

RESUME 101

BEFORE YOU WRITE

It can be tempting to fill your resume with everything you have ever done, but a stronger resume will spend time addressing the needs of the particular role for which you are applying.

To do this, you will need to create a variety of resumes to target each specific job of interest. If you have very little experience, it may make sense to add as much as you can to fill your resume, but if you have a lot of work experience, it is better to focus on relevant experience to ensure you present the strongest resume.



6 SIMPLE—BUT MAJOR—RULES TO FOLLOW

1. Unless you have 10+ years of work experience, your resume should be **one page**.
2. Each experience in your resume should have between **3-5 bullet points**— no more, no less.
3. The experience with the most bullet points should be your **most current experience**.
4. Use **one sentence** per bullet point (no longer than two lines).
5. Always begin your bullet points with a **strong action verb** (and vary verbs throughout!).
6. Each bullet point should answer the following 3 questions:
WHAT did you do? | **HOW** do you know? (show data) | **WHAT** impact did you have? (strategies/actions)

FIND YOUR IMPACT

Go back through each bullet point and ask yourself: “HOW do I know?” If you’re struggling to answer that, ask yourself these questions...

- When I left my job, if no one took over any of my responsibilities, what would have failed?
- Are there initiatives I started that would not have been started had I not been in my job?
- Did I make a process go faster, easier, or cost less?
- Is there something I grew or developed that otherwise would have stayed the same?
- What potential effect did my recommendations to management have on income, revenue, turnover, processing time, reputation, client base, etc.?
- Why was this important? What did it allow my organization to do?

QUALIFY YOUR BULLET POINTS

Three areas to consider when quantifying your results are: size/range, frequency, and process.

- **SIZE/RANGE:** Size enables the reader to understand the magnitude of your work. Not knowing the exact figure for things is often a big deterrent for using numbers in resumes. But one way to overcome this is to use a range. Give it your best estimate, and the range will show that there is a bit of leeway. And, of course, focus on your impact.
- **FREQUENCY:** One of the easiest ways to add some numbers into your resume is to include how frequently you do a particular task. This is particularly helpful in illustrating your work in high-volume situations—a hiring manager will be able to see just how much you can handle.
- **PROCESS:** Articulate the specific actions you performed and their results. Employers across the board care about money—and saving it. Including frequency gives a great sense of scale, but an even more eye-catching way to do is to talk about the bottom line. Think about all the things you do that ultimately save your company money, whether it’s streamlining a procedure, saving time, or negotiating discounts with vendors.

PUTTING IT ALL TOGETHER: STEP BY STEP

1. Look at target employer websites and pull job descriptions for roles that interest you.
2. Hone in on your top 3 valuable strengths, as it pertains to your target role (see what they are looking for the most!)
3. Identify career examples/experiences of how you demonstrated your strengths (i.e., action/responsibilities) in current and past roles.
4. Determine how you made an impact.
5. Quantify the impact you made.
6. Review your experience and results to determine if the experiences/results you've chosen best demonstrate that you have the skills needed for your position(s) of interest.
7. Ask yourself if any of your responsibilities and results relate to the role(s) you are seeking.

COMMON RESUME PITFALLS

To be on the safe side, do NOT:

- Include your address in your resume—not including it helps prevent discrimination based on zip code and city of residence.
- Make a “creative” resume unless you are applying to creative roles.
- Have grammatical errors in your resume (this is a HUGE disqualifier—get fresh eyes to review your resume for you!).
- Overemphasize your past experience.
- Use inconsistent or hard to-read-formatting
Tip: Use 11-12 pt. font (Arial/Times New Roman/Calibri), and appropriate spacing and margins (.75 margins are usually a good choice!)

REAL-LIFE EXAMPLES:

HOW TO QUALIFY	BEFORE	AFTER
SIZE/RANGE	Developed a global network of key industry contacts to ensure timely customer service.	Developed network of industry contacts from 60 different nations to ensure 100% fulfillment of customer service requests.
FREQUENCY	Completed first editing pass on articles.	Reviewed and evaluated 40-50 topical articles per week and made the decision to either pass articles to the editorial team or send articles back to authors for further revisions.
PROCESS	Grew client base considerably by securing 50 new dealer agreements	Grew client base 200% by securing 50 new dealer agreements resulting in an additional \$160K in revenue.
PROCESS	Improved web-based point-of-sale system to cultivate more online transactions.	Improved web-based point-of-sale system by decreasing processing time 20% resulting in 35% more online transactions.
SIZE/RANGE, FREQUENCY, & PROCESS	Coached new teachers on their career progression within the education sector.	Coached 5 new teachers per year on career progression within the education sector with 100% advancing to educational leadership roles within 3 years of hire.