Empower your digital vision

CAP4LAB

Resume Writing: Tips and Strategies

Why is it important to write a good resume?

- Employers often have a large number of job applications to review, so they may only be able to spend a few minutes, or even a few seconds, scanning each resume
- Due to this time limit, your resume should capture an employer's attention ***right away***
- This means that the way you write your resume can have a ***large impact*** on the success of your job search

5 aspects that should not be ignored

- **Resume is the key piece of your job application**
- **Employers look at resumes for an average of only 6 or 7 seconds**
- **You will get the best results if you send your resume between 6 a.m. and 10 a.m. within the first four days of a job being posted**
- **Your resume should be clear, concise and *tailored* to the job which you are applying**
- **A strong resume can help you stand out from the crowd**

10 resume writing tips to help you stand out

1. *Keep your resume short and direct*
2. *Create an original resume template*
3. *Highlight relevant skills and experiences*
4. *Demonstrate results with numbers and metrics*
5. *Craft a career snapshot*

10 resume writing tips to help you stand out

6 *Optimize your text*

7 *Think beyond your job duties*

8 *Use the right language to stand out*

9 *List your social media profiles*

10 *Check for errors*

Keep your resume short and direct

- **No more than one page unless you have a very good reason for it to be longer**
  - Like an extensive career or a lot of highly applicable work experience
- **Include only recent and relevant experience**
  - It is not always necessary to include every detail from your entire career history
- **Avoid including too many unrelated work experiences**
  - It can draw attention away from your relevant qualifications

Create an original resume template

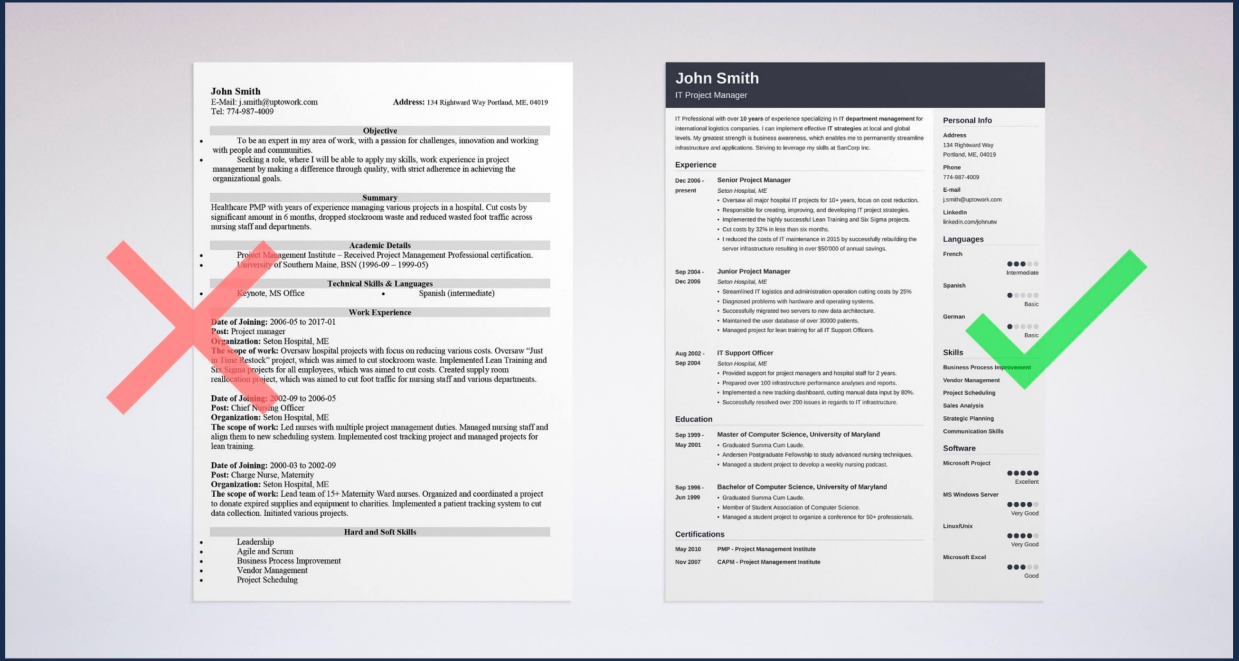
- **Invest on originality**
  - More than 60% of hiring managers consider a customized resume as the top strategy for job applicants to increase their chance of landing a job

- **Format your resume so that it is easy to identify your qualifications**
  - For instance, if you advanced in a company quickly, draw attention to that growth
  - If you excessively job-hopped, bullet those jobs without providing specifics and detail more applicable positions

Create an original resume template

- **Make sure the information is presented in a logical order when structuring a resume**
  - A hiring manager will read your resume starting at the top and ending at the bottom
  - However, if they do not finish reading the whole thing, you still want to ensure your strongest points come across

Pick a resume template, fill it out, and format



John Smith
E-Mail: j.smith@uptowork.com
Tel: 774-987-4009

Address: 134 Rightward Way Portland, ME, 04019

Objective

- To be an expert in my area of work, with a passion for challenges, innovation and working with people and communities.
- Seeking a role, where I will be able to apply my skills, work experience in project management by making a difference through quality, with strict adherence in achieving the organizational goals.

Summary

Healthcare PMP with years of experience managing various projects in a hospital. Cut costs by significant amount in 6 months, dropped stockroom waste and reduced wasted foot traffic across nursing staff and departments.

Academic Details

- Project Management Institute – Received Project Management Professional certification.
- University of Southern Maine, BSN (1996-09 – 1999-05)

Technical Skills & Languages

- Keynote, MS Office
- Spanish (intermediate)

Work Experience

Date of Joining: 2006-05 to 2017-01
Post: Project manager
Organization: Seton Hospital, ME
The scope of work: Oversaw hospital projects with focus on reducing various costs. Oversaw "Just in Time Restock" project, which was aimed to cut stockroom waste. Implemented Lean Training and Six Sigma projects for all employees, which was aimed to cut costs. Created supply room reallocation project, which was aimed to cut foot traffic for nursing staff and various departments.

Date of Joining: 2002-09 to 2006-05
Post: Chief Nursing Officer
Organization: Seton Hospital, ME
The scope of work: Led nurses with multiple project management duties. Managed nursing staff and align them to new scheduling system. Implemented cost tracking project and managed projects for lean training.

Date of Joining: 2000-03 to 2002-09
Post: Charge Nurse, Maternity
Organization: Seton Hospital, ME
The scope of work: Lead team of 15+ Maternity Ward nurses. Organized and coordinated a project to donate expired supplies and equipment to charities. Implemented a patient tracking system to cut data collection. Initiated various projects.

Hard and Soft Skills

- Leadership
- Agile and Scrum
- Business Process Improvement
- Vendor Management
- Project Scheduling

John Smith
IT Project Manager

IT Professional with over **10 years** of experience specializing in IT **department management** for international logistics companies. I can implement effective **IT strategies** at local and global levels. My greatest strength is business awareness, which enables me to permanently streamline infrastructure and applications. Striving to leverage my skills at SanCorp Inc.

Experience

Dec 2006 - present — **Senior Project Manager**
Seton Hospital, ME
- Oversaw all major hospital IT projects for 10+ years, focus on cost reduction.
- Responsible for creating, improving, and developing IT project strategies.
- Implemented the highly successful Lean Training and Six Sigma projects.
- Cut costs by 32% in less than six months.
- I reduced the costs of IT maintenance in 2015 by successfully rebuilding the server infrastructure resulting in over $50'000 of annual savings.

Sep 2004 - Dec 2006 — **Junior Project Manager**
Seton Hospital, ME
- Streamlined IT logistics and administration operation cutting costs by 25%
- Diagnosed problems with hardware and operating systems.
- Successfully migrated two servers to new data architecture.
- Maintained the user database of over 30000 patients.
- Managed project for lean training for all IT Support Officers.

Aug 2002 - Sep 2004 — **IT Support Officer**
Seton Hospital, ME
- Provided support for project managers and hospital staff for 2 years.
- Prepared over 100 infrastructure performance analyses and reports.
- Implemented a new tracking dashboard, cutting manual data input by 80%.
- Successfully resolved over 200 issues in regards to IT infrastructure.

Education

Sep 1999 - May 2001 — **Master of Computer Science, University of Maryland**
- Graduated Summa Cum Laude.
- Andersen Postgraduate Fellowship to study advanced nursing techniques.
- Managed a student project to develop a weekly nursing podcast.

Sep 1996 - Jun 1999 — **Bachelor of Computer Science, University of Maryland**
- Graduated Summa Cum Laude.
- Member of Student Association of Computer Science.
- Managed a student project to organize a conference for 50+ professionals.

Certifications

May 2010 — **PMP - Project Management Institute**
Nov 2007 — **CAPM - Project Management Institute**

Personal Info

Address
134 Rightward Way
Portland, ME, 04019

Phone
774-987-4009

E-mail
j.smith@uptowork.com

LinkedIn
linkedin.com/johnutw

Languages

French — Intermediate
Spanish — Basic
German — Basic

Skills

Business Process Improvement
Vendor Management
Project Scheduling
Sales Analysis
Strategic Planning
Communication Skills

Software

Microsoft Project — Excellent
MS Windows Server — Very Good
Linux/Unix — Very Good
Microsoft Excel — Good

You can use an online resume builder

Zety (https://www.zety.com)

- It is one of the best website to build a resume online quickly and easily
- It offers multiple formats to download your resume as: PDF, Word, TXT, JPEG, and SVG

Highlight relevant skills and experiences

- Prioritize the skills, qualifications and experiences that are directly applicable to the job
- Choose 3 or 4 former positions or experiences that best highlight the skills required for the position for which you apply
- If you do not have a work history that directly relates to the job you are applying for, draw on the skills you used and how your contributions benefited the organization or project

Demonstrate results with numbers and metrics

- When you write about your previous work experience, quantify your successes with numbers
- Using metrics can highlight your achievements and give the hiring manager or recruiter a clear sense of how you impacted your previous place of employment

Craft a career snapshot

- **A “career snapshot” is a brief summary at the top of your resume**
  - The summary is an opportunity to sum up your most relevant and important skills, experience, or assets ***immediately***
- Think of your career snapshot as an answer to the question **“How would you describe your work experience in one sentence?”**

Craft a career snapshot

- With the career snapshot, you present a branding statement that briefly explains your ***unique value***
- This would then be followed by **a few bullet points that highlight your experience and your accomplishments**
  - Whatever you list here should be relevant to the position you are applying to
- Create a ***robust summary*** to capture the hiring manager's eye

Optimize your text...

- Make sure you include **keywords** from the job post in your resume
  - You can copy and paste the job description into a word-cloud generator to identify the most frequently used terms, and make sure the terms that apply to you are used in your resume
  - You can also create a “core competencies” or “areas of expertise” section of your resume to list all of your hard and soft skills, and then reiterate those skills when you bullet your experience

...and keep it ATS-Compliant

- An **Applicant Tracking System** (ATS) is software application that scans resumes for relevant keywords
- If a company uses an ATS
  - It is possible that a recruiter may never even glance at any application that does not fit the job criteria that they have entered
- Hence, in order to pass the ATS scan
  - Make sure that your resume is formatted properly and includes the right words when describing skills, job titles, and educational background before submitting it

Think beyond your job duties

- **Specific merits** are more engaging to read than just your experiences
  - Hiring managers do not want to read a list of your job duties, they want concrete examples of your accomplishments in previous positions that show how you can make a difference in this new position
  - For example, “I reduced operating expenses by 23% in six months” is far more interesting to an employer than “I have 30 years of sales experience.”

- When deciding what information to keep or cut out of your resume, focus on striking abstract traits and qualifications in favor of **concrete and quantifiable results**

Think beyond your job duties

- Employers want employees who get things done and who take great joy and pride in what they do
  - Rather than a laundry list of your qualifications, your resume should reflect your accomplishments and enthusiasm for your career

- Do not ignore the importance of your **skills section**
  - List any industry-relevant apps or programs you are familiar with and to find ways to incorporate examples of your emotional intelligence (e.g., self-awareness, empathy) and soft skills (e.g., work ethic, reliability) into your job description

Use the right language to stand out

- Use strong action words, such as “achieved,” “designed,” “improved” and “established,” to describe your roles and projects
- Make sure to include details about how you improved a process or achieved a goal

List your social media profiles

- Social profiles can be a powerful recruitment tool to supplement your experience and position as an expert in your field, **but** only if they are leveraged correctly

List your social media profiles

- **If, and only if**, your social media accounts are filled with professional posts pertaining to your industry, listing them on your resume can be advantageous
  - They can show you have a strong network and are up to speed with modern-day marketing and communications practices
  - A recruiter may see that you like to keep up with what is happening and that you care about learning more

- If your social profiles are not professionally applicable, do not list them on your resume, and make sure they are set to private

Check for errors

- Triple-check your own work and ensure it's 100% clean.

Pay also attention to:

- **Spelling, grammar and punctuation**
  - Make sure it is error-free and easy to read
- **Formatting**
  - Review formatting very closely, including font, alignment and spacing, related issues can often be perceived as a sign of lacking technical skills and/or attention to detail
- **Headings**
  - Do not submit an application addressed to the wrong employer or outline experience that is irrelevant to the role you are applying

What to consider when writing a resume

- **Resume Formatting**
- **Contact Information**
- **Resume Summary**
- **Work Experience and Skills**
- **Resume With No Experience**
- **Education**
- **Extra sections**
- **Finishing Touches**

Resume Formatting

- Choose a resume format that works for you
- Select an attractive and readable font
- Set your font size to 10-12 points
- Make strategic use of bold, caps, and italics
- Give your sections simple subheadings
- Frame your resume content using the correct margin size
- Align your content to the Left to make it easy to skim
- Balance your text and white space
- Do not worry about making your resume one page long
- Consider using a professionally designed template

Contact Information

- Use a professional email address
- Make sure your contact information is up-to-date
- Include URLs to social media profiles, personal websites, and your blog

Resume Summary

- Make good use of the top third of your resume
- Include a resume summary or objective

Work Experience and Skills

- Only add jobs you have had in the past 10-15 years
- Remember all your jobs, eliminate those that do not matter
- Read the job description and find keywords
- Add achievements to your experience section
- Supply numbers and details wherever possible
- Add a link to your portfolio
- Draw attention to your promotions
- Reinforce your professional titles by showing career progression
- Write explanations for large gaps in your career history
- Tailor skills to the job description

Resume With No Experience

- Offset with passion what you lack in experience
- Consider putting your education section first
- Describe your coursework

Education

- Use reverse-chronological order
- Incorporate continuing education and online learning

Extra sections

- Create additional sections
- Consider adding a hobbies and interests section to your resume

Finishing Touches

- Proofread your resume
- Trim any unnecessary information from your resume
- Consider saving a copy of your resume as a PDF
- Name your resume file properly
- Match your cover letter to your resume
- Clean up your online presence
- Follow up
- Update your resume regularly

Highlighting your strengths on resume: 5 useful tips

1. *Brainstorm & categorise*
2. *Research job vacancy*
3. *It's showtime*
4. *Enhance your statement*
5. *Proofread your masterpiece*

Brainstorm & categorise

- Do a self-reflection and brainstorm your strengths beforehand before you start filling in your strengths on resume

- Your list of strengths would typically be made up of a combination of personal and professional strengths

    - Life experiences such as being disciplined and organised are also known as ***personal strengths***

    - Work experiences such as public speaking, negotiation, and being analytical are also known as ***professional strengths***

Research job vacancy

- Carefully go through the requirements that the company is looking for when researching the job vacancies that you are planning to apply for
    - The better you understand what employers are looking for, the better you could craft your strengths on resume
    - Match their requirements and ensure that your profile matches the ideal talent they are looking for

It’s showtime

Once the research phase has been completed, it is time to put your strengths into writing:

- **Resume Objective**
  - It serves as your formal opening statement and it helps employers to identify your skills and strengths immediately
  - Include your strengths on resume when you are describing how your skills and experience can contribute to the company’s success – your value proposition

- **Work Experience**
  - When writing your job scopes, you should include your strengths, achievements and metrics that can better illustrate the awesome tasks you do on a daily basis

Enhance your statement

- There are two main ways to enhance your statements on your resume: achievements and numbers
- In order to prove the strengths that you are going to include on resume, they must be backed up by achievements
- Your strengths on resume have to be relevant to your achievements as well as the keywords found in the job advertisement. You must be able to tie multiple items together in order to truly stand out from the crowd

Proofread your masterpiece

- No matter how detail-oriented we may be, it is always good to proofread your resume and make sure that your strengths and their elaborations make sense

Q & A Discussion

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