

RESUME - your marketing brochure

DESIGN THE LOOK TO SAY

- **APPROPRIATE and CONSISTENT FORMAT** i.e. appropriate for the sector and the organisation (check a range of industry-specific resumes on the web and/or talk with a careers adviser). Consistent in format, i.e. tabs align down the page, and font type and size is uniform.
- **BALANCED and in proportion** i.e. more space for relevant sections and less to areas not so applicable to the role - most important items near the top of lists. Keep lists to about 6 items as employers won't read long lists.
- **CLEAR, READABLE FONT** and large obvious headings, so employers can quickly and easily identify the sections they are most interested in.
- **ADEQUATE SPACES** between points and sections, for easy reading. Use single spacing, when using more than one line (prose)
- **BULLET POINTS** where appropriate - this helps minimise large blocks of text.

WRITE THE CONTENT TO SAY

REVIEW THE **PRODUCT** - YOU

What do you bring to the job? Make a list of all your training, experience, accomplishments and skills from study, work and extra-curricular activities. Ask yourself, "What are my best selling points?"

▪ **RESEARCH THE BUYER - THE EMPLOYER**

Understand what the employer is looking for. Study the job advertisement, position description and website to find out. Phone for more information if you are unclear.

▪ **SHOWCASE WHAT YOU HAVE TO OFFER**

Provide evidence to show how your skills match what the employer wants. Use engaging, compelling language. Utilise 'action verbs' to describe your activities - present and past.

▪ **QUANTIFY YOUR ACCOMPLISHMENTS**

Using numbers /percentages /dollars to quantify your accomplishments helps bring your resume to life! Employers don't know you, so fill in the picture with specific and relevant details e.g. "100% accuracy in balancing till at the end of shift."

CORRECT YOUR SPELLING AND GRAMMAR

Don't rely on the spellcheck! Ask someone with good English language skills to check for any errors.

TAILOR your RESUME to show you a good fit for the role

- Identify **KEY WORDS AND PHRASES** used in the job ad, and key words, phrases and **STATEMENTS** used on the employer's website to describe the culture, direction and philosophy of their organisation. Incorporating this or similar language in your resume will demonstrate to the employer that you are a good fit for the organisation and role.
- Some employers use an **APPLICANT TRACKING SYSTEM (ATS)** to look for their key words in applicant's resumes. Only tailored resumes will pass this test.
- Incorporate the skills, experience and training that most closely **MATCH THE EMPLOYER'S REQUIREMENTS.**



Tailoring your resume involves customising its format and content to show how your career objective, experience, training and skills match the culture of the organisation and the skills required for the role.

HOT TIPS TO GET YOUR RESUME NOTICED

- Consider your unique experience, training and skills and highlight these aspects in your resume - aim to differentiate yourself!
- Play around with your resume for greater impact — change the order of sections, rename headings where appropriate (e.g. Leadership Highlights, Professional Development, Specialised Training), and consider grouping accomplishments (e.g. Sales Success). Always relate your resume to the position and the organisation.
- Use 'industry language' in your resume, cover letter and selection criteria.
- Keep the reader interested and engaged. Ask yourself, "What does the employer want and care about?"
- Ensure you have enough white space so your resume is easy to read and doesn't look too cluttered - write for your audience/the buyer!
- Always expand on acronyms the first time you use them unless they are widely understood in your industry.
- Don't just list responsibilities - demonstrate outcomes! Ask yourself questions such as: Was I the most senior member of the team? Was my productivity higher than my peers? Is my level of accuracy and the quality of my work at the highest level? Was I recognised by management for the standard of my work?

Consider the purpose of your resume. The format and content of your resume will likely change according to whether you are applying for an advertised position or giving it to potential employers or networking contacts. You may wish to develop several resumes to suit a range of situations. Tailor your resume for each position.

Your resume is simply words on a page. Aim to paint a compelling 'word picture' of yourself as the ideal candidate for the job.