20+16 Resume Writing Tips
and a few funny bits
By Brenda Collard-Mills, Certified Resume Strategist

1	Set the language of your Word software to match the country the job is located in. There are small but distinct spelling differences of certain words written in Canadian English vs US or UK English.
2	Create a resume from scratch. One that's unique to you. Don't use an online resume template. The effort you put into creating a resume gives a "hint" of the type of future employee you would be.
3	Resume styles: the two most common styles are Functional and Reverse Chronological. Use the Reverse Chronological format; functional is the least preferred by hiring managers.
4	Keep your format clean and simple as it will likely be scanned by Applicant Tracking System (ATS) software which doesn't like text boxes, underlines, or graphics, and may not even like shading.
	ATS is … software used as part of the hiring process. *Features include: resume scanning, calculation of years of experience, and pass/fail assessment.* ➢ *ATS software may prevent up to 75% of resumes from being seen by a hiring manager.*◄
5	Times New Roman is an overused and outdated font. Write your resume using a mobile friendly font such as **Calibri, Arial, Cambria, Trebuchet MS, or Verdana**. (All examples typed in 10 pt.)
6	Embrace colour where appropriate; use **bold** to draw attention to critical information.
7	Use a professional email address such as Gmail, Rogers, Sympatico, AOL, or Yahoo. Format should be FirstName+Lastname@myisp.com. Do not put a Hotmail address on a resume.
8	Embed your contact information within the resume; not in a header or footer. Not all ATS software will accurately (if at all) scan data in a header or footer so without a name, your resume is tossed.
9	For business professionals, your contact section should include AT LEAST 3 things: current phone number, email **and your LinkedIn url**.
10	Additional contact information might include: a Skype address (employers do conduct Skype interviews); or links to other professional social media profiles, your online portfolio, speaking engagements, or possibly your personal brand website.
😆	*Things People Said (on a resume) – courtesy of Rinkworks.com* *"I have a bachelorette degree in computers."*
11	Include the acronyms for your degrees and designations after your name; don't bury them in the education section. Make it easy for the reader to understand your academic qualifications.
12	Define your ideal job target and focus your resume to match the job title, sector and qualifications. Sending the same one size fits all resume to each job only extends the length of your job search.
13	Ditch the "Objective" statement … that's so yesterday and screams I NEED A JOB!!
14	A resume is your #1 sales tool, so think like a marketer. Create your own tag line (up to a max of 21 words). Here's an example for a Sales Manager totalling 13 words: *RELENTLESS ACHIEVER, SETS DEMANDING GOALS, DEVELOPS AN ACTION PLAN AND EXECUTES WITH PRECISION*
15	Can't think of a tagline? Use keywords to define your areas of expertise. Here are three keyword examples the same Sales Manager might display to market his/her business strengths: **Expertise in: Business Development	Market Penetration	Territory Management**
16	Write a short, strong introductory paragraph. Engage the reader by relaying who you are, what you do and how well you do it.
17	The personal pronouns "I", "me" and "my" do not belong in a resume. Save the third-party descriptions – such as "Peter is …" for your LinkedIn Summary section.

18	Write content that is concise, clean and easy to read; keep bullets to 3 lines or less.
19	Use standard section headings such as: Professional Experience; Work Experience; Project Experience; Education & Training; Affiliations; Publications; Patents; Professional Affiliations.
20	Create a keyword section. Include keywords a future employer / ATS software would use to search for a viable candidate. Scan the job posting and company website in search of relevant keywords.

Keywords are…
Hard skills gained through education and experience, and soft skills often aligned to career level.
Manufacturing: Lean, Six Sigma, Kaizen, Quality Control, Process Flow, APQP / PPAP
Sales: Account Management, Brand Management, Channel Sales, Trend Analysis
By Career Level: Team Leader, Mid-Level Management, Executive Leadership

21	Don't emphasize job duties and responsibilities. They bore the reader.
22	Do emphasize career achievements. Be a story teller; share with the reader what the situation was, the action you took, and the result to the employer, preferably using metrics ($, %, time frames). **Redesigned all marketing collateral to achieve a notable 40% sales increase within 90 days.**
23	Start each bullet statement with an action verb, and never repeat the same action verb.

Don't know an action verb from an action figure? Here are examples of action verbs.
Designed, Wrote, Compiled, Streamlined, Boosted, Saved, Improved, Introduced, Managed.

24	Emphasize your job title, not the name of your employer.
25	Include years of employment; omit months.
26	Don't show a career gap – explain it! (Academic Sabbatical, Caregiver Sabbatical or Parental Leave are honest explanations for periods of time when you were not gainfully employed.)
27	Focus content on the most recent jobs held in the past 10 years; summarize earlier career roles.
28	Retain the resume length at a maximum of 3 pages – preferably 2 pages. Avoid excess white space (i.e. a 1.5 page length, 2 1/3 pages and never a 4 page document).
29	Exclude hobbies and interests unless your involvement directly relates to your future career goals.

Things People Said (on a resume) – courtesy of Rinkworks.com
"Served as assistant sore manager."

30	Within North America, omit marital status, # of children, religion, and a profile picture.
31	PROOFREAD the document more than once. Have a second proofreader. Don't rely on automated spell check and grammar check.
32	Email your resume to another person before using to ensure the file opens error free and is the same page length as the original. Have someone read it on a mobile device to verify readability.

In summary, you want to create a resume that is …

33	Formatted to pass an ATS software scan (remember no text boxes, graphics, header/footer).
34	Filled with the right keywords the employer / computer scan is seeking.
35	Is attractive to the human eye using design elements appropriate for your industry & level.
36	Shares relevant, insightful and quantifiable content to engage the reader in your qualifications yet leaves them wanting to know more forcing a request for an interview.

Things People Said (on a resume) – courtesy of Rinkworks.com
"Married. Eight children. Prefer frequent travel."

For more information or to take advantage of a **FREE RESUME CRITIQUE**, send me an email!

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http://www.robustresumesandresources.com | https://ca.linkedin.com/in/brendacollardmills