

HOW TO ROCK YOUR RESUME

First and foremost, your resume is a marketing tool.
Ask yourself, “What’s in it for the recipient?”

RESUME MUST-HAVES

- Highlight current skills, metrics, and what’s in your toolbox. Answer the simple question: How can I ease this person’s pain?** This is not meant to be a list of every accomplishment you’ve ever had, but building a case for why you’re the best for the job.
- Prioritize your information, putting the most relevant pieces at the top.** We read down before we read across. Make it easy to grasp at a glance by using a template that has a column for your credentials and skills along the left side.
- Fill your resume with relevant keywords from the job description,** to catch your interviewer’s eye but also to get past the Applicant Tracking Systems. Research others in your industry and see how they talk about their work.
- Include your basic information!**
 - Email address
 - Phone number
 - LinkedIn profile
 - Link to portfolio or website
- Customize your resume for each role, and have a few different versions ready for different types of organizations.** Just make sure to keep track of which resume you’ve submitted.

CUT IT OUT

- Just say no to fluff:** Get to the point and eliminate fluffy words like motivated, resourceful, collaborative, etc.
- Say goodbye to I:** Omit first-person pronouns like I and my.
- “I want...”:** Summaries are not about what you want, your dream, or your objectives. They should answer why you are the person they need, in 3-4 sentences.
- WTF?:** Eliminate jargon and insider company terms and acronyms as much as possible.
- Spelling errors:** Ask multiple people to read and proof your resume for spelling, grammar, and consistent verb tenses.
- Not your brag book:** Your resume needs to highlight your skills — what you actually do — as well as your relevant success stories. Talk about what you can do, not just what you’ve done.

DID YOU KNOW?

Resumes can be two pages, as long as the pages aren’t packed with words. Be sure to leave a little breathing room, but don’t be afraid of a second page.

There are many free resume reviewers online that will scan for job matches as well as errors.