

Thought for 6 seconds

## 1 · CEO's "microscope" feedback

### Overall polish & credibility

Area	Observation	Fix to "wow" clients
Header	"Business Development Manager" tagline is generic for a senior-level seller.	Auto-generate a sharper, role-specific tagline—e.g., <b>"Senior Sales Development Leader – SaaS &amp; Retail Tech"</b> .
Summary line-wrap	The sentence floods the full width; line length feels unstructured.	Break after 85-90 chars or split into two brief, metric-anchored sentences.
Skills block	Uses pipes ( ` )	` ) but no bold/italics ⇒ reads like pasted text.
Experience headers	"Toshiba Global Commerce Solutions — Bogotá, Colombia" is fine, but <b>Veridas</b> — lacks city/country.	Force every role to follow the <b>Company — Location</b> pattern.
Dates	Date column looks good at Toshiba & Veridas, but AltSales has only month span ("Aug 2020 — Jun 2021") while Toshiba shows "Oct 2023 — Present".	Standardize to <b>Mon YYYY — Mon YYYY</b> for all roles—including single-month stints ( <b>Jan 2020 – Jan 2020</b> ).
Bullet consistency	Veridas bullets lack numbers/percent metrics; others have \$, % or counts—creates credibility gap.	Inject at least one quantifiable outcome in every role (e.g., "Raised avg. meetings from 4 → 7/wk").
Capitalisation	"AltSales" camel-casing is off ("AltSales" in original company).	Preserve brand spelling exactly; add dictionary check step.
Education	Missing major; year shows trailing comma ' , 2020 ' ; zero bullets.	Output <b>Degree, Major, Year</b> + one achievement (e.g., GPA, honors).
Additional Experience	Single sentence; no bullets, no dates.	Convert to inline list or drop entirely per overflow logic.

**Verdict:** Good first pass, but tighten taglines, enforce schema rules everywhere, and guarantee one metric per role so the résumé never looks auto-generated or incomplete.

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## 2 · Designer’s layout critique

### Typography & spacing

- Text column spans ~80 % width; bullets sit far left—visual weight drifts. Narrow content to 6 in width and add generous left/right margins for classic résumé feel.
  - Section headings use the same font & weight as body; they rely solely on bold. Introduce **0.5 pt more letter-spacing** or a slightly heavier bold to improve scan-ability.
  - Bullet indent appears ~0.25 in; industry standard is 0.15 in. Reduce indent so text aligns more neatly under headings.
  - Vertical rhythm: inconsistent top/bottom padding between sections. Add 8 pt before each new section header, 4 pt after.
  - Near logo bottom-right displays, but color looks washed (PNG likely scaling). Embed vector SVG or 2× PNG and set explicit width/height in template (60×15 px).
  - No page number footer (fine for single page) but consider a subtle horizontal rule above footer to anchor the page visually.
  - Ensure PDF metadata (“Author”, “Title”) is set; right now DocSpring likely labels it “Document”.
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## 3 · Salesperson’s “is-this-sellable?” view

### Prospect reaction test

Aspect	Good	Needs work
Anonymity	Only first name shows – safe to share.	File name should match pattern ( <b>Senior SDR (Colombia) – C-4583.pdf</b> ); confirm.

<b>Instant proof of impact</b>	Toshiba bullets read analytical but not punchy.	Put biggest \$\$/quota bullet first for every role to hook prospect's eye.
<b>Believability</b>	Numbers exist (\$1.2 M, 880 K) – healthy.	Add context to Veridas bullets; “designed strategies” sounds fluffy.
<b>Length &amp; flow</b>	One page – perfect for email.	Skills block looks short; consider adding 4-5 more tools (SalesLoft, HubSpot) so prospect sees breadth.
<b>Download clarity</b>	Clean PDF, 0.5 MB – easy-to-attach.	Add page title in header (“Résumé – Luis”) so printouts aren't mistaken for spec sheets.

### Close-the-deal tweak

Move the *\$1.2 M Incode deal* bullet **above** Toshiba section via chat-edit if Toshiba tenure is lighter; prospects skim top-down.

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## Cross-persona action list (merge of the three views)

1. **Tagline generator** – smarter, metric-anchored role taglines.
2. **Schema enforcement** – every role gets location, dates, ≥1 metric bullet.
3. **Typographic polish** – stronger heading weight, narrower text column, consistent spacing.
4. **Logo asset** – swap PNG for crisp SVG; fixed 60 × 15 px.
5. **Education formatter** – Degree + Major + Year, remove stray comma, add 1 bullet.
6. **File-name checker** – ensure outbound filenames follow sales pattern.
7. **Add designer CSS rules** – bullet indent 0.15 in, section padding 8 / 4 pt.

Implementing these tweaks in the Replit template (or DocSpring PDF) will satisfy the CEO's precision, the designer's aesthetics, and the salesperson's effectiveness in one shot.