

HOW TO GET HIRED

Resume Cheat Sheet

“It’s a full-time job, looking for a job.” You’ve heard this, you may have even said it. Looking for employment may feel like unrewarding work. Compiling a resume from scratch is time consuming and may raise several questions about your personal impact. The resume. It’s one of the most important documents you’ll ever write. By staying focused on the purpose of a resume, it can be a celebration of your past accomplishments with an eye towards your future dreams. Let’s demystify the process of acknowledging what you have done and make it simple.

All the information you need to create a stellar resume is contained in the example included at the end of this document. The following pages provide a few top insights into the how’s and why’s of each section. We will cover:

- **The Two Hoops**
 - **Section 1: Header**
 - **Section 2: Summary**
 - **Section 3: Skills**
 - **Section 4: Experience**
 - **Section 5: Education**
 - **Additional Information**
 - **Reference List of Action Verbs**
 - **Resume Example**
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The Two Hoops

In many cases your resume will serve as your “first impression” and essentially will need to pass through two hoops to move your application forward.

First, it must beat the ATS - Applicant Tracking System. All recruiters and major corporations electronically scan resumes for a match to open positions. At least 50% of all submitted resumes never make it through this hoop.

Pro Tip:

Keywords are key! You can see an example of how an ATS works at www.JobScan.co by copying & pasting your resume and the job description. You'll find the percentage of your match and a list of notable keywords that your resume doesn't contain.

Second, your resume must communicate that you are qualified for the position in just 6.5 seconds. That's the amount of time a recruiter and hiring manager will spend on your resume initially. If it doesn't pass the eye test, if it's not apparent that you are a great fit immediately, then your first impression has failed.

Since your resume needs to grab attention quickly that is why we want to set your resume in a format that allows the hiring manager to quickly learn about you from a high-level scan and then dive in deeper as they read on.

Think of your Summary section as a way to set the tone that you are a fit for their specific opening. And your Skills section should work as a quick check list of keywords that the hiring manager is seeking.

You want to keep your resume traditional and without colors, graphics or pictures. As soon as you add any of those elements the hiring manager is initially judging you on those choices instead of on the content of your resume.

Section 1: Header

Contains your full name and your contact information. May also include a professional web address like LinkedIn or a portfolio of work (when appropriate). Use one font for the entire resume that is easy to read, such as Garamond, Century Schoolbook, Palatino, while avoiding sans serif fonts like Arial and Calibri which appear informal. Your name should be bold in 22-point size. Your contact information should be shown, not bold, in a 10-point size. Center both lines on the page. The margins may be adjusted to keep the resume to one page. A good practice is to keep the top margin in the 0.5"-1.25" range; the bottom between 0.5"-1.50"; the sides equal and in the 0.75"-1.25" range. For two-page resumes all margins should be 1".

Pro Tip:

Use an email address that is simply your first and last name to keep it professional. Your "GolfMaster3000" handle won't inspire trust and professionalism. Also, use a personal account, not your current work email.

Section 2: Summary

Consider the job you are applying for when you write your summary. Compare your wording to the job description. Keep your summary short and highlight specific experiences that sound almost

identical to those listed in the job description. Offer at least one insight that may not be given in the lists of your skills or employment experience.

Below is a slight variation of the template given in the sample resume. The summary should be in 12-point font so that it is easy-to-read when printed. It should also be indented from the standard margins by 0.5". When writing a summary from scratch, the three main points to remember are: 1) start with your current title; 2) go in-depth regarding your longest experiences or those experiences most relevant to the job you are applying to attain; 3) end with how your passion applies to your goals.

[Positive adjective] [Top/Current Job Title] with more than ["# of years", or "decade"] of [adjective taken from job description] experience in [top responsibility], [second most important responsibility] and [favorite responsibility]. [What did you do? Action verb] with [Whom? Clients, level-of employee, or key experience] that resulted in [specific result]. Adept at [list one to three specialized skills] with [person or thing]. [Additional supportive details in one or two sentences.] Passionate about [Close with how your personal passion aligns with job].

Example:

Seasoned Account Manager with 12 years of diverse experience in marketing, branding, and operations. Worked with over 100 accounts that produce more than \$100,000 each in annual sales. Top salesperson achieving highest-grossing sales among 50 account managers for three years in a row. Progressed from excited Junior Account executive to VP of Client Services with a professional network numbering in the thousands. Passionate about inspiring sales and account executives to exceed their goals.

Rookie Mistake:

Switching from first person to third person in the Summary. Every sentence in the summary begins with an unwritten "I". Example, "***I am a*** Driven Senior Executive...", "***I have*** Worked with...", "***I am*** Passionate about...", "***I have been*** Adept at leading...", etc.

Section 3: Skills

Keep the skills list simple, with one, two or three word descriptions. Place them in either two or three columns in 11-point font size, bullets help to draw the eye to individual skills. Begin the list of six to twelve with broad skills and end with specific ones, for example:

- Data Analytics
- Business Development
- Coalition Building
- Relationship Management
- IT Operations
- Process Solutions
- Change Management
- Conceptual Modeling & Forecasting

Pro Tip:

This is your section to bury in essential keywords. Pull wording for your key skills directly from the job description. Example: You may have listed “Company Communications” but the job description states “Corporate Communications”. Use the wording from the job description if the meaning is essentially the same.

Section 4: Experience

In reverse chronological order, list your employers and the relevant experiences from each position you have held. Add compelling details such as numbers, quantified results, and if expectations were exceeded. If you put a description of the company, limit it to one line immediately beneath the name of the company. It’s better to make what the company does apparent by sprinkling those details throughout the descriptions of your experience.

Pro Tip:

Numbers grab the eye. When scanning over a document one of the main things that will draw someone’s eye are numbers and percentages and the bigger the better. Make sure to add in quantifiable results with each of your experiences.

The company name should be in 12-point bold. The remainder of that line should not be in bold including City, State and date range of employment at that company. The position title should be listed in 11-point bold font while each specific experience stated is not bolded.

The Experience section is the best area to play with the font sizes if a smaller point size is necessary to maintain a single-paged resume. Nothing smaller than 10-point size is acceptable because a tiny font will be illegible if printed.

Be as specific as possible. Details paint a vivid image in the reader’s mind and make it possible for your future employer to envision you performing the work. Ways to add specificity include: show numbers, make ‘before you’ and ‘after you’ comparisons, replace buzzwords like “managed” with specific phrases like “directed a team of five”, work descriptive words about your employer into your experience, mention accomplishments that have a wider importance beyond your personal experience.

This document closes with a list of verbs. Pull verbs from the job description when appropriate and always mix up the action verb used in the descriptions of your experience.

Rookie Mistake:

Death by bullet points. Avoid using more than six bullet points for one work experience. For older experiences, it’s fine to use as little as two bullets.

Section 5: Education

List degrees and certificates received from acknowledged educational institutions. Be sure to note, if your degree/certificate was granted by an institution that has gone out of business. Corporations will verify education for most positions. Bold the name of the educational institution and the type of the degree or certificate. Additional information like “summa cum laude” can be added in parentheses without a bold typeface.

Rookie Mistake:

Listing irrelevant certificates and courses. For example, a manufacturing supply-chain and logistics recruiter who seeks an MBA candidate may find a certificate in Latin translation as an odd distraction.

Additional Information

A standard resume should not exceed one page. My rule of thumb is add a page for every ten years of experience. Part of progressing in one’s career is learning how to prioritize, how to separate that which is relevant to the current needs from that which is not important.

Nonetheless, there may be circumstances where additional information is desirable. Below-the-line media talent may want to provide a list of credits, or an often published and in-demand speaker may wish to list relevant publications and presentations. This additional information should be placed after the Education section. Use a reference source like the Associated Press Stylebook www.apstylebook.com to list your credits consistently. Bold your name if there is more than one author/presenter listed and bold the portion relevant to the job application.

Never include personal details about family, hobbies or interests. Do not include references or the comment of “references available upon request.” Use this information in the interview process to make a personal connection with your future employer.

Celebrate Your Experience

You’ve done good work and enjoyed past success. Reflect on your positive contributions while pulling your resume together. You bring something unique to each position. Feel good about your experience and that impression will be carried forward in your resume.

Reference List of Action Verbs

Most of your experiences are in the past. However, for on-going responsibilities in your current position use the present tense. The present tense demands the reader's attention and brings them into the action with you. The following list verbs is presented in the past tense and in groups related to specific responsibilities.

In charge of a project, division, or company:

Administered	Headed	Organized
Chaired	Implemented	Oversaw
Controlled	Led	Planned
Coordinated	Operated	Produced
Executed	Orchestrated	Programmed

Used creative thinking to improve your workplace processes, products and services:

Built	Founded	Incorporated
Brought to life	Engineered	Initiated
Charted	Envisioned	Instituted
Created	Established	Introduced
Designed	Formalized	Launched
Developed	Formed	Pioneered
Devised	Formulated	Spearheaded

Improved efficiency, customer satisfaction, or profits:

Accelerated	Decreased	Improved
Achieved	Deducted	Lessened
Advanced	Delivered	Lifted
Amplified	Diagnosed	Maximized
Analyzed	Enhanced	Outpaced
Boosted	Expanded	Reconciled
Capitalized	Expedited	Reduced
Centralized	Furthered	Stimulated
Conserved	Gained	Sustained
Consolidated	Generated	Yielded

Collaborated with other to change or improve process and outcomes:

Aligned	Converted	Influenced
Clarified	Customized	Integrated

Merged
Modified
Overhauled
Redesigned
Refined
Refocused
Regulated

Rehabilitated
Remodeled
Reorganized
Replaced
Restructured
Revamped
Revitalized

Simplified
Standardized
Streamlined
Strengthened
Updated
Upgraded
Transformed

Led and managed others:

Coached
Cultivated
Directed
Enabled
Facilitated
Fostered
Guided

Hired
Inspired
Mentored
Mobilized
Motivated
Recruited
Shaped

Supervised
Taught
Trained
Unified
United

Responsible for mergers and acquisitions, or pursuing new partners:

Acquired
Approached
Forged

Navigated
Negotiated
Partnered

Prospected
Secured

Customer care and experience were a priority:

Addressed
Advised
Advocated
Arbitrated

Consulted
Counseled
Educated
Fielded

Informed
Resolved
Satisfied

Research and analysis were top responsibilities:

Analyzed
Assembled
Assessed
Audited
Calculated
Discovered
Evaluated

Examined
Explored
Forecasted
Identified
Interpreted
Investigated
Mapped

Measured
Qualified
Quantified
Surveyed
Tested
Tracked

Communications:

Authored	Convinced	Persuaded
Briefed	Corresponded	Presented
Campaigned	Critiqued	Promoted
Co-authored	Defined	Publicized
Communicated	Documented	Reviewed
Compiled	Edited	Wrote
Composed	Illustrated	
Conveyed	Lobbied	

Decision-making responsibilities:

Authorized	Enforced	Oversaw
Blocked	Ensured	Regulated
Decided	Inspected	Screened
Delegated	Itemized	Scrutinized
Dispatched	Monitored	Verified

Met or exceeded expectations and goals:

Achieved	Earned	Showcased
Attained	Exceeded	Succeeded
Awarded	Met	Surpassed
Completed	Outperformed	Targeted
Demonstrated	Reached	Won

Full Name

Street Address • City, ST ZIP • 000-000-0000 • email@email
LinkedIn profile URL or Professional Portfolio URL

SUMMARY

[Descriptive word] [Current Title/Aggregate Title] with [number] years of [descriptive word] experience in [big keyword], [big keyword] and [big keyword]. [Verb] with [clients, level-of employee or key experience] [result verb] [keyword]. In-depth specialized skills [verb-ing] [detailed description of top skill]. [Additional supportive details in one or two sentences.] [Close with how your personal passion aligns with job.]

Example:

Seasoned Account Manager with 12 years of diverse experience in marketing, branding, and operations. Worked with over 100 accounts that produce more than \$100,000 each in annual sales. Top salesperson achieving highest-grossing sales among 50 account managers for three years in a row. Progressed from excited Junior Account executive to VP of Client Services with a professional network numbering in the thousands. Passionate about inspiring sales and account executives to exceed their goals.

SKILLS

- Sales Management
- Business Development
- Collaborative Teamwork
- Presentations & Writing
- New Employee Mentor
- Applications Expert
- MS: Word, Excel, PowerPoint
- Fluent: Languages

EXPERIENCE

Company (12 point bold font), City, ST (unbold)

March 2017 - Present

Full Title (11 point bold font)

- Use 11 point-sized fonts that are easy to read, such as Garamond, Century Schoolbook, Palatino, while avoiding sans serif fonts like Arial and Calibri which appear informal. (10 point size is acceptable if required to keep resume to one page.)
- Choose present tense verbs to describe current, on-going responsibilities.
- Responsible for the detailed analysis and promotion of past work history, including all skills relevant to the hoped-for position.
- Introduce skilled employee to future employer with short-descriptive statements.
- Selected the job I am applying for - before submitting a final resume to ensure that the skills and experience I submit closely align with the skills sought.

Company, City, ST

January 2015 - February 2017

Full Title (if you are a multi-hyphenate use your primary title)

- Displayed significant experience with specific details, may combine similar experiences for emphasis.

- Collaborated with # of teams at the executive/manager/entry-level to develop and implement the top project of note.
- Detailed recent experience more than those positions five years ago or older.

Progressed at Company Example, City, ST June 2010 - December 2014 (overall range)

Most Recent Title (May 2014 - December 2014) (dates for specific title)

- Evaluated specific area of a business and successfully devised a plan of action.
- Analyzed data and presented a predictive model for success.

Next Title (January 2012 - April 2014)

- Crafted job experience to show progression in responsibilities from entry level to final position.
- Used this format to illustrate multiple sequential consulting positions, ensuring that overall date range shows stability.

First Title (June 2010 - December 2011)

- Accounted for any gaps in employment history.
- Inspired team of co-workers through upgrade/merger transitions inspiring a % increase in productivity.

EDUCATION

Post-Graduate Educational University, City, ST
Master of, PhD, (final certificate), in area of specialty

Year of Graduation

Educational University, City, ST
Bachelor of Arts, Science, in area of specialty (Sum Cum Laude)

Year of Graduation