



## Reading: Craft a resume that gets you noticed

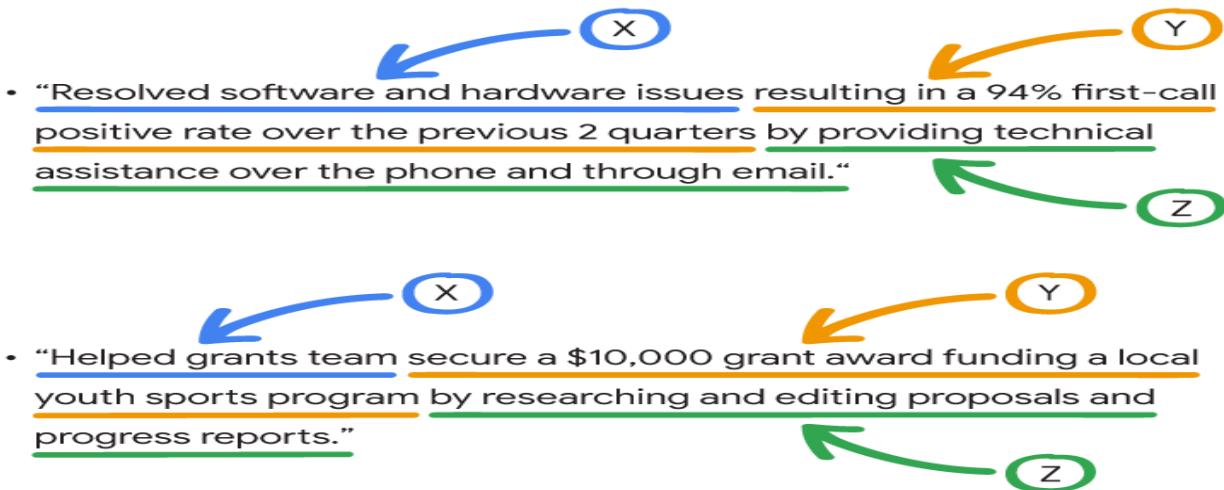
Your resume isn't just a laundry list of jobs and responsibilities – it's a powerful marketing tool, and the product is YOU! To make a strong impression that clearly demonstrates your value, your resume needs to effectively communicate your skills and experiences in a way that resonates with an employer's needs. The following best practices will help you craft a compelling resume that gets noticed, increasing your chances of being invited to interview.

### Use the X-Y-Z formula

To make your achievements stand out, use the X-Y-Z formula. This technique helps you structure your accomplishments to clearly showcase your impact. Here's how it breaks down:

- **X stands for your Accomplishment or Action:** What did you specifically do? What was the task or project?
- **Y stands for the Quantifiable Result:** What was the measurable outcome of your action? Use numbers, percentages, or concrete data to show the impact.
- **Z stands for the Method or Skills Used:** How did you achieve this result? What specific skills or steps did you take?

By framing your experiences this way, you provide employers with evidence of your capabilities that makes your resume stand out. Here are a couple examples of the X-Y-Z formula in action:



You've already identified some of your transferable skills. When mentioning them in your resume, provide a concrete example from your experience that proves your proficiency in that skill. Examples:

- “Organized and mentored college leadership teams to deliver 5 panel sessions presenting campus life and internship opportunities to incoming students, resulting in a 35% increase in first-week club and internship sign-ups from previous year.” (i.e., demonstrates project management and collaboration skills)
- “Organized and supervised 15 volunteers for a local community cleanup initiative, successfully clearing litter from 2 miles of highway.” (i.e., demonstrates leadership and organization skills)

## Adopt industry examples and standards

Review resumes of professionals in your target field to understand commonly used language for representing experience and skills, and use some of the same language in your resume. You can find examples of resumes on job sites, like [Career Builder](#) (may not be available in your country yet, but will be available soon), [Glassdoor](#), or [LinkedIn](#).

## Build a base resume, tailor for impact

Develop a comprehensive “**base**” resume in your job search portfolio. This document should include all your experiences, skills, projects, and accomplishments. Then, for each specific job you apply for, use this foundation to create a different, tailored version of your resume. This approach can save you lots of time and boosts your chances of impressing recruiters.

## Continuously document your achievements

To ensure your base resume is always packed with impactful content, make it a habit to continuously document your achievements. Maintain an ongoing record of your accomplishments, quantifiable results, and any recognition you’ve received. This practice makes it easy to incorporate fresh, compelling details into your resume whenever you update it or tailor it for a new opportunity.

## In summary: Crafting a resume that gets results

By thoughtfully applying these resume writing best practices, you’re doing more than just listing experiences – you’re strategically presenting yourself as an ideal candidate. Remember to:

- Quantify your impact using the X-Y-Z formula
- Showcase your transferable skills
- Align with industry expectations
- Build a comprehensive base resume and tailor it for each application
- Continuously document your achievements

This strategic approach can help you make a memorable first impression, clearly articulate your value, and significantly boost your resume’s chances of getting noticed.

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