in templates you can choose from. We recommend you use the following format – why? – because it's easy to put together, simple to modify on a job-by-job basis, and easy for a reader to capture a picture of your work history in less than 10 seconds!

Your Contact Information

It goes at the top of the page. Your name is larger than your contact information and your contact information is large enough to be easily read. You should also provide multiple ways for a potential employer to reach you. Whether you choose to center the information or left justify it is a matter of complete personal preference.

Sample

Jane Candidate

125 Jobbing Street, Anytown, KS 59595

Home: 345-456-8765 Cell: 345-567-5432 Email: jcandidate@gmail.com

www.linkedin.com/JaneCandidate

State Your Objective

Don't stress over this section for it has only one real purpose. You have to ask for the specific job for which you are submitting your resume. Have it match in both title and substance of the job description for the open position.

Sample

OBJECTIVE: To secure a position as a Tax Manager where my skills in tax accounting, cost management, federal tax law and state tax law can be applied to best position my employer and save the company money effecting the bottom line.

Key Skills

This section has become more critical in the past 10 years and will continue to be critical as the internet and web-based portals are used more and more as an intermediate review point for resume submittals. Companies use key word matching and a first line screening tool. This means that a computer is searching your resume for specific phrases that match specific phrases from the job description. To counter this, you need to ensure that your resume contains key words that match the posted position.

Sample

KEY SKILLS:	Asset Management	Tax Accounting
	Supervisory Skills	Hiring Responsibility
	Regulatory Compliance	New Product Rollouts

Experience

This section of your resume has to be easy to read and follow a logical progression of your past jobs. It should clearly show the dates you were employed, your title, the company, and location. This is followed by a sentence or two that describes your responsibilities in the position. Lastly, by using bullet points you outline your accomplishments in that role paying special attention to instances where you made the company money, saved the company money or improved a process or procedure.

Sample

EXPERIENCE:

KRAFT FOODS, Northbrook, IL

2001-Present

Plant Manager

Responsible for all areas of operation for a 120,000 sq. ft., 300 employee cheese packaging facility including full Profit/Loss accountability. Managed a team of 5 Directors and 15 Supervisors in Engineering, Quality Control, Production, Shipping/Receiving and Human Resources.

- Completed the installation of 2 new production lines increasing production capabilities by 40%.
- Created and implemented a comprehensive Safety program that reduced our workers compensation claims from 29 in 2007 to 2 in 2008.
- Worked with a production process that reduced our operating expenses by \$2.2 million.

Education

Outline your education history including any addition training you may have received post graduation.

Sample

EDUCATION:

University of Wisconsin Madison, Madison, WI <i>Bachelor of Science – Dairy Science</i>	1995
HACCP training for Food Managers	1998
Six Sigma Black Belt	2002

Optional Add-on Sections

You may want to add on additional sections to your resume based on your personal history. Areas such as Awards, or Technology Skills. These would follow the educational piece and should be listed in a chronological order.

The Finished Product

When your bring it all together here's what it should look like.

(See next page)

Jane Candidate

125 Jobbing Street, Anytown, KS 59595
 Home: 345-456-8765 Cell: 345-567-5432 Email: jcandidate@gmail.com
www.linkedin.com/JaneCandidate

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KEY SKILLS:

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Supervisory Skills	Hiring Responsibility
Regulatory Compliance	New Product Rollouts

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