**Visual Presentation and Organization**

We’ve all been told that looks don’t matter as much as substance, but in the case of your resume this just isn’t true. In general, I like the look and feel of your design, but you're trying to squeeze a little too much information onto the page, making it hard to read. Remember that your resume is your marketing tool. It’s the first impression a potential employer has of you.

I liked your use of bullets to add emphasis, but you probably want to consider limiting them in some areas to increase the impact to the employer. If they see too many bullets, they might find it difficult to zero in on the most important information. Size and type of bullets are also a consideration. Although seemingly minor, visual impact of a resume is the key to ensuring that an employer reads it thoroughly.

**Resume Writing**

You need a career summary section to define you as a professional and cover those areas most relevant to your career level and job target. A career summary should provide hiring managers with a brief, yet detailed synopsis of what you bring to the table.

When I read your resume, I did not find the kind of compelling language that would bring your work to life. Instead, **I saw passive words and non-action verbs.**

Phrases like **“Performed”** and **“provide”** are overused, monotonous, and add little value to your resume. Strong action verbs, used with compelling language to outline exemplary achievements, are essential parts of a well-constructed resume.

Now, let’s put it all together. Here’s a real life example taken from a former client’s resume. By changing the language, we helped to improve the perception of the candidate.

* **Passive language / Doing:** “Negotiated contracts with vendors”
* **Action language / Achieving:** “Slashed payroll/benefits administration costs 30% by negotiating pricing and fees, while ensuring the continuation and enhancements of services.”

A change like this makes a dramatic improvement.

It may not seem obvious, but a regular review of every word and sentence in your resume is a good idea. Hiring managers are looking for an excuse to eliminate you as a candidate. You may not be able to see awkward phrases and grammatical errors if you've already spent a lot of time with your own resume.

**Digital Readiness**

Your resume is saved in PDF format. 19% of resumes look like yours. While this may make viewing consistent for recruiters, **some older** **applicant tracking systems (ATS)** **have problems reading them.** If you have the ability, you might consider saving your document in Microsoft Word format for some online submissions.

**Resume Scan Test Results**

**93% of all Hiring Managers use resume scanning software called applicant tracking systems (ATS) to filter candidates from the application pool.** To illustrate how you stand up to the automation, I passed your resume through the very same software that Hiring Managers use to filter the real talent from the hundreds, *sometimes thousands*, of candidates that apply for a single open position.