

## EIGHT INTERVIEW-GENERATING RESUME STRATEGIES with TEMPLATE



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*Helping You Build a Rewarding  
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**DO YOU WANT A WINNING RESUME FRAMEWORK THAT GETS YOU THE JOB?**

**WRITE YOUR RESUME FOR IMMEDIATE IMPACT**

The 7 second rule explained: It is said that it takes a recruiter or hiring manager 5-7 seconds to reject a resume. It is a competitive market out there where hiring managers scroll through a lot of resumes. You

therefore need to catch their attention in those first few seconds. This article provides some useful suggestions.

Before crafting your resume for a specific job, you should read the job description first and highlight all the key words and key phrases of the requirements for the role.

## **#1: CONTACT INFORMATION**

Include your contact information at the top of the page. This allows more room in the resume to explain your qualifications.

## **#2 INTRODUCE YOURSELF WITH AN ATTENTION-GRABBING PROFILE SUMMARY**

Your Professional Profile or Summary is your branding statement. It is the first section that your hiring manager or potential employer sees when they review your resume - so make it count! Summarize your verifiable skills and achievements here. What are the skills and abilities you have that demonstrate your suitability for the position?

If you are applying for a specific job, read the job description carefully to understand the skills that the role requires. Customize your summary with some matching keywords found in the job description.

If you are writing a generic resume where there is no job description, just focus on your notable accomplishments.

Here are 5 things to consider.

1. Start with your professional title if you have one.
2. Mention core strengths, skill sets and experience most relevant to the role.
3. Highlight your notable accomplishments that you intend to build on in the new role.
4. Ensure that you clearly identify your technical skills.
5. Conclude with a sentence about your soft skills (qualities, aptitudes that impact your ability to work with others such as teamwork, adaptability, or problem solving).

See sample resume below for examples of a good profile summary

## **#3: SELECTED PROFESSIONAL EXPERIENCE AND ACCOMPLISHMENTS**

Include the experience that matches the job you are applying for.

The best way to analyze your skills is to take the job description and perform a matching exercise. For each requirement document your matching experience.

### **Specific Skills:**

For example, if you are a software developer and the job description calls for development experience using a specific programming language (i.e., Java or Angular 5), ensure that your collective experience using that language adds up to 6 years. You should not apply for the job if your experience does not match the specific requirements in the job description.

### **Similar Duties:**

If the job description requires experience with programs/applications that are similar, you can list similar programs you have worked with so that the prospective employer can assess whether your skills can be adapted to the work environment.

## **#3: RESPONSIBILITIES AND ACCOMPLISHMENTS**

### **Responsibilities:**

The fact that you were responsible for doing something for previous employers does not mean that you have done it. Bullet point each relevant responsibility you had, along with how you fulfilled it, and what you accomplished.

### **Accomplishments: Reflect And Quantify:**

If your initiative has helped reduce costs or increase profits for a previous employer, by all means mention it. Quantify the accomplishment if possible (saved the company X dollars; increased profits by X%; reduced amount of time to complete projects etc.). Also, include any special performance recognition.

## **#4: DATES – BE TRANSPARENT FROM THE BEGINNING TO THE END**

Be clear about the number of months you've worked for a previous employer. Simply stating that you worked from 2020 to 2021 could mean that you only worked one month or less. Instead, state clearly that you worked from December 2020 to November 2021. Leave no question about the length of your experience with the previous employer.

You need to give a first good impression of transparency. When you leave off the months, it leaves room for judgement that you are hiding something. If there are significant gaps in your work experience, be fully prepared to answer related questions in the interview!

## **#5: BULLETS - NOT PARAGRAPHS**

Hiring managers usually read several resumes in a day. Making your resume attractive so that they can skim and quickly find the material that is important to them increases the possibility that your resume will get noticed. The best way to get attention is to make it simple. Keep your resume concise, clear, and simple with a bulleted format.

## **#6: KEYWORDS – HOW TO USE THEM**

Hiring managers look for certain key words in your resume to help them focus on matching your qualifications with the job description. Do not just list keywords in your resume. Incorporate them throughout the resume based on the job description. Remember if you are applying for a job where the employer has not provided a job description, go to websites (LinkedIn, Monster, Glassdoor and Indeed), search for the jobs that would match your skills, and use them to formulate your sentences. Here are some action words to use to describe your skills [\[hyperlink to PDF\]](#)

## #7: WHAT DOES IT MEAN TO HAVE AN ATS-FRIENDLY RESUME?

An APPLICANT TRACKING SYSTEM (ATS) is a software that sorts candidates. There are more than 100 of these systems and each one is different. They are customized systems and each one is customized to fit the business process of the company that buys into it. Your resume could be selected by one company and missed by another for a similar role.

The ATS makes sorting and hiring more efficient for large companies. Here are some suggestions to improve your chances of getting noticed when your application is run through an ATS.

### Designing an ATS-friendly resume:

- No columns: Even if you are sending your resume directly to a recruiter, they may have to manually upload your resume in their ATS, when they upload these resumes they appear jumbled when they load and finally gets printed.
- No Graphics and Clipart
- Font: 11 or 12 points; Calibri, Arial, Helvetica, Verdana, Garamond, Cambria or Georgia.
- Bolded words: Keep “bold” to separate section headings (referred to as tombstones)
- Bullets: Be consistent – use regular bullet points, no fancy ones. Sometimes bullet points get integrated into the paragraphs and appear as little funny icons.
- No tables, special characters, or lines.

## #8 GENERAL RESUME DO's and Don'ts

1. Don't label the document “Resume”.
2. Don't state the date you wrote the resume.
3. Leave off irrelevant information such as personal data beyond your contact information.
4. Don't include photographs unless you are sure it is an accepted practice in the host country of the company where you are applying.
5. Don't declare physical characteristics (height, weight, etc.).
6. Don't state GPAs, especially if they are low.
7. Don't include unrelated work experience or obsolete skills.
8. Don't mention degree programs you have not completed unless you are still pursuing the programs as part of professional or personal development.
9. Avoid listing your hobbies.
10. Keep the resume to a reasonable length – the length depends on where you are sending it. If applying to a company in the USA, stick to 2 pages. In Canada, 2-5 pages are accepted.

## SAMPLE RESUME

### FIRSTNAME LASTNAME

City, Province/State | Phone Number | [youremail@gmail.com](mailto:youremail@gmail.com) | [linkedin.com/in/username](https://www.linkedin.com/in/username)  
(Putting contact info in the header helps to save valuable space on the page- Do not include your street address)

### SOCIAL MEDIA EXPERT

#### CAREER SUMMARY OR PROFILE (Use the term you prefer. Double spacing between each major heading)

Reliable, energetic, and resourceful social media expert with over 5 years' experience creating and managing social media strategies and campaigns for companies in the financial services sector. Possess extensive experience leveraging multiple social media platforms including Facebook, LinkedIn and Twitter. Build successful social media strategies that increase brand awareness, promote customer engagement that ultimately drives web traffic and conversions. With a degree in psychology and strong business acumen, use customer-centric approaches to digital marketing to build brand awareness in alignment with corporate strategy.

OR...

M. is a <title of position applying for> with X years' experience in (specific relevant field).

<Paragraph continues with high level detail>.

<Paragraph containing more detailed information relating to specific job description. If there is no job description, frame your value proposition (what you have to offer)>.

<Write two to three sentences in a paragraph that summarizes your goals, values, and experience>.

<One paragraph describing soft skills (leadership, teamwork, problem solving, etc.)>.

#### SELECTED PROFESSIONAL EXPERIENCE (Selected because you are not listing all your experiences but the relevant experience for the role. If you are using this template for your MASTER RESUME or RESUME DATABASE, this is your WORK HISTORY – list all jobs here)

##### Client #1

Company Name, City, Province/State

Start Month Year – End Month Year

Position:

Client Description:

Tasks Performed and Significant Accomplishments:

- Use action words such as designed, developed created. Key accomplishments, achievements and measurable results go here (don't forget keywords)
- Start the sentences with action words (verbs). If you are applying to a specific position, key words should mirror the job description. Achievements and measurable results go here (use numbers, percentages). Don't forget to use keywords.
- If there is no job description, search sites such as LinkedIn, Glass Door, Monster and Indeed to find job descriptions for similar positions and adjust your resume to them.
- When writing your resume from a sample job description, try to address about 70% of the requirements. Remember, employers usually put the mandatory (must have) requirements first in job description.

**Client #2**

**Company Name, City, Province/State**

**Start Month Year – End Month Year**

**Position:**

**Client Description:**

**Tasks Performed and Significant Accomplishments:**

- Use action words such as 'designed', 'developed', 'created'. Key accomplishments, achievements and measurable results go here (don't forget keywords).

**TECHNICAL SUMMARY**

If you are in an administrative role, list productivity tools such as MS Office Suite (Excel, Word, and PowerPoint) and MS Project, Proprietary Software.

If you are applying for technical and/or Information Technology jobs, list methodologies and frameworks (e.g., Agile, TOGAF); Language (e.g., JEE V4.2, .Net CORE) and other tools and databases.

**EDUCATION & CERTIFICATIONS**

Bachelor of X, University of ZZZ, Year completed

**PROFESSIONAL DEVELOPMENT (Add list)**

List courses (Very Important to show you are continuously learning)

**PUBLICATIONS** (optional, use only if it applies, scientists and university professors)

**VOLUNTEER EXPERIENCE** (optional, use only if it applies)

Habitat for Humanity, Ottawa, ON, date

Activity Function, Title

**LANGUAGE PROFILE** (important if you are living in Canada)

English (fluent)

Bilingual (English and French)