

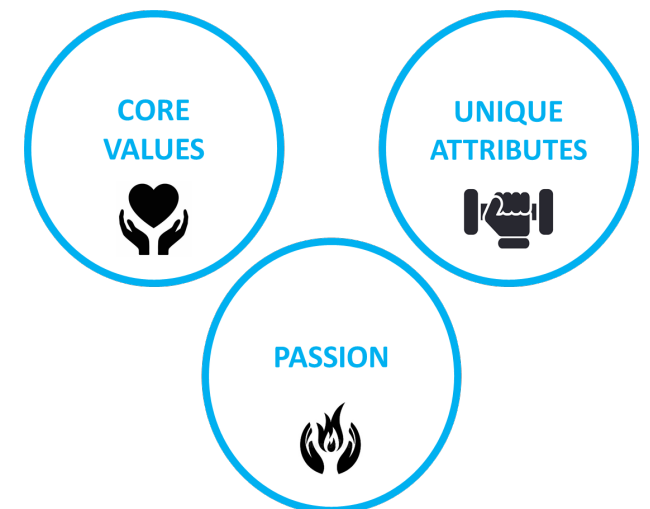
# STRATEGICALLY WRITING YOUR RESUME

Get into the recruiter's / hiring manager's mindset – how to avoid “rejection” mode to get to “reason to learn more” mode. When their brains are in rejection mode, they're scanning for candidates' limitations—their weaknesses, red flags, and disqualifying factors. Once they've whittled down to a short list, they shift their mental focus from reasons to reject toward reasons to learn more.

## YOUR OBJECTIVE STATEMENT

### WHAT TO INCLUDE:

- Strong Trait
- Company & Role you are applying for
- How you will make THEM successful



### CREATING YOUR “GENERIC” OBJECTIVE STATEMENT:

What KEY traits do you bring to the table? What makes you stand out in your industry / discipline? Consider your core values / strengths / passion and purpose.

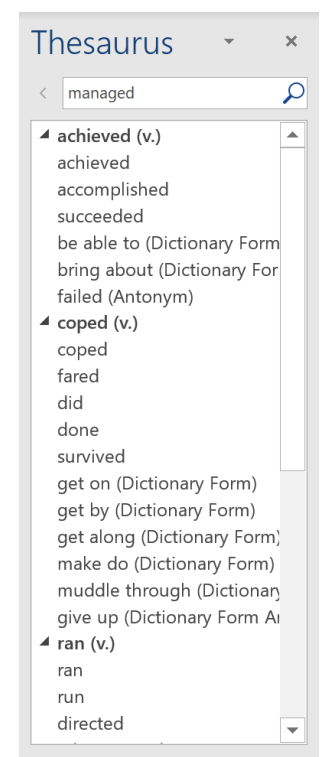
What was your key impact in this or your previous role? What overall “value” do you bring to an organization?

### SAY WHAT “THEY” SAID . . . ONLY DIFFERENTLY

- Customize for company / role relevance
- Highlight required competencies . . . *What are they looking for?*
- Use the Thesaurus
- Add Specialized skills / certifications
- Use THEIR key words

In reviewing the job descriptions, what are key words / phrases / skills /etc. that you should highlight in your objective statement?

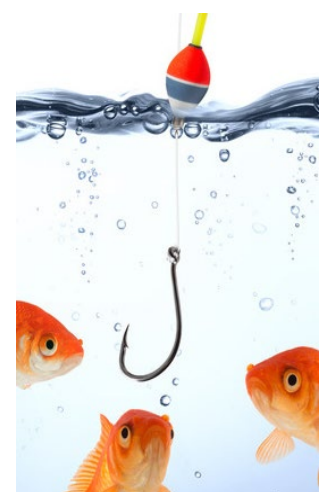
What are some alternate words / phrases you could use?



### YOUR HOOK

- Start with a strong, DEFINING trait
- Address how your qualifications can translate into their success
- VISUALLY: Use of bold or color text to drawn attention to key words

What is your Hook?



# YOUR EXPERIENCE

## THE VALUE PROPOSITION



- Add 3-5 bullet points for each job or volunteer experience you list
  - Start with an action verb followed by a description of the duty and a quantifiable point to highlight achievement
  - Example: Responsible for buying office supplies. vs. Negotiated with office supplies vendors, saving the company \$12,000 annually.
- Key Achievement
  - STAR (Situation or Task / Action / Result)
  - Example: Designed and implemented a test automation tool that reduced testing time by 55%
- Quantify whenever possible

Significantly increased online sales.

Redesigned the e-commerce strategy and implementation that resulted in monthly revenue increase of 118%.

Responsible for distribution of company daily newsletter.

Coordinated the daily newsletter sent out to our 5,000+ subscribers.

Implemented new data security procedures.

Introduced new data security procedures, resulting in no data breaches for 24+ weeks, saving \$8,000 - \$10,000 monthly.

Responsible for managing Six Sigma Training project that enhanced process improvement and decreased costs.

Executed the highly successful Six Sigma Training project over a 2 year period. Improved quality by 28%, cut lead times 25%, cut costs 44%.

Led transition of inventory system resulting in a cost reduction.

Implemented a new inventory system and slashed costs 20%.

PRACTICE:

## POWER WORDS



- Use strong action words describe your professional skills, tasks, and achievements in a short and powerful way
  - Handled scheduling for the department and through close monitoring was able to reduce by 30 hours/week.
  - Drove time savings of 30 hours/week through the engagement of strategic scheduling techniques..
- Avoid passive or overused "buzzwords"
  - Responsible for / Managed / Assisted with / Supported / Team player / Leader
  - Results-driven / In charge of / Hard worker

\* You can look up guides on the internet and/or use the one on page 4

PRACTICE:

## STEAL SHAMELESSLY



- Find words / phrases / experience statements / competencies that catch your eyes or ears from others:
  - Internet search of resumes / LinkedIn / Resume Banks
  - Friends / Colleagues / Previous Bosses / Mentors
  - Professional Assistance

ITEMS TO "STEAL":

# THE REST . . . WHAT & WHERE

## SKILLS

- Hard vs. Soft Skills
  - **Hard Skills:** teachable abilities or skill sets that are easy to quantify (i.e. computer programming, foreign language, degree / certification)
  - **Soft Skills:** subjective skills – also known as "people skills" or "interpersonal skills" – how you relate to and interact with other people (i.e. agility, persuasion, time management, etc.)
- Technical Skills
  - big data analysis, coding programming, project management, social media experience, etc.
- WHERE:
  - Separate section
  - Blended throughout the resume

ADDITIONAL THOUGHTS:

## EDUCATION & CERTIFICATIONS

- Relevance to Role
  - Date Received / recertification needed
  - Honors
- Professional vs. Company Certification
  - Six Sigma Green Belt vs. Property Service Culture Trainer
  - Include Certifying Agency: Project Management Professional (PMP) Certification, Project Management Institute, 2017
- WHERE: Based on relevance and role need

ADDITIONAL THOUGHTS:

## VOLUNTEER WORK & HOBBIES

- Relevance to skillset / role / company
  - Highlight relevant work experience / competencies – paid or unpaid . . . "Experience" vs. "volunteer"
  - Impactful to include non-work related - Only **32%** of applicants include – **82%** hiring managers like to see it
- How does it reflect you / your brand?
  - Carefully choose to highlight unique volunteer work / hobbies that show that you match the company culture - i.e. Google - open and playful person
- WHERE: Based on relevance and role skillset

ADDITIONAL THOUGHTS:

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**1 Hard skills**

**SOFTWARE ENGINEER**  
Innovative, detail-oriented Software Engineer offering 8 years' experience developing new programs and apps for Windows, macOS, iOS, and Android. Superb command of computer architecture, operating systems, and data structures. Rock star team lead and collaborator with track record of optimizing product development cycle.

**CORE COMPETENCIES:**

- Project Management
- Unit Testing / TDD Expertise
- Software Engineering Best Practices
- Source Code Design & Review
- Jenkins Continuous Integration
- Agile Scrum Team Methodologies

**2 Soft skills**

**TECHNICAL PROFICIENCIES**

**3 Technical skills**

Platforms: UNIX, .NET, QT, Linux, Docker  
Frameworks: MVC, MVVM, MVP  
Languages: C#, C++, HTML, Java, Javascript, PHP, UNIX Shell Scripting  
Tools: WPF, XAML, UWP, Cloud (AWS/Azure)

**WRONG**

Ohio State University, Columbus, OH  
2005 -2007 Completed 60 credits toward a BA in English.

New York Bartending School, New York, NY  
Bartending Certification 2011

**RIGHT**

New York Bartending School, New York, NY  
Bartending Certification 2011  
Learned bar set-up, classic drink recipes, wine knowledge, and service.

Ohio State University, Columbus, OH  
2005 -2007 Completed 60 credits toward a BA in English.

**WRONG**

**Volunteer Experience**

- Administrative volunteer for Lewiston Baptist Church.
- Volunteer board member, Dodge County Animal Shelter.
- Regular volunteer, local Red Cross chapter.
- Volunteer, Habitat for Humanity.

**RIGHT**

**Related Volunteer Experience**

- Volunteer administrator for Lewiston Baptist Church for five years. Led three \$20,000+ building projects, consistently coming in at least 10% under budget.
- As volunteer board member for the Dodge County Animal Shelter, led a team of 12 employees to a transition to a no-kill operation.
- Planned and organized three IT projects for the local Red Cross chapter.
- Collaborated in a team of 10 fellow volunteers to renovate 2 houses of at risk families in Atlanta, GA, for the local Habitat for Humanity chapter.

# POWER WORDS

<i>Admin</i>	Documented	Outlined	<i>Communication</i>	Lobbied
Administered	Filed	Planned	Advised	Proofread
Approved	Generated	Purchased	Advocated	Proposed
Arranged	Grouped	Recorded	Authored	Publicized
Assembled	Indexed	Reported	Briefed	Published
Assisted	Integrated	Retrieved	Campaigned	Resolved
Categorized	Listed	Scanned	Conveyed	Responded
Collected	Maintained	Scheduled	Composed	Specified
Compiled	Monitored	Systematized	Communicated	Transcribed
Coordinated	Operated	Updated	Contacted	Transmitted
	Organized	Validated		Wrote

<i>Research &amp; Analysis</i>	Interpreted	<i>Business</i>	Diversified	Projected
Analyzed	Investigated	Acquired	Explored	Promoted
Assembled	Measured	Adapted	Forged	Reconciled
Analyzed	Pinpointed	Allocated	Partnered	Regulated
Annotated	Predicted	Arranged	Mediated	Restructured
Assessed	Quantified	Balanced	Marketed	Revamped
Audited	Researched	Budgeted	Measured	Spearheaded
Calculated	Reviewed	Contributed	Merged	Strategized
Critiqued	Scrutinized	Collaborated	Modeled	Streamlined
Deduced	Summarized	Conceptualized	Navigated	Troubleshooted
	Tracked		Negotiated	Yielded

<i>Create/Design</i>	Implemented	<i>Process Improvement</i>	Accelerated	Enriched	Maximized
Altered	Initiated	Amplified	Expanded	Minimized	
Built	Instituted	Assisted	Gained	Overhauled	
Conceptualized	Introduced	Attained	Generated	Pioneered	
Constructed	Invented	Boosted	Ideated	Produced	
Crafted	Launched	Consolidated	Improved	Realigned	
Created	Redesigned	Decreased	Increased	Revamped	
Customized	Revitalized	Eliminated	Integrated	Strengthened	
Designed	Sketched	Enhanced	Lessened	Transformed	
Developed	Transformed				
	Visualized				

<i>Manage/Lead</i>	Guided	Orchestrated	<i>Technical</i>	Installed
Aligned	Headed	Oversaw	Assembled	Manufactured
Aided	Initiated	Presided over	Automated	Overhauled
Authorized	Led	Recruited	Calibrated	Performed
Championed	Managed	Shaped	Coded	Programmed
Commanded	Mapped	Sponsored	Computed	Remodeled
Conducted	Mentored	Supervised	Constructed	Repaired
Cultivated	Mobilized	Trained	Debugged	Restored
Directed	Monitored	Unified	Deployed	Solved
Dispatched	Motivated	Verified	Imported	Tested
	Navigated			Upgraded