

# Resume Criteria

## What Makes a Strong Resume?

Your resume is your chance to impress an employer with what you know and what you have accomplished. An Employer Competitive resume is persuasive because it is focused on results, uses dynamic language, is organized, visually clean, and mistake-free.

Your resume takes time to create, but it is important to make sure it reflects your strengths and your accomplishments. This criteria should help you write and evaluate your resume. The criteria is organized into two parts: design & format, and content. **The content of your resume is 10X more important than the design and format of your resume.** Job seekers often spend more time working to make the resume visually appealing and neglect the work of improving the content of their resume. Do not make that mistake! Start with developing and polishing the content of your resume then move on to making it look clean and professional.

Your Profile Coach will use this same set of criteria to provide you feedback.

- *If you already have a resume*, you can scan this document and use it to help you update your resume. Use one of the templates to help you get started.
- *If you are new to creating a resume*, review the below criteria and then use the [Step-by-Step Guide](#) to help you develop your resume. There are templates available to help you get started.

Criteria on page 2.

Resume Criteria	Yes	No
<b>CONTENT</b>		
<b>Heading includes all the first-order information the employer needs</b> <ul style="list-style-type: none"> <li>Includes name, phone number, professional email address (not hotmail, yahoo, aol, or school), city &amp; state, zip code, written out hyperlinks to LinkedIn, Portfolio &amp; Github</li> </ul>		
<b>Summary section. Try to include at least 3-5 of the following:</b> <ul style="list-style-type: none"> <li>Title of role (don't identify as a student)</li> <li>Background experience that connects to the role you are pursuing</li> <li>No pronouns</li> <li>2-3 soft skills (ex. adaptable; time management; communication; innovative; collaborative; conflict resolution)</li> <li>Number of years of related experience (keep below 10 years)</li> <li>Accomplishments, recognitions, or awards.</li> <li>Training or certifications (bootcamp)</li> </ul>		
<b>Highlights skills</b> <ul style="list-style-type: none"> <li>Technical Skills section</li> <li>3-6 strongest projects, with data set worked on, discovered findings, tech used, and deployable links</li> </ul>		
<b>Experience clearly laid out, with accomplishments highlighted - not job duties.</b> <ul style="list-style-type: none"> <li>Experience listed in reverse chronological order, with job title, job description, company name, city &amp; state, and dates of employment.</li> <li>Start every bullet with an action verb; do not use the same verb more than once</li> <li>Quantify your work to cite accomplishments (do not list job duties)</li> </ul>		
<b>Education listed in reverse chronological order, with locations &amp; certification received.</b> <ul style="list-style-type: none"> <li>Education listed at the end of the resume, unless you don't have a lot of experience or you have particularly relevant degrees.</li> <li>Include Boot Camp as the most recent item in education.</li> </ul>		
<b>Passes the Applicant Tracking System.</b> <ul style="list-style-type: none"> <li>Include standard heading titles (Education, Projects, Technical Skills, Summary, Experience)</li> <li>Spell-out acronyms and abbreviations (abbreviated months are acceptable)</li> <li>Use bullets instead of asterisks.</li> <li>Avoid images, icons, or photographs</li> <li>Avoid colored text</li> <li>Avoid use of columns, tables, text boxes, or graphs</li> <li>Ensure on your end you are using keywords that match the job description and align with required skills and strengths needed for the specific role resume is targeting</li> </ul>		
<b>DESIGN AND FORMAT</b>		

<b>Clean &amp; Simple Design</b> <ul style="list-style-type: none"> <li>• Design does not get in the way of including necessary text</li> <li>• Text fills the page without overcrowding</li> <li>• Balanced margins, between 0.5" - 1"</li> <li>• No more than 1 page if you are new to the field, 2 pages if you have relevant experience</li> <li>• Name and headlines stand out</li> <li>• Few (or no) hanging lines where just a few words take up an entire line</li> </ul>		
<b>Consistent and Professional Text</b> <ul style="list-style-type: none"> <li>• Font size of 11 or 12</li> <li>• Consistent and professional font style (it's okay to use different fonts for the headings and body) Professional font styles include: Arial, Calibri, Cambria, Georgia, Helvetica, Times New Roman</li> <li>• Consistent use of bold, italic, and underline; same bullet point style for all lists</li> </ul>		
<b>Correct Grammar, Spelling &amp; Punctuation</b> <ul style="list-style-type: none"> <li>• Consistent punctuation throughout</li> <li>• No grammar errors; no spelling errors</li> <li>• No personal pronouns (I, we, he or she)</li> <li>• Abbreviations or acronyms are not used unless necessary</li> </ul>		
<b>Easy to read and professional sounding tone</b> <ul style="list-style-type: none"> <li>• No jargon, slang, or superlative adjectives like "great," "good," or "awesome."</li> </ul>		