

**Marketing  
your  
Skills**

Employers spend approximately **20 seconds**  
reviewing a resume

## Understanding the Purpose of a Resume?

- “ A brief history of accomplishments
- “ An introduction to the employer
- “ Schedule an interview, not obtain a job



# An Enticing Resume Is

- “ Visually inviting
- “ Easy to read
- “ Experiences and skills highlighted (particularly the technical skills) in an easy to follow format
- “ Pointed toward the **results of efforts**

Example:

“ Provided customer service.

VERSUS

“ Utilized customer service skills to increase store profits by 10%.



Example:

“ Responsible for working the cash register.

VERSUS

“ Processed cash transactions up to \$1,000 daily.

# Resume

Quickly announces the reasons you're qualified.

Pay attention to the top third of the page. Do not use fluff words. Replace them with hard skills and a title that matches your goal.



# Contents of a Cover Letter

- “ How the candidate became aware of the opportunity
- “ What is known about the company, the opportunity, and the employer’ s needs
- “ Personal traits which make it clear why the candidate should be considered for the position
- “ A direct request for an interview