

# Resume-Writing Strategies that Work!

Mary Schumacher  
Certified Resume Writer

# Rules & Guidelines

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- There are no rules! But there are best practices to make your resume effective.
- Your career objective determines your resume strategy.
- Resume writing is all about conciseness.
- Use a summary section, not an Objective statement.
- Write the truth.

# The Basics: What You Need to Know

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- Who are you?
  - Your past positions and industries.
- What's your personal brand?
  - Everybody has something that they do well, a special package that's unique to them.
- Who do you want to be?
  - Your career objective: industry, type of position, salary level

# Strategies that Work!

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- Write to the career goal.
  - Paint yourself in the goal you are seeking.
- Position your skills and qualifications.
  - Demonstrate that you are well-qualified to be a manager, not that you want to be one.
  - Bring the most relevant ones to the forefront.
  - If you are a career-changer, emphasize the skills that show you can already do the job.

# Strategies that Work!

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- Sell it, don't tell it.
  - Don't just talk about your skills, demonstrate what you can do.
  - Convey your value and benefits. Think about CAR: Challenge, Action, Result.

# Format

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- Resume length depends.
  - Young adults usually one page.
  - Most resumes are two to three pages. Ideal = 2 pages.
  - Attention spans are short – writing must be concise so your value is not overlooked.
- Keywords are critical.
  - Industry-specific.
  - Review job postings to include in your resume.

# Format

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- Which one? Chronological or functional?
- Chronological – listing of work history.
- Functional – avoid this if possible.
- Best choice: the Hybrid.
  - Integrates best aspects of chronological and functional formats.
  - Summary Section (title, brand/tag line, and statement of qualifications.)
  - Detailed work experience section.

# Visual Appeal

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- White space.
- Error-free.
- Fonts.
  - Avoid Times New Roman.
  - Use fonts that most computers have: Tahoma, Verdana, Book Antiqua, Garamond, Bookman, Georgia.

# Personal Branding

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- Why should I hire you?
  - Most people can't answer this.
- What are your greatest skills, talents, and contributions?
- What is most unique about you?
  - Your unique value proposition.

# Personal Branding

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- Don't be bland.
  - “Problem-solving project manager.”
- Translate your talents.
  - “Championing client job search success through powerful resumes.”
  - “Transforming groundbreaking sales strategies into double-digit revenue growth.”
  - “Sharpening organizational performance through Lean Six Sigma methodologies.”
  - “Enriching student lives through a passion for teaching music.”

# Personal Branding

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- Make sure your summary statement and achievements/attributes support your branding statement.
- It's how you want to be perceived.
- Many candidates in your field will have similar experience, so know how to distinguish yourself.

# Resume Grammar

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- Different rules to save space. However do use regular grammar on cover letters.
- OK to skip articles like “the” and “a”.
- Don’t have to spell out numbers from one to nine.

# Resume Structure

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- Contact information.
- Title / branding statement.
- Summary section.
- Professional Experience: both position descriptions (substance) and accomplishments (success).
- Professional Profile
  - Education
  - Certifications, Publications, Public Speaking, Affiliations, and so forth.

# What about dates?

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- Most hiring managers are really only interested in the last 10 years of your career, but want to know about your career trajectory.
- Your resume should go back 10 to 15 years in detail. Before that, you can use an EARLY CAREER section with no dates.
- You don't have to put a date on your college degree if you have one.
- If you are seeking a senior executive role, it's OK to be middle-aged!

# Final Words

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- You need to sell yourself. Highlight your best benefits so the employer will buy.
- Everything you write in your resume has to have a reason. It must follow a strategy.
- On to the samples.