GINA HALL-HR CONSULTING

Creating Value…there I said it….that is the purpose of a resume. As an HR Consultant who provides training and coaching on job search skills and as a recruiter, targeting HR positions, I read a lot of resumes. Some resumes are very good at denoting a job seeker's knowledge, skills, abilities and value as compared to the position they are seeking so a recruiter or hiring manager can quickly assess if the applicant is a viable candidate. Sadly, most resumes are not written to benefit the job seeker nor the recruiter and therefore are not read.

On many occasions job seekers send me their resumes to review in that they are not getting favorable responses to postings. Upon opening the document and completing a first read, most of the time the resume is the problem.

A resume is part of a job seeker's marketing collateral. Along with a cover letter and the 90 second "elevator spiel", it is information that job seekers create to generate interest in their assets. So like any other marketing material (think commercial), the message has to be clear, crisp, relevant to the subject and easy to understand.

So to help job seekers in their quest to create a favorable match to a job posting, I wanted to pass along some tips that may help job seekers.

1. The resume should contain statements that indicate outcomes, results, accomplishments. A resume that looks like a job description is not valuable.
2. The resume should be targeted to a particular position so customize the resume. Link what you have done to what the company is seeking. The job posting is key in understanding a company's wants and needs.
3. Give the reader a little insight into what a company does. We all get what the company Target is, however, many companies are not known. So when you list the name of a company where you work or worked, write a short one sentence description of what the company does. This will help the reader to better relate your value.
4. In terms of your role at a company, let the reader know your overall responsibility in one or two sentences, then using bullet points, indicate accomplishments, outcomes, results.
5. Keep the resume to no more than two pages and only go back about 10 – 15 years.
6. Many times a resume is just too hard to read. If it is too hard to read, it won't be read. The problem is the format: information runs together, no line breaks, too small or too large margins. Additionally, make sure that once you create a Word document, you create a text-only document. Send it to someone and ask them if it is easy to read. Tweak the format so it is pleasing to the eye.
7. When submitting a resume in response to a job posting, submit the text-only version you created. Many applicant tracking systems will transfer a Word document to a text-only format but the resulting format of the company's produced text-only document may be jumbled and not easy to read. So create your own text-only document and up-load.
8. One final note: PROOFREAD and SPELL CHECK.

I hope these tips help you to create a resume that is easy to read, targeted to the opportunity you are seeking and produces favorable results.