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The Art & Science of Resume Writing

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Crafting a standout resume requires strategy & precision. In just 6-8 seconds, a recruiter decides its fate, whether it lands an interview or ends up in the bin (rhetorically of course).

Having reviewed numerous resumes recently, I noticed common pitfalls that professionals of all levels stumble into. Even those with stellar backgrounds often undersell themselves on paper.

This piece aims to provide a structured approach to help you recognize your true value and effectively communicate it to potential employers, not just on your resume, but also across your LinkedIn profile and during interviews.

This article will cover the following topics:

1. The Goal
2. The Required Mindset
3. The Pre-Requisites
4. Crafting the Resume



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The Goal

- Empower you to showcase your value proposition effectively - both quantitatively and qualitatively.
 - Enhance your resume's compatibility with Applicant Tracking Systems (ATS).
 - Cultivate a clear understanding of your personal brand for effortless self-presentation.
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The Required Mindset

Your resume is a marketing tool for showcasing your value. To wield it effectively, you must:

- Identify who requires or can benefit from your skill set & experience.
 - Understand the specific value you offer to prospective employers.
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The Pre-Requisites

In lieu with the above point (Required Mindset), you will need to prepare data on two fronts.

1. Your Experience & Impact till now:

- Compile your professional experience systematically, ideally in a spreadsheet.
- Quantify your achievements in each role & organisation. I use a personalized template of the STAR model for this called STAR-F (*Situation, Task, Action, Result & Future Course*).

Example of STAR-F

- Focus on obtaining quantitative data to demonstrate the impact of your work.
- Aim to highlight your versatility and effectiveness across diverse roles without explicitly mentioning it.

2. Your Target Role and Organizations:

For this, we will use an age-old marketing technique called STP i.e. Segmentation, Targetting and Positioning.

- Segment: *Identify roles you qualify for and are interested in. Use Job Descriptions from multiple job portals and career pages from your intended companies to figure this.*
 - Target: *Filter job postings for realistically aspirational roles and analyze their requirements.*
 - Position: *Align your resume with the language and expectations outlined in these job descriptions.*
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CHOOSE THE APPROPRIATE RESUME FORMAT. YOU CAN USE ONE OF THE FOLLOWING TWO TO START WITH.

- **Chronological:** Suitable for highlighting experience across different roles and companies.
- **Functional:** Ideal for showcasing expertise across various business or technical domains.

Essential Information to include:

- **Contact Details:** Name, Phone Number, Email, LinkedIn Profile.
- **Summary:** Concise overview of total experience, Skills and Notable Accomplishments.
- **Work Experience:** Companies, Dates of Employment, Job Titles, Impact Details.
- **Education:** Institutions attended, Dates, Specialization.

Optional sections may include:

- Certifications: Ideally relevant and current.
- Professional Photo: A professional headshot.
- Extracurricular Activities.
- Key Skills

The Final Touch

Now that you have all the data, craft your resume based on:

- Targeted roles (refer to the STP analysis).
 - Relevant skills and accomplishments (use the STAR-F format).
 - Demonstrated value, both quantitative and qualitative
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Points to Note

- Keep sentences concise to maintain reader engagement.
 - Aim for a resume length of 1, at most 2 pages.
 - Avoid embellishment or fabrication; only include verifiable & justifiable information.
 - Prioritize recent and impactful experiences.
 - Maintain consistency in formatting and terminology.
 - Proof-read meticulously to eliminate errors and convey professionalism.
 - Use AI tools like ChatGPT to refine your resume.
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Sample Resume

Attaching a sample resume for your reference.

Please note that this is just a framework. Feel free to use any professional templates, tools and methods you are comfortable with.

Sample Resume (Created on Canva)

Remember, your resume is often the first impression you'll make on a potential employer. Your resume should not merely be a document but a powerful tool for showcasing your worth and securing the opportunities you seek.

By mastering the art of resume writing, you can ensure your professional journey receives the attention and recognition it deserves. With these fundamental rules, I hope you are able to tell your professional story compellingly and effectively.

In conclusion, crafting a compelling resume is a dynamic process that evolves with time and feedback. I welcome your thoughts and suggestions on this guide and am eager to engage in further discussions to enhance it together.

Do feel free to DM me on LinkedIn. Let's work towards creating resumes that truly shine!

Good luck & Happy Writing!!!

#Resume #CV #Career #ResumeWriting #CareerAdvice #PersonalBranding

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1mo

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