



Your Resumé

Your resume is the one and only information an employer has to determine whether they want to interview you or not. Your job search, from sending out your resume to obtaining an interview, is a process of selling. Your resume must sell you, and then you must sell yourself during a face-to-face interview.

Think of your resume as a marketing tool. It is the only thing you have to market yourself and convince an employer that you are worth interviewing. It immediately creates a visual impression of you, either good or bad. Your resume must speak for you in terms of who you are and what you have to offer.

Your resume should include information about your qualifications, education, background, knowledge and accomplishments; but don't make a novel out of it.

It should be:

- Clean, concise and easy to read.
- Picture perfect. (spelling, grammar and punctuation.)
- Well formatted. (clean lines, rows and bullets.)
- Be specific and customize your objective and content based upon the position you are applying for.
- What to Include:
- Name, Address and Phone Number. Always include your e-mail address as well as any other phone numbers such as message or voice mail numbers. Include your website address if you have one or a link to any projects you have that may improve your chances.
- Your Objective.

It is advisable to customize your objective for every position you are applying for.

This is important for two reasons:

1. Many resumes are scanned for keywords so use words that are indicated in the job description. This way your resume will more likely be screened in rather than out.
2. Often resumes are screened by unqualified people who are told to look for specific keywords and terms. If an ad reads, "Director of Land Development" needed, your objective should say, "To obtain a position as a "Director of Land Development" rather than the using a generic term like "Project Manager."

Professional or Work Experience.

Regardless of your professional background, when listing your past experience, think in terms of transferable business skills that would be of value to any employer. For example, if you worked in a restaurant, you could list "customer service" as a transferable skill. Also, be sure to list your accomplishments after each job listed on your resume.

Accomplishments are based on 3 primary things:

- You contributed to increasing revenues
- You saved the company money
- You saved the company time