



CREATING THE PERFECT RESUME

The Perfect Resume Does Exist. Here's How To Make Your Own.

✓ DO THIS

- **Customize It For The Company**

Front-Load Your Summary And About Sections With Relevant Experience Where You Can Immediately Impact The Company. Recruiters Told Us This Is Important So That They Keep On Reading. If They Don't Find What They Are Looking For Fast - You Risk Them Rejecting You!

- **Focus On Impact**

Explain WHAT You Did, HOW You Did It (Including Tools/Tech), And WHAT The Impact Or Relevance Was. It Would Be Better If You Back This Up With Data Points On Money Made Or Time Saved.

- **Highlight Your Tools**

Recruiters Do Not Just Want To See The Tools As Buzzwords. They Want To Gauge Your Depth Of Understanding Of The Tool And The Scope And Complexity Of Your Work.

- **Get Peer Reviews**

Peer Reviews Always Help If You Need To Catch Up Or Are Too Hard On Yourself When Judging Experience Level.

- **Send As A PDF To Protect The Formatting**

All Applicant Tracking Systems Accept PDF Formats And Are Your Best Chance Of Maintaining Your Intended Formatting.

✗ DON'T DO THIS

- **No 1 Page Resumes**

Unless You Have Less Than 1-2 Years Of Experience, Don't Worry If Your Resume Is More Than 1 Page. If Your Content Is Relevant, Two Pages Or More Can Be Okay. Remember That A Resume Is Not A CV, So There Is No Need To Highlight Everything You Did. FOCUS ON IMPACT!

- **No Paragraphs**

Unless Necessary To Explain A Position Or The Company's Operations, Stick To Bullet Points. They Are Easier For The ATS To Digest.

- **No Design, Tables, Or Graphics**

When The ATS Converts Your Resume From PDF To Their System (Often Plain Text Or .Rtf), Formatting And Padding Break, Making Your Resume Illegible. Knowing That Recruiters Spend 20-30 Sec On Each Resume, You Need It To Be Easily Legible.

Recruiters Spend Less Than 30 Seconds On Each Resume, So They Will Look For The Number Of Years Of Experience In The Relevant Topics And The Scale/Complexity Of Your Operations Within Those Skills.



OPTIMIZING YOUR RESUME FOR THE ATS

This Is Everything You Need To Know About Optimizing Your Resume To Pass An Application Tracking System. Beyond Getting Into The ATS, A Recruiter Quickly Reviews Your Resume Before Making A Decision. To Increase Your Chances, Do The Following:

- 1 Show Value Upfront. Recruiters Spend Less Than 30 Seconds On Each Resume, So Immediately Show Them What They Want To See.
- 2 Keep Formatting Simple - No Tables Or Graphics - As Explained Above, ATS Can Break Formatting.
- 3 Display Career Progression - Having A Long Tenure At One Company Is Okay If You Show Your Promotions.
- 4 Keywords Are Not Very Relevant—Recruiters Want To See The Depth And Complexity Of Your Work, Not Just That You Have Done It. A Recruiter At Meta Once Told Us It's Better Not To Showcase A Skill If You Are Not An Expert In It And Can Answer In-Depth Questions About It During The Interview.
- 5 Ensure Your Job Title Is Common. If Your Company Has A Different Name For Your Job Title Than Most Companies Use One That Is Easily Recognized On Your Resume Or LinkedIn.
- 6 Understand The Company - This Will Ensure You Highlight The Relevant Experience.



OPTIMIZING YOUR LINKEDIN

LinkedIn SEO Is Crucial To Helping Recruiters Find Your Profile. Do It Once And Do It Right To Start Gaining Inbound Interest.

- 1 Set Your Profile To 'Open To Work'

Keep This On. Once Hired, Set Yourself To "Open To Work" For Recruiters.

- 2 Engage With The Company Brand

Add Meaningful Commentary To Your Target Company's Posts, Share Their Content, And Follow Their Updates.

- 3 Hit 'Apply' On A Role And Share Your Profile With The Company

Get On Recruiting's Radar Early By Letting Them Know You've Applied.

- 4 Set A Job Alert For Target Companies

Have A Short List Of Target Companies And Set Job Alerts For Them. This Will Signal To Recruiters That You're Looking To Get A Foot In The Door.

- 5 No More Than 15 Skills Relevant To Your Exact Role

Recruiters Search 5-10 Keywords At A Time When Sourcing Candidates. You Want A High Match Rate Between Your Skills And The Role. Search Relevance Is Key!

- 6 Remove Your Recommendations

Recommendations Are Only Helpful If They Come From A Previous Manager At A Top-Tier Company; Otherwise, They're Just Noise. This Is The Same Reason Companies Are Going Away From References. It Is Not Very Subjective.

GETTING THE RIGHT REFERRAL

In This Job Market, Getting A Referral Is Key To Securing A Screening Call. Here's Where You Should Look For A Referral Into Your Target Company.

- 1 Look For 1st Degree Connections Within Your Target Company
- 2 Get Intros To 2nd Degree Connections
- 3 Connect With The Hiring Manager (Managers Or Senior Candidates In Your Skillset)
- 4 Connect With Team Members
- 5 Find Previous Employees Who Can Introduce You
- 6 Go High, Connect With Your Bosses Boss

REFERRAL STRENGTH RANKING

The Quality Of Your Referral Matters. Use This Ranking To Identify The Top Referrers You Can Find In Your Job Search.

- a Executive (Strongest Referrer) - This Could Be Someone You Have Worked With Directly That Can Speak To Your Experience And Skills.
- b Management - Reporting To The Executive Team. These Would Be Your Directors.
- c Functional - Your Managers Who Run The Smaller Teams.
- d Teammates/Peers - The Individuals You'll Be Working With Day To Day.
- e A Colleague Who Works With Your Team (Weakest Referrer)