

Communicate insights to stakeholders

Career focus: Projects and portfolios

Career focus: Join the field of business intelligence

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Review: Present business intelligence insights

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Resume-writing workshop

A key tool for your job search as a business intelligence professional is your resume. At this point, you may already have a resume that you have been using. Or, if you completed the Google Data Analytics Certificate [lesson about resume-building](#) [↗], you have a foundation for creating your BI-specific resume. In this reading, you will learn more about refining your resume for BI roles. This will help you as you continue revising your resume for your future job searches!

Highlight your best qualities

When creating or revising your resume, you will need to consider what you want to highlight about yourself to potential employers.

For instance, if you have relevant work experience, then you will want to pick a format that highlights that.

If you are transitioning from a different career and don't yet have relevant work experience, then you may want to pick a format that highlights your technical skills and portfolio projects. Some resume formats include a "Summary" or "Goals" section at the top to help candidates add context to their application, while other resume formats avoid these sections completely and uses that space for sections such as "Skills" and "Experience".

Whatever format you pick, your resume should ideally be one page. If the one-page rule seems limiting, think about the purpose resumes serve in the hiring process overall. Resumes are short documents designed to communicate the most important information about yourself to recruiters and hiring managers at a glance. This is also why it's important to consider what you want to highlight most—this is one of the first impressions you make on potential employers!

Writing about your experience

As you think about how to represent your work experience on your resume effectively, it might be helpful to refer to these best practices:

Focus on your accomplishments first, and explain them using the formula *Accomplished X, as measured by Y, by doing Z*.

- These statements help you communicate the most important things a recruiter or hiring manager is searching for—the impact of your work.
- Whenever possible, use numbers to explain your accomplishments. For example, "Increased manufacturing productivity by 15% by improving shop floor employee engagement," is better than "Increased manufacturing productivity."

Phrase your work experience and duties using Problem-Action-Result (PAR) statements.

- For example, instead of saying "was responsible for two blogs a month," phrase it as "earned little-known website over 2,000 new clicks through strategic blogging."

Describe jobs that highlight transferable skills (those skills that can transfer from one job or industry to another).

- This is especially important if you are transitioning from another industry into business intelligence.
- For example, communication is a skill often used in job descriptions for business intelligence professionals, so highlight examples from your work experience that demonstrate your ability to communicate effectively.

Describe jobs that highlight your soft skills.

- These are non-technical traits and behaviors that relate to how you work.
- Are you detail-oriented? Do you have grit and perseverance? Are you a strong critical thinker? Do you have leadership skills?
- For instance, you could give an example of when you demonstrated leadership on the job.
- Showing is always more effective than telling.

This is almost always the hardest part of crafting a resume, especially if you are transitioning from a different career field. However, if you take a moment to think deeply about your previous work experience, you'll likely discover that you can find ways to represent your work experiences in a way that highlights your ability to do things important to business intelligence roles, such as thinking critically or making data-driven decisions.

Putting your skills to the test

Many companies use algorithms to screen and filter resumes for keywords. If your resume does not contain the keywords they are searching for, a human may never even read your resume. Reserving at least one bullet point to list specific programs you are familiar with or skills you have is a great way to make sure your resume makes it past automated keyword screenings and onto the desk of a recruiter or hiring manager. The following are some best practices for adding skills to your resume effectively.

Get help from the real world

Reviewing real-world resumes is always a great idea. It can help you get a feel for how others in the industry are representing their experience and skills. You can find resumes on job sites, LinkedIn, or even just by searching for "business intelligence resume." There are many ways to represent your technical skills, and taking a moment to understand how other professionals do this may give you some great ideas.

What skills to add

The skills section on your resume likely only has room for 2-4 bullet points, so be sure to use this space effectively. You might want to avoid listing soft skills or non-technical skills here. Instead, this is a great chance for you to highlight some of the skills you've picked up in these courses, such as:

- Strong analytical skills
- Pattern recognition
- Relational databases and SQL
- Strong data visualization skills
- Proficiency with spreadsheets, SQL, DataFlow, and Tableau

Notice how the skills listed above communicate a well-rounded skill set without using more words than necessary. The skills section summarizes what you're capable of doing while listing the technology and tools you are proficient in.

Fine-tuning your resume

One of the most important ways you can adapt your existing resume is by making it specifically tailored to BI roles. Below are links to two resume examples. The first example is a rough draft an entry-level BI professional created early on in her resume writing process. The second resume is her final draft. This version is more specific about the roles she is interested in and how her previous experience can be applied to BI roles. Refer to both versions below:


Resume drafts


To access the resume drafts, click the following links and select *Use Template*.

- [Sample resume rough resume draft](#) [↗]
- [Sample resume final draft](#) [↗]

OR

If you don't have a Google account, you can download the resume drafts directly from the following attachments.

 **Sample resume rough draft**
DOCX File

 **Sample resume final draft**
DOCX File

Like a lot of the skills you have been learning in this program, resume writing is an iterative process. This BI professional took their original resume and revised it to be more specific and detailed in order to explain how she was a great fit for the BI roles she was applying to. Similarly, you can continue to revise and fine-tune your resume to meet your needs throughout your job search.

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