

TOP RESUME TIPS TO LAND THE INTERVIEW

**BUSINESS
NEWS DAILY**

Small Business Solutions & Inspiration



Table of Contents

[The best fonts to use on your resume.....1](#)

[Creative ways to list job skills.....8](#)

[Resume cheat sheet.....12](#)

[Personality traits that will get you hired.....16](#)

The Best Fonts to Use on Your Resume



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One of the most important design choices you can make on your resume is your font. The typeface you use can send a strong message about your personality, style and professionalism – all of which can impact a hiring manager’s impression of you before they’ve even met you in person.

“Since a prospective employer is looking at the resume for only (a few) seconds, you want (a font) that is aesthetically pleasing and grabs the employer’s attention at a quick glance,” said Wendi Weiner, a certified professional résumé writer and founder of The Writing Guru.

So how do you choose from the countless available fonts to find the right one for your resume? Though there are several different font families, most job seekers go with serif fonts — stylized fonts with tails and other decorative markings, like Times New Roman — or sans-serif fonts, simpler, no-frills varieties like Arial. A Weemss infographic on the psychology of fonts said that serif typefaces are associated with being reliable, impressive, respectable, authoritative and traditional, while sans-serif fonts are seen as universal, clean, modern, objective and stable.

No matter which font family you choose, your typeface should be easy on the eyes

and should show up well both in print and on a screen, regardless of size or formatting. It's also a good idea to choose a standard, universal font that works on any computer's operating system, as your resume will also likely be scanned by automated applicant-tracking software.

According to resume and career experts, here are the best font choices for job seekers, and the kind of message each one sends to potential employers.

1. Arial

If you want to use a sans-serif font, Arial is one of the best options for your résumé. Barbara Safani, owner of the career management firm Career Solvers, told AOL Jobs that she likes to see the Arial font because the lines are clean and it's easy to read. A Creative Group blog post noted that some hiring managers may find Arial to be banal and unsophisticated. However, this tried-and-true classic has become a standard and is definitely a safe choice.

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2. Calibri

As the default Microsoft Word font, Calibri is an excellent option for a safe, universally readable font. Professional résumé writer Donna Svei is a strong advocate of Calibri on resumes, noting on her blog, AvidCareerist, that this font is familiar to most readers and renders well on computer screens. Svei also noted that 12-point Calibri produces a "perfectly sized" two-page résumé of 550 to 750 words.

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3. Cambria

This serif font is another “default-type” font that works well for a resume because many recruiters are familiar with it. A Monster.com blog post describes Cambria as being “not as formal as Times New Roman, but just as dependable.”

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4. Didot

If you work in a creative industry like fashion or photography, you can showcase your style and sophistication with Didot. A Canva Design School blog post called this serif font “distinctive” and classy,” praising its upscale look. However, author Janie Kliever cautioned job seekers that, since delicate serifs display best at larger sizes, you may want to use Didot only for headings on your resume. Download it from UFonts.

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4. Garamond

Job seekers looking for an old-style font should consider using Garamond for their résumés. This timeless typeface has “a simple elegance that looks polished in print ... or on screen,” wrote The Creative Group.

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5. Georgia

If you want a traditional-looking alternative to the oft-overused Times New Roman, consider switching to the Georgia font. A Colorado Technical University infographic on Mashable recommended using Georgia because of its readability: The font was designed to be read on screens and is available on any computer.

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6. Helvetica

This clean, modern, sans-serif font is a favorite among designers and typographers. Helvetica appears in numerous corporate brand logos (Nestle, Lufthansa and American Apparel, to name a few) and even on New York City subway signs. In an article on Bloomberg Business, typography expert Brian Hoff of Brian Hoff Design described it as “professional, lighthearted and honest,” noting that it reads as “business-y.” Helvetica comes preloaded on Macs, but PC users can download it from The Fonty.

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7. Times New Roman

Despite being called the “sweatpants of fonts,” this universally recognized typeface remains a popular résumé choice. Marcia LaReau, founder and president of Career Strategist, wrote on Forward Motion Careers that Times New Roman will show up as clean, easy-to-read text on any computer. While this font is highly readable and safe, be aware that, as with Arial, using it may be construed as boring and unimaginative, and it is unlikely to stand out in a sea of résumés.

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8. Trebuchet MS

Job seekers who want a sans-serif typeface but don’t want to use Arial or Verdana can switch to Trebuchet MS. According to ZipJob, this font was specifically designed to appear well on a screen. It’s also a bit more textured and modern-looking than many traditional resume fonts.

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Here are a few other popular résumé font choices that are clear, legible and scalable:

Serif - Bell MT, Bodoni MT, Book Antiqua, Bookman Old Style, Goudy Old Style

Bell MT

Bodoni MT

Book Antiqua

Bookman Old Style

Goudy Old Style

Sans-serif - Century Gothic, Gill Sans MT, Lucida Sans, Tahoma, Verdana

Century Gothic
Gill Sans MT
Lucida Sans
Tahoma
Verdana

Creative Ways to List Job Skills on Your Resume



Credit: Andia/Shutterstock

As competition in the job market rises, it's crucial that job seekers know how to format their resumes to grab the attention of employers. And while college degrees may seem impressive, employers are looking for resumes that showcase high-quality skills and field experiences. To make your resume stand out from other candidates' resumes, focus on format and word choice.

Wendi Weiner, a certified professional resume writer and founder of The Writing Guru, noted that a job candidate's skills and relevant knowledge are substantiated by the keywords they choose to use.

"Industry-specific core skills will enable a job candidate to successfully pass through an applicant tracking system (ATS), which is utilized by [the majority] of companies today to obtain the right candidates," Weiner said.

Each resume should be specific to the job you are applying for. You can easily locate the keywords a company is focused on by looking at the requirements listed for the job. If you have knowledge of, or experience using certain software programs listed in the job description, include them on your resume to draw

employers' attention.

Simply highlighting keywords, however, is not enough to make your resume stand out. In a recent blog post, Debra Wheatman, president of Careers Done Write and a certified professional resume writer, discussed the recent shift in resume trends.

"No longer are [resumes] merely a listing of jobs and duties. They are truly promotional materials," Wheatman explained. "As such, it is no longer enough to say that you are a creative, motivational problem-solver. You need to demonstrate it."

The challenge is greater for those who have been laid off or who have been out of work for an extended period of time. For these professionals, the task of proving that their skills are relevant can be more difficult than it is for other job seekers.

Ford R. Myers, a career coach, speaker and author of the book, "Get The Job You Want, Even When No One's Hiring" (John Wiley & Sons, 2009), advised job seekers to add transferable skills that they've gained from paid and unpaid past experiences to their resumes.

"Transferable skills acquired during any activity - volunteer positions, classes, projects, parenting, hobbies, sports - can be applicable to one's next job," Myers said. "By adding transferable skills to a resume, employers get a better understanding and broader picture of who they are hiring as well as the interests, values and experiences that the candidate brings to the table."

The idea is to explain your skills and experiences in a way that highlights any gains. Kristen Bahler, Time Inc.'s careers reporter, touches on formatting resumes in her article, "What Your Resume Should Look Like in 2018."

"Be specific and provide relevant statistics wherever you can," Bahler stated. "Revenue wins, client growth, and budget savings are easy to quantify - and are resume gold."

Based on the advice of our expert sources, here are a few categories of skills you could include on your resume, along with unique ways to express them.

Interpersonal communication

Jobs require teamwork. There will be constant exchanges with co-workers, and discussing and sharing ideas with supervisors. Employers want to know the level of communication skills you have and how well you work with others. The specific skills required will vary based on your position. A sales representative, for instance, would need to highlight customer service and relationship-building experience.

On your resume: writes clearly and concisely, listens attentively, negotiates/resolves differences, provides and asks for feedback, offers well-thought-out solutions, cooperates and works well with others, thrives in a collaborative environment

Planning and organization

If the job you want involves working on research projects and companywide campaigns, you want to show off your top-notch planning abilities. “Organization skills” may sound like an overused filler term, but those skills are the ones that will help you succeed. Show potential employers you’ve got what they’re looking for by outlining your involvement in, and results from, current and previous projects.

On your resume: identifies and gathers appropriate resources, thoroughly researches background information, develops strategies, thinks critically to solve problems, coordinates and completes tasks, manages projects effectively, meets deadlines

Management and leadership

Leadership skills can be gained in a variety of conventional and unconventional ways, but it’s not always easy to express them on a resume. Demonstrating your management abilities on paper requires you to think about what it is you do best as a leader and how you guide your employees toward success. To give employers a better idea of what you’ve accomplished, discuss the size of the team and the scope of the projects you manage.

On your resume: teaches/trains/instructs, counsels/coaches, manages conflict,

helps team members set and achieve goals, delegates effectively, makes and implements decisions, oversees projects

Social media

Social media is one of the most desired skills in a variety of job fields. Socially active organizations are more likely to attract top talent, drive new sales leads and better engage customers, according to Amir Zonozi, chief of strategy at social engagement platform Zoomph. Therefore, when employers look for new hires, they're also typically looking for new internal-brand ambassadors.

Zonozi noted that for positions directly involving work on corporate social media campaigns, hiring managers look for concrete numbers and metrics, including web traffic, audience reach and overall engagement.

On your resume: manages social media campaigns, measures and analyzes campaign results, identifies and connects with industry influencers, sparks social conversation within the brand's community, creates and executes content strategies, drives engagement and leads, enhances brand image through social presence

Samples are available to help you format your resume. You can also join LinkedIn to complete your resume and connect with professionals online.

The Only Resume Cheat Sheet You Will Ever Need



Credit: schatzie/Shutterstock

Creating a resume might be more complicated than you think. Every detail, from font type to layout, will be judged by potential employers. It's crucial to perfect this document before applying to a job. This infographic contains everything you need to know about producing an impressive resume.

RESUME CHEAT SHEET



PHRASES TO USE

Communication

- writes clearly and concisely
- speaks effectively
- listens attentively
- openly expresses ideas
- negotiates/resolves differences
- leads group discussions
- provides feedback
- persuades others
- provides well-thought out solutions
- gathers appropriate information
- confidently speaks in public

Interpersonal Skills

- works well with others
- sensitive
- supportive
- motivates others
- shares credit
- counsels
- cooperates
- delegates effectively
- represents others
- understands feelings
- self-confident
- accepts responsibility

Organizational Skills

- handles details
- coordinates tasks
- punctual
- manages projects effectively
- meets deadlines
- sets goals
- keeps control over budget
- plans and arranges activities
- multi-tasks

Management Skills

- leads groups
- teaches/trains/instructs
- counsels/coaches
- manages conflict
- delegates responsibility
- makes decisions
- directs others
- implements decisions
- enforces policies
- takes charge

Research and Planning

- forecasts/predicts
- creates ideas
- identifies problems
- meets goals
- identifies resources
- gathers information
- solves problems
- defines needs
- analyzes issues
- develops strategies
- assesses situations



ACTION WORDS



- advises
- establishes
- improves
- oversees
- compiles
- examines
- influences
- prepares
- critiques
- generates
- invents
- recruits
- coaches
- guides
- motivates
- resolves
- designs
- hypothesizes
- negotiates
- supervises
- directs
- illustrates
- orders
- trains
- upgrades

WORDS TO AVOID



- tries
- objectives
- cliché
- responsibilities include
- references available
- loves
- upon request

FONTS TO USE



- Arial
- Garamond
- Calibri
- Georgia
- Century Old Style
- Times New Roman
- Trebuchet MS

Need some more guidance? Here's a breakdown of some important elements you should (and shouldn't) include on your resume, as well as a few dos and don'ts:

Job skills you should list

Communication: writes clearly and concisely, speaks effectively, listens attentively, openly expresses ideas, negotiates/resolves differences, leads group discussions, provides feedback, persuades others, provides well-thought out solutions, gathers appropriate information, confidently speaks in public

Interpersonal Skills: works well with others, sensitive, supportive, motivates others, shares credit, counsels, cooperates, delegates effectively, represents others, understands feelings, self-confident, accepts responsibility

Research and Planning: forecasts/predicts, creates ideas, identifies problems, meets goals, identifies resources, gathers information, solves problems, defines needs, analyzes issues, develops strategies, assesses situations

Organizational Skills: handles details, coordinates tasks, punctual, manages projects effectively, meets deadlines, sets goals, keeps control over budget, plans and arranges activities, multi-tasks

Management Skills: leads groups, teaches/trains/instructs, counsels/coaches, manages conflict, delegates responsibility, makes decisions, directs others, implements decisions, enforces policies, takes charge.

See the full story [here](#).

Action words to include

- Influenced
- Invented
- Guided
- Ordered
- Trained

See the full list [here](#).

Words to leave off your resume

- Cliché buzzwords (responsible for, dynamic, results-driven, etc.)
- References Available Upon Request
- GPA

See the full list [here](#).

Best resume fonts

- Arial
- Calibri
- Century Old Style

See the full story [here](#).

Helpful resume hints

- Write a “career snapshot” summary
- Watch your keywords
- Go beyond your job tasks

See the full story [here](#).

Mistakes to avoid

- Including an objective
 - Making it too obvious
 - Providing outdated contact information
 - Using poor formatting
-

The Personality Traits That Will Get You Hired



Credit: Shutterstock_baranq

When you're applying for a job, professional success and industry experience are only part of what your interviewer wants to see. Harder to show, but many times more crucial for actually landing the job, are the personality traits that make you the right fit for the company.

"Employers want to know that you are qualified for a position, but they also want to see that you will fit in with the company culture. The only way to assess this is to get a sense of your personality," said Susan Peppercorn, CEO of Positive Workplace Partners and author of "Ditch Your Inner Critic at Work: Evidence-Based Strategies to Thrive in Your Career." "Knowing that someone has the experience and skills to be successful in a job is paramount, but when two candidates have similar capabilities, often the soft skills are why one person gets hired over another."

A 2014 study by the career resource and job-listing site CareerBuilder found that many employers prioritize the same soft skills in employees, looking for candidates who are dependable, positive, flexible and effective communicators who work well under pressure, among other personality traits.

“When companies are assessing job candidates, they’re looking for ... the right personality,” said Rosemary Haefner, CareerBuilder’s chief human resources officer. “It’s important to highlight soft skills that can give employers an idea of how quickly you can adapt and solve problems, whether you can be relied on to follow through, and how effectively you can lead and motivate others.”

Hiring experts and business leaders weighed in on the personality traits that can make the difference between a strong candidate and a new employee.

1. A multitasker

Employees are rarely hired to perform a single function. Especially in a small business setting, companies need people who are willing to come out of their roles and do whatever is necessary, said Ron Selewach, founder and CEO of talent acquisition software company Human Resource Management Center Inc.

“A small business needs people who can not only tolerate chaos, but thrive in it,” he said.

2. A strategist

Career psychologist Eileen Sharaga said that every business needs a strategic thinker. Hiring managers want someone who can identify long-term goals. It’s critical to demonstrate that you have not only a vision for the future, but also a plan to get there, she said.

3. A decider

People who can use their own judgment and take decisive action are valuable to any company, Selewach said. Business leaders can’t be involved in every minor decision, so they look for a candidate who is not afraid to pull the trigger. The ability to act and take responsibility for the outcome is essential for anyone hoping to move into a management or leadership position.

4. A cautious person

Beth Gilfeather, CEO and founder of Sevenstep Recruiting, noted that a more cautious employee acts as a counterbalance to risk-takers. "They are risk-averse, but sometimes, you need people to provide stability and fairness, and keep your business from taking on too much," she said.

5. An independent thinker

Some employees go along with everything the boss says, without question. These people may be good for an ego boost, but ultimately, leaders need team members who will challenge the status quo if it's better for the business.

"I want people who will ... not be afraid to stand up for what they think is the right thing for the company," said Meg Sheetz, former president and COO of weight loss program Medifast. "I also look for people who understand that they will not necessarily agree with every decision that the company may make, but ... they have to find a way to support their teams in a unified approach."

6. A team player

Most jobs require some kind of collaboration, whether with a team of other employees, a group of clients or occasional outside contractors. The ability to work pleasantly and effectively with others is a key part of nearly any job.

"Employers value candidates who are flexible enough to get along well with a variety of personalities and work styles," said Peppercorn. "Examples of accomplishments working on a team should be part of every job-hunter's interview repertoire."

7. A cultural fit

Individual employers may value different traits, but they all look for the elusive cultural fit. Every company's culture is slightly different, and each is founded on different core values. What matters most to employers is that the person they hire embodies those values in their everyday lives.

"Our culture is founded upon a work-hard, play-hard, humble, self-reflective and collaborative environment," said Max Yoder, CEO of online training software

company Lessonly. “Different roles obviously call for different specifics, but all of us share those core motivations.”

How to highlight your personality

Personality traits are difficult to demonstrate on a resume, so it’s essential to highlight them during the interview. Sheetz noted that strategic storytelling can get your personality across to a hiring manager.

“Sharing stories that demonstrate how you performed during an experience is extremely important to help get across your personality traits,” she said.

“[Discuss] how you handled yourself in a crisis, or how you showed up as a leader during a positive or negative time.”

Haefner agreed, adding that simply stating you’re a team player, for instance, isn’t enough for most hiring managers. Instead, provide a concrete instance of when you worked on a team to accomplish a goal, she said.

Yoder said the best way to express your personality is to simply be yourself. “If you’re a great fit, it will be apparent. If you’re not, it will also be apparent. The most important thing to remember when walking into an interview is that it is completely two-sided – you’re interviewing us as much as we are interviewing you.”

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