



## Resume Make-Over

### **Contact Information:**

Include your name (larger font – 14 to 16), address, phone number, cell number, e-mail address.

### **Professional Profile:**

Your résumé is your marketing document and therefore should strategically position your skills, expertise and overall value to an organization's needs.

Substitute your career objective with a professional profile – a statement of your success and value you offer an employer that summarizes your expertise and includes accomplishment highlights with quantifiable results. A career objective concentrates on what you want, however a professional profile highlights what you bring to the table.

### **Experience:**

Incorporate industry-related key words as well as action words that will grab the reader's attention. For instance:

*Orchestrated, devised, instructed, spearheaded, maximized, led, directed, streamlined, oversaw, managed, motivated, controlled, delegated, consolidated, generated, implemented, proposed, specified*  
...and the list goes on.

Identify challenges you overcame; the action or solution you undertook to alleviate the challenge; and the (quantifiable) result, and script into a powerfully written statement. For instance:

Challenge: Staff turnover high, performance levels extremely poor, with overall costs to recruit and train new staff high.

Action: Developed staff monitoring and incentive programs; implemented staff training programs.

Result: Increased staff knowledge base; decreased staff turnover by 66.7%; increased staff morale and collaboration; increased productivity levels by 77%.

Then by incorporating a number of action words, the above can be written as:

*Enhanced staff morale; optimized productivity levels by 77%; and reduced staff turnover by 66.7% through implementation of strategic monitoring and incentive programs.*

Notice the deliberate detailing of the quantifiable results at the forefront, followed by the method in which this accomplishment was obtained.

For far greater impact when identifying your professional experience, create a strategically written paragraph outlining your main accountabilities (remembering to incorporate attention grabbing action words), followed by a bulleted list of achievements.

Refrain from providing details of every single position you have ever had. As a guide, generally the last 5-10 years is appropriate (if the position being applied for is relevant to what you have been doing), with a maximum of about 15 years.

### ***Use Key Words***

Study the Job Posting for Keywords - One great way to make the prospective employer feel that you are truly qualified for the position is by studying their job posting. By doing this you can find company-specific skills, job titles, jargon, certifications, and other keywords to be included in your resume. For example, if you are applying for a position in healthcare, you might notice words like "imaging" and "pharma" show up in the job posting. It is a good idea to add these and other relevant words to your resume because they apply widely to the field. Likewise, if you're in marketing, you might find words like "branding," "campaigns," and "trade shows" within the posting. These are also relevant and can be included to populate your resume with great keywords.

### **Visit the Company's Website**

- Once you've studied the job posting for relevant keywords to use in your resume, it is a good idea to visit the company's website. There you can learn even more about how the company's goals can fit in with your specific career goals.
- Some important information to look for on the website includes the company's values, mission statement, and even their organizational culture. This information can help you better describe who you are, what you're looking for, and how you think you can enhance their business with your skills and personality.

### **Strategically Combine Action Words and Keywords**

### ***Education/Training***

- ☑ If you have a solid work experience list it first in your resume.
  - ☑ If your education is a stronger asset than your job experience than list it first.
  - ☑ List the highest of your GPA marks major or overall GPA.
  - ☑ Try to include the standard 4.0 GPA scale (re-scale your GPA the 4.0 system if necessary).
  - ☑ If you have achieved honors in your education program, make sure you include it in your resume.
- If you are just out of an educational program, and have no job experience, build your resume 'around' the program. Include practical projects & studies you have completed.
  - If you were studying for a degree or any other education which you failed to complete. List all the separate units together with the marks you got for each section.
  - Training, Courses, Seminars and conferences should be included especially if you do not have any formal qualifications

### ***References (separate page)***

More than ever, it's essential to choose those references who can best speak to your work abilities and past successes on the job. It's important to consider who would be an employer's ideal set of references. Usually, this is a current or former supervisor, peer and subordinate whom you've worked with in the past five to seven years