

2018 STRATEGIC COMMUNICATION

CAREER FEST

GUIDEBOOK

**Your Resume & Portfolio
Prep Session Starts Now**



Resume Tune-Up Tips

Your resume acts like a behind-the-scenes guide, allowing recruiters to discover the ins and outs of your work experience. A well done resume is an opportunity to make a lasting impression and communicate your best self, but you have a limited amount of time to do it! Recruiters spend an average of six seconds reviewing an individual resume. To help you stand out and give you some direction, here are seven tips for your resume.

01 CHOOSE THE RIGHT RESUME FORMAT. Depending on the position, choose a chronological, a functional, combination or a targeted resume.

02 INCLUDE ALL YOUR CONTACT INFORMATION. Include your full name, street address, city, state, and zip, phone number and email address. If you have a LinkedIn profile or professional website or blog, include those links as well.

03 CHOOSE A BASIC FONT. It's essential to pick a typeface that's easy to read for both hiring managers and applicant management systems.

04 INCLUDE RESUME KEYWORDS AND SKILLS. Put the same keywords that are likely to appear in job searches in order to maximize your chances of being spotted when HR is scanning through resumes.

05 PRIORITIZE YOUR RESUME CONTENT. Make sure to put your most relevant experience and most important accomplishments at the top of your resume.

06 ADD A PROFILE TO YOUR RESUME. Including a specific objective tailored to the job you're applying for is helpful for employers to identify what position you'd be best fit for.

07 WRITE A CUSTOM RESUME. It may take more time to write resumes specifically tailored to different positions, but it's worth it in the end if your resume is unique and personalized.



Resume Turn-Offs

There are also a few [major turn-offs](#) for employers when it comes to your resume.

It's way too long

It's over-styled

It doesn't include keywords

It has the wrong tone

It's not ordered by level of relevance or impact

It doesn't tell a story

Break Away from Buzzwords!

Choose your descriptive words carefully. According to [The Muse](#), the top 10 worst and best resume terms are:

WORST

Best of breed

Go-getter

Think outside of the box

Synergy

Go-to person

Results-driven

Team player

Hard worker

Strategic thinker

Detail-oriented

BEST

Achieved

Improved

Trained/Mentored

Managed

Created

Influenced

Increased/Decreased

Negotiated

Launched

Under budget

Want to see if your profile is heading in the right direction?

Check out some examples from this LinkedIn's Talent Blog article: [7 LinkedIn Profile Summaries That We Love \(And How to Boost Your Own\)](#).

