



Ten Building Blocks of an Effective Resume

1. Keep It Professional-“ish”

There is nothing wrong with having a colorful personality, it's just that the resume might not be the place to show it in full living color. Many times the job seeker doesn't know who will be looking at the resume and how they might respond to flowery or colorful appearances or wording. Best to just lock that down for a bit, and err on the conservative side.

Be mindful of controversial email addresses, these can be a turn off. Marketing experts indicate that the more you show your name, the more you are remembered. Incorporate your name into your email address, ie: firstname.lastname@email.com

Turns out your picture is a turn off. Don't include it UNLESS it is requested.

Fancy fonts, colors and graphics can be interpreted as a disguise for a lack luster resume. Wow them with great content. After all the employer is hiring you, not the font.

All this being said, if you are applying for work that requires you to be creative, flowery and colorful, then let it all hang out. Know your target.

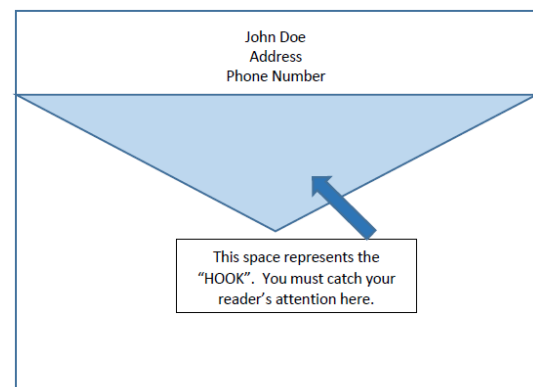
2. Target Your Resume

The key to begin your application process is to get to know your target. Research the company by visiting as a customer, interviewing friends or acquaintances that work or have worked there, or visit the website for key information such as mission and values. Get a feel for who they are and imagine yourself at work.

Now, what have you done, or what skills do you have that would be key to their operation? This is the essence of targeting. One size fits all approach does not work here. Create a new resume designed for each new opportunity.

3. Capture Interest Early

Your resume is a marketing tool designed to create interest and *Inspire* the employer to want to meet you; not HIRE you! The resume opens the door to the interview. So go ahead... Promote and sell your skills, accomplishments, and abilities. If you don't tell the employer, no one else will. Focus on what *you can offer* the business rather than what the business can offer you. Emphasize your skills, especially the ones the job is asking for. Studies have shown that hiring managers spend 7-10 seconds looking at a resume before making a decision to read on or pass. You need your employer to take one glance at your resume and want to read on.



4. Prove Your Point

Quantify and Qualify... your skills statements. Providing a clear picture of your work experience helps the employer picture you working for them.

BEFORE:

Served customers (obvious)

AFTER:

Served up to 10 tables effectively for 5-6 hours per shift; executing an incredible dining experience

Include additional information that makes you shine as a candidate such as your accomplishments on the job, and any noteworthy projects (ie worked on Site C Dam), or testimonials related to your work environment that will set you apart from other applicants. These additional statements may enhance the quality of the interview you will get.

5. Dates Matter

Demonstrate your entire work history. Employers are interested in consistent employment, so don't create gaps by eliminating experience you don't think is relevant.

"I've worked in both Customer Service and Labour and I am seeking work in customer service so I will eliminate my Labour jobs." Bad Move!

Be mindful that when you leave gaps in dates, the reader may fill in the blanks with their own story. A skilled resume writer can help you select the best format to showcase your body of work in its best light.

Remember, the screener is looking for reasons to eliminate – the job of the hiring manager is to reduce the applicants down to an interview pool. This requires them to critically look for reasons to eliminate applicants.

6. Tell the Truth!

Everything you put on your resume may be called into question during an interview. This is why you should be personally involved in the writing of your resume. It is important to be able to speak clearly about the content of your resume. When crafting your resume, ensure the content is relevant and targeted to the opportunity. Avoid the temptation to fill your resume with unnecessary words just to fill space; yet, give the employer enough information to create an opportunity for further conversation in an interview.

Sell, but don't oversell, your work experience or abilities. Include all **valid** tickets/certifications.

7. Keep It Consistent

Keep your resume orderly, logical, and easy to read by ensuring your font and font sizes are consistent. A good rule of thumb is 11pt of an easy to read font such as Calibri, Arial, or Tahoma. Separate sections of your resume with **HEADINGS** or horizontal lines or borders. Use white space as effective separators between sections as well.

8. Look for Clues

A job advertisement is the employer's wish list for the ideal candidate. This information can be used as clues for what to address in your resume, but don't be disheartened if you don't tick every box. Focus on what you do have, and be prepared to address what you don't. If there isn't an advertisement your research is where you draw the clues.

9. Check & Double Check

Check your resume for spelling, grammar, and formatting issues. Spell checkers will not pick up on words used out of context (such as there, their, they're). A second set of eyes can pick up those nasty grammatical errors, spelling and problems with formatting. Our friendly, knowledgeable resource area staff would be pleased to review your resume.

10. Seek Advice!

Your resume could be a Million Dollar deal! The resume opens the door to the interview, the interview secures employment, over the course of a career it could be worth \$1,000,000. How much will you invest to make a million dollar deal? The input of a career expert can make the difference.

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