

How to write a good Resume?

如何寫好個人履歷表



It takes recruiters an average of “6 seconds before they make the initial ‘fit or no fit’ decision” on candidates based on resumes, according to a research by TheLadders. With this kind of competition, you’d need to have a great resume to get through the screening process and win an interview. To give you some clues, we have put together some tips that will improve your resume significantly. Note, these rules are general advice and you should tailor your resume based on the industry you work and the position desired.

正所謂「工欲善其事，必先利其器」。在求職的過程中，個人履歷表（resume）的作用非常重要，你的履歷表若不能通過篩選讓你進入面試環節，縱你有再出色的口才和再俊美的外貌也很難被僱主賞識。所以你必須認清4個經常出現於一般履歷表的問題和哪5種履歷表會被僱主迅速篩走，以免因準備不足而錯失面試機會。以下是一些比較泛用的建議，但請謹記，每個行業對履歷表都有相對不一樣的要求，請根據你所在行業的要求而度身準備。



4 Common Resume Mistakes 4個常見問題

1

Not tailoring your resume to the specific position and company you’re applying for. Your resume is effectively a marketing document, so frame the information to reflect what your potential employer is looking for in an ideal job candidate. Study the company’s website and mirror some of their language and values in your resume.

履歷表沒有足夠的針對性。沒有針對性的履歷表會令僱主認為你用同樣的履歷表投了很多公司，顯得不夠尊重，同時也不能針對該僱主所需求最適合的技能，大幅減低獲得面試的機會。

2

Too short and general. The length of your resume should reflect your experience. Include any relevant working experience: full-time, internship or part-time. Keep it focused and emphasize achievements and skills that fit the job you’re applying for. If you’re a fresh graduate and short on work experience, think about mentioning relevant coursework and extracurricular activities.

履歷表格式太簡單。履歷的長短同時展現你經驗的份量，不論是全職、實習還是兼職，詳細列出你的相關工作經驗有助僱主了解你的成長歷程；如果你是畢業生而沒有足夠多的工作經驗，可嘗試於曾經參加的學生活動著手，強調自己對軟實力的鍛鍊；同時採取適當的排版使簡歷表內容清晰和能突出重點。

3

Too long and too much information. You want your employer to know more about your experiences, but you don't need to tell them your life story. Keep your resume concise and emphasize the strengths and experience that are most relevant for the role. You don't need to include every part-time or extra-curricular activity that you have done. Also, avoid a bright-color and complicated layout. If in doubt, keep it simple.

履歷表格式過分繁復。針對特定僱主而寫的詳細履歷並不代表要寫得天花龍鳳，學生時期如曾參加大量兼職亦不必全部列出，太多重點即是沒有重點；挑選你認為僱主會認可的經驗或技能加以強調。設計排版上切忌顏色鮮艷，反而透出幼稚。

4

Highlighting duties instead of accomplishments. It's easy to simply start listing job duties but employers are more concerned about your individual accomplishments. Many candidates make the error of including a detailed job description instead of emphasizing individual contributions. For example, employers are looking for statements like 'Recognized 20 years worth of unorganized files, making them easily accessible to department members' instead of 'Updated departmental files'

履歷表只有事實沒有結果。比如幫助學生會發起了一個活動，但是沒有說明活動的執行效果；僱主在篩選簡歷表時不希望需要花費時間去推理你的簡歷表。

5 Resume Red Flags that make employers reject you right away 5種會被僱主快速篩走履歷表

Remember that employers take an average of 6 seconds looking at your resume before deciding to keep it or ditch it. The more applicants they receive, the more likely they probably to ditch, and they'll be looking for a reason to do that. Don't give them one.

在中型規模以上的公司，HR通常每天要收到相當多的履歷表和求職信，因此必須要有一套快速排序、篩選人選的方法。而大型跨國企業甚至會在求職中介主動搜尋人才，或將需求委託給獵頭公司。

Here are some red flags employers look for in resumes that will cause them to reject a candidate:

如果你的簡歷表存在以下狀況，很有可能會最先被篩走：

1

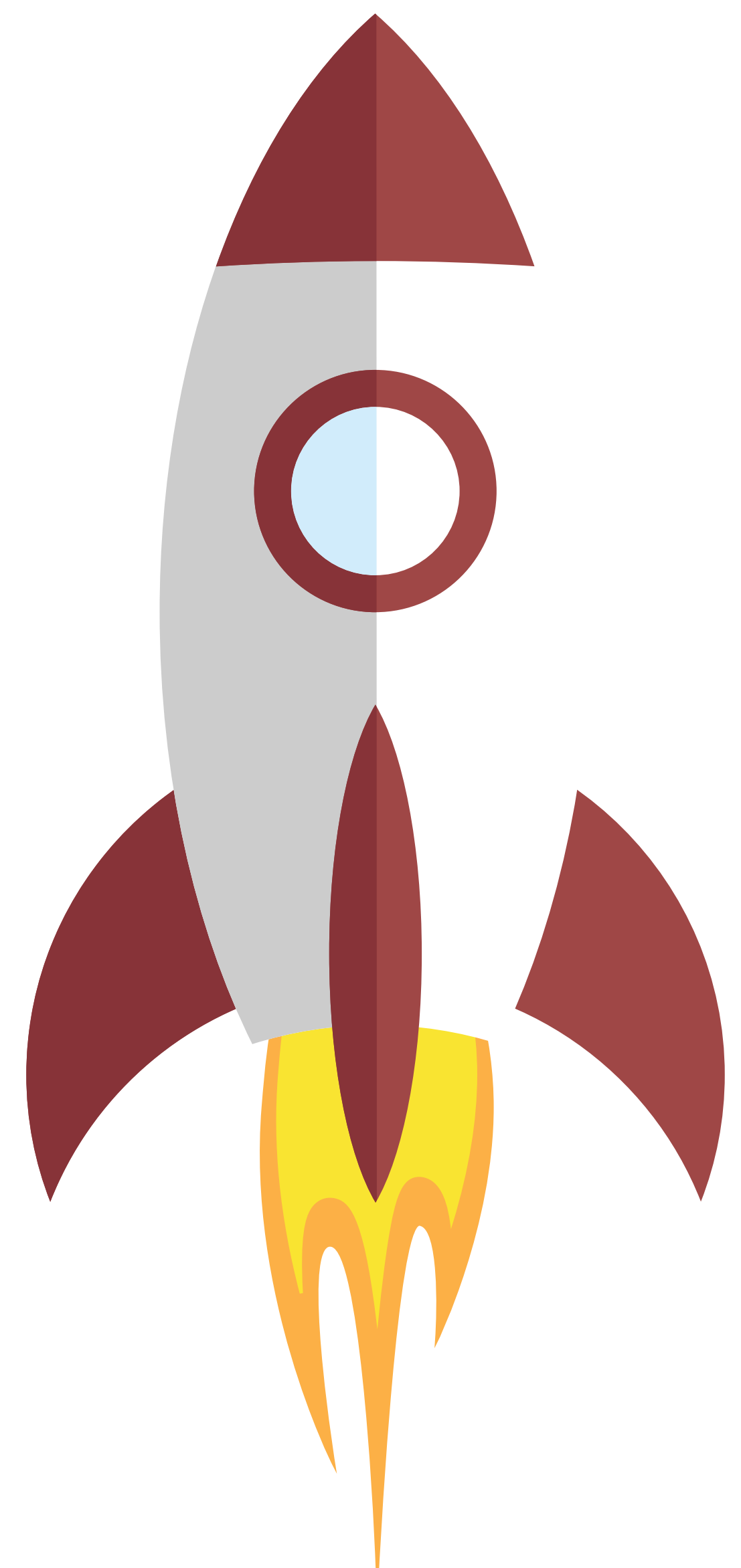
Jumping around from job to job is never a good sign, especially if you change jobs every few months within a short period of time (3–5years). It raises a number of questions about the candidate: Can he/she not commit? Are his/her skills well developed?

短時間內(3到5年)，每份工作都不到幾個月或半年。僱主可能會認為你的抗壓性相對較低、情緒起伏大、脾氣較差、工作技能不扎實、人際關係處理不佳。短期間經常更換工作的另一個缺點，就是工作經驗不能夠好好地累積。

2

Large gaps in employment. Fairly or unfairly, employers will worry about hiring someone coming back to work after a long period of time, whether he/she took time off to take care of their family, to travel or simply unemployment. If this is you, be prepared to discuss what you've been doing to stay connected and keep your skills fresh. Great examples include continuing education or freelance projects.

每份工作之間，無法銜接的空檔太多或太長。這種情況各有各的特殊原因，為了照顧家人、去海外求學，或是去長期旅行尋找人生意義，但也有可能是長期找不到工作的。這樣的履歷能不能受到僱主的青睞，要看你的運氣和HR的判斷，如果兩個工作之間的空檔長，但以往工作的公司在業界有不錯評價，對履歷還是加分的。



3

Frequently switching career paths. This is common amongst young professionals, as they needed time to find out what they really want. However, the concept of career planning is starting to diffuse to more and more Generation-Y candidates; many students have started to plan their career paths during higher education by educating themselves via different platforms, part-time or internships. If you're one of these candidates, it's important that you're able to show your potential employer how your previous experience can add value to the position and the company.

在幾個不同的行業工作過，沒有某特定行業專長的延續性，工作內容跳動很大。類似的情況其實在社會新鮮人身上比較常見，因為年輕的時候很多事情還沒有想清楚，一開始走了一些冤枉路無可厚非。但越來越多學生在學生時期就能夠做好生涯規劃，通過不同的資訊平台或兼職實習多去了解行業，減少畢業後走錯路的機會。當然，有的人會說，他的工作能力很強，前一年做銷售，後一年做行政，第三年做項目管理，已經掌握到這三種工作的訣竅與該注意的地方，是通才，但需要讓僱主了解當中經驗的累積，才有機會獲得青睞。

4

An outdated resume. Employers want to understand more about your recent experience and that you are well informed about the workplace. Sending an outdated resume is an instant red flag.

其中一種會被僱主無視的履歷表就是那些你上載到求職網站後長時間沒有更新的履歷表。在僱主的眼中，長時間沒有更新的履歷表代表求職者已經待業了一段長時間或是求職者太懶惰沒有在履歷表上加入自己最新的工作經歷。，以上兩項皆會令僱主對求職者產生不良印象。

5

Bad formatting and making spelling & grammar mistakes. Nothing is more distracting to an employer than trying to read a disjointed, cut-off job descriptions and dates in a poorly formatted resume. Keep your resume format simple and use a PDF as your safest choice. On that note, cover letters are equally important: keep them concise, focused and well written.

使用制式簡歷和文字組織能力欠流暢。求職網站製作的制式履歷，其實不是很好的選擇，畢竟泛用性高並不代表適合所有行業，因此，除了通過求職網站製作的履歷表外，選擇自己做一份pdf格式的履歷表會更好。還有一個常被忽略的問題就是求職信，很多求職者的求職信都寫得很短或是文句不通順，這樣其實也會降低求職者的履歷被青睞並獲得面試機會的機率。

5 Steps to Creating a Powerful LinkedIn Profile

5個步驟寫好LinkedIn個人檔案

The latest survey data says a full 94% of recruiters today use social media in their recruitment efforts. Thus, it's essential for you to build and maintain a standout LinkedIn profile. Tailor your LinkedIn profile using these five steps and employers will be more likely to find and hire you.

想要得到僱主的青睞，除了要有好的履歷表，寫好LinkedIn的個人檔案專頁，絕對能助你更好地求職。因為在這個社交網絡盛行的年代，很多僱主在收到你的求職信後，都會上網「起底」，所以有心轉工的打工仔，是時候要寫好你的LinkedIn個人檔案。而完成以下5個步驟，就能助你寫好LinkedIn的個人頁面。

5

個基本步

1

Your headline 第1步：精準的現職簡介

LinkedIn defaults the headline beneath to your current job title. Set yourself apart with a more descriptive description. For example, instead of ‘Marketing analyst’, try ‘Brand Marketing, PR, Communications Professional.’

LinkedIn頁面上的職位簡介是給人的首個印象，謹記要用精簡的語句讓人認識你，突出個人優點，建立一個「個人品牌」。求職者可以用一句說話總結現時的工作，例如：「專為Fortune500公司提供招聘服務的人力專才，在2015年轉介了250名求職者。」

2

Your Experience 第2步：重視近期工作經驗

This is the body of your profile and it is the closet thing to your traditional resume. Employers are more concerned with your recent working experience and there’s no need to include the part time work you have done as a teenager. This is where you really showcase your experience, accomplishments and skills.

如果你畢業已超過5年，可以考慮不填寫畢業年份，因為僱主會更重視求職者的工作經驗。愈近期的工作經驗愈為重要，所以不需列出15年前的工作，就業的世界常常改變，僱主會更留意你近期的工作經驗，與他們的需求是否相關。

3

Your picture 第3步：專業的個人頭像

Adding a professional, approachable headshot picture to your LinkedIn profile can significantly increase your profile views. The picture should be of your face and you’ll want to look professional and pleasant. Make sure it’s a high-resolution picture and at least 500*500 pixel.

整理LinkedIn頁面時，不要忘記加入個人頭像，因為有相片的個人頁面能吸引多11倍人留意。但謹記LinkedIn的作用要建立工作關係和進行求職，所以不宜使用生活照片，亦要選用高清照片，讓你的容貌清楚顯示出來。LinkedIn個人頭像的要求最少為500x500像素。

4

Your Summary 「說故事」介紹個人背景

The summary is what makes LinkedIn better than a resume. This is where you can turn your unique educational and professional experience into a captivating story for employers. Unlike your resume, your summary can add a little more personality to it; make it interesting to read. Remember, the reader must have a strong idea of who you are and how you help people, after reading this section.

在個人背景部份，你可以嘗試將自己的工作經歷和事業目標以「故事」的形式列出，加入更多個人化和生活化的元素，可以令人留下更深刻的印象。例如，如欲加入食品相關行業，不妨在簡介中寫下與飲食相關的趣事，比起刻板的工作經歷將更吸引。

5

Build your network 第5步：建立優質的個人網絡

When building your personal network, remember ‘quality over quantity’. Don't blindly connect to everyone. Join as many relevant groups as you can and contribute to the conversation. Connect with your colleagues, supervisors or even industry leaders. Don't be afraid to ask for recommendations or endorsements when appropriate. These are valuable tools in building up your credibility in the job marketplace.

在建立個人網絡時，應該「重質多於重量」，因為個人網絡正代表你的事業，所以應多與同事、上司、行業領導連繫，並獲得對方的推薦。如果你對個別僱主或行業有興趣，亦要多留意相關的專頁，隨時會獲得意外驚喜。

We work hard to help you start your career planning as early as possible, so you can get a head start over your peers. If you would like to get access to our latest Ebooks and career guides, remember to register on FreshLinker, so we can keep you updated!

我們認為早於畢業前為你的未來職業規劃開始鋪路，定必能比其他人先起步、先成功。如果想第一時間入手我們以後推出的eBook，請註冊成為FreshLinker會員，緊貼第一手求職資訊。

About FreshLinker

關於FreshLinker

FreshLinker is Hong Kong’s fastest growing career planning and recruiting platform. With a growing database of the latest career information and jobs, FreshLinker is dedicated in helping young talent with their career planning and job seeking. Not only young talent can catch up on the latest content, internships, part–time or full–time opportunities through www.freshlinker.com or our Facebook page; they can also attend a variety of seminars, workshops or events co–hosted by us and our partnering companies and universities. Our vision is to “Motivate and cultivate the leaders of tomorrow.”

FreshLinker是香港首個為大專生打造的職業規劃及求職平台，集合最新的職場資訊、培訓課程及職位空缺，一條龍為大專生提供從入學開始的職業規劃到畢業後的求職及自我增值提供服務。瀏覽FreshLinker的Facebook專頁及網站 www.freshlinker.com，可緊貼最新職業規劃資訊及專為大專生而設的實習、兼職以致全職職位空缺；而通過參加FreshLinker在各大院校及公司企業舉辦的講座、工作坊以及活動，能夠親身體驗真實職場，快人一步打開職場世界的大門。我們的宗旨是「讓有志成為未來行業領袖的年輕人夢想成真」。

FreshLinker is used by growing companies to recruit the Generation-Y talent they need to innovate and succeed – smarter and faster.

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