Resume guidelines:

1. Don't focus on responsibilities, focus on what you achieved. A resume is not your life story. No one cares. Anyone can do their job, but only a small percentage of the population can do their job well.

- The best achievement is a promotion because it's an objective way to show that you impressed the people you work for.

-The next best way to show objective measures is to present quantified achievements:

"established a team to solve problem x and increased sales x%".

- Steer clear of expressions like "Duties included," "Responsibilities included," or "Responsible for." That's job-description language, and not what employers are looking for.

- Use action verbs instead, but minimize the use of "I" and articles (the, an, a).

- For each achievement:

"What does this accomplishment say about me, and what I can do for this employer I want to work for?".

 job descriptions need to be

result-based and not task-based , meaning they should not tell what you DID—BUT what you ACHIEVED. To be effective and create excitement,

it needs to be

results-based: What was achieved as a RESULT of what you did?

Employers are looking for resultse. By excluding specific results, the

statements are very vague and simply do not paint a strong picture. By

showing how you have gotten things done in the past you be assured how

you can get things done in the future. With that said, you need to

include accomplishments that emphasize specific, measurable highlights

that reflect your ability to produce great numbers for your employer.

Employers look for potential in the quantitative evidence you show of

your success so make sure you get that type of information in the

resume in a highlighted way.

2. Don't make your resume a moral statement; it's a marketing

document. The best marketing documents show the product in the very

best light, which means using whatever most outrageous tactics

possible to make you look good.

As long as you are not lying, you will be fine. If you just say "Did

tech support for a software company" no one knows you did a good job.

Better “assumed management responsibility for tech support and

decreased call volume 20%”. How do you know 20%? Who knows?

3. Keep it all on one page. The idea of a resume is to get someone to

call you; talk with you on the phone; offer an interview. So a resume

is like a first date. You only show your best stuff and you don't show

it all. Do not dump everything they can think of onto their resume,

the interview is where the hard-core selling takes place. So you only

put your very best achievements on the resume. each resume gets about

a ten-second look. beware of age discrimination. Employers might think

you're too expensive if you have loads of experience. If you're at the

senior level, list about 15 years of job history (no more) and don't

provide the date of your college graduation if it was more than about

10 years ago.

4. Do not list personal interests. Your personal interests are not

there to make you look interesting. They are there to get you an

interview. Every line on your resume is there to get you an interview.

only list personal interests that reveal a quality that will help you

meet the employer's needs.

5. your core competencies should not be watered down with soft skills.

Soft skills are phrases like "excellent communications skills"

and "solid

leadership ". These are soft skills because they do not market you

strongly or say anything that really sets you apart from everyone

else. At this level, these soft skills are expected of you without you

mentioning them.

6.  job descriptions should not be too BLAND and BROAD as an

executive-level candidate. Employers want detail, and need to clearly

see how you are better than the other candidates with similar

experience. I can tell you that right now “responsible for

coordinating the technical activities of the team”

isn’t cutting it!

7. the goal is to hook whoever's reading it. Therefore, every line

needs to be written to inspire the reader to continue; if you bore the

reader, he or she will simply put aside your resume and move on to the

next one. Your wording needs to have more punch and sparkle in order

to present you as a sharp candidate who is a cut above the crowd.

8. “death by bullets.” Do not have bulleted every statement, which is

a very ineffective formatting tool—not to mention indicative of a

lower-level career. Bullets are used to draw attention, but when you

put your entire job description into bullets, you've negated their

purpose.