Part 1: Resume Basics, Common Mistakes & ATS-Friendly Formats

1. Introduction

- Importance of a good resume in job search.
- Common behavior: Students and professionals reuse friends' templates or use one resume for all job applications.

2. Common Resume Mistakes (That Affect ATS Scanning)

- Using same resume for all job types.
- Fancy fonts, colors, multiple columns.
- Using images, graphics, or icons.
- Using creative job titles like "Growth Hacker" instead of "Marketing Manager".
- Copying content from others without personalization.
- Ignoring keywords from job descriptions.

3. What is ATS?

- Full Form: Applicant Tracking System.
- Used by companies to filter resumes before shortlisting.
- Works like Google: filters resumes based on keywords.
- Only ATS-friendly resumes pass to HR.

🛠 4. ATS-Friendly Resume Structure

- **Header**
- Name, phone, email, LinkedIn, GitHub (if developer)
- **Professional Summary / Objective**
- **Skills** (hard + soft skills)
- **Work Experience** (with measurable results)
- **Projects / Achievements** (especially for students)
- **Education**
- **Certifications** (optional)
- **Awards / Extracurriculars** (optional)

5. Resume Formats in ATS

Chronological Format

  • **Best For**: Professionals with consistent work experience.
  • **Structure**: Work experience listed in reverse chronological order.

Functional Format

  • **Best For**: Freshers or those changing fields.
  • **Structure**: Focuses on skills and accomplishments first.

Combination (Hybrid) Format

  • **Best For**: People with mixed skill sets and moderate experience.
  • **Structure**: Mixes both chronological and functional.

Infographic / Visual Resume Format (Not ATS-Compatible)

  • **Best For**: In-person interviews or design portfolios.
  • **Structure**: Graphics-heavy, should be avoided for ATS.

📊 Format Match Table (Who Should Use What Format?)

Audience	Suitable Format	Why
1st Year Students	Functional	No real experience, focus on skills & academics
Final Year Students	Combination	Moderate projects + internships
Freshers	Combination	Emphasize both skills & learning experience
1–3 Years Experience	Chronological	Structured work experience
Career Switchers	Functional	Skills over experience
5+ Years Professionals	Chronological	Strong job history
Freelancers	Combination / Project Based	Showcases diverse experience

🏷️ Example Resume Format Templates

Chronological Format (for Professionals)

```
Name
Contact Info | LinkedIn | GitHub

Professional Summary

Work Experience
- Job Title, Company (Dates)
    - Achievement 1
    - Achievement 2

Skills
- Languages, Tools, Soft Skills

Education
- Degree, University, Year

Certifications (optional)
```

Functional Format (for Freshers)

```
Name
Contact Info | LinkedIn

Objective

Skills
- Python, JavaScript, SQL
- Communication, Teamwork

Projects
- Weather App (Python)
- College Portal Clone

Education
- B.Tech, XYZ University, 2024

Extracurriculars
- Event Head, Tech Fest
```

Combination Format (for Career Switchers)

```
Name
Contact Info | LinkedIn

Summary

Skills
- Marketing Strategy, SEO, Analytics

Work Experience
- Intern - XYZ Startup (May 2023 – Aug 2023)
    - Improved social media reach by 20%

Projects
- Campaign Tracker App

Education
- B.Com, ABC University, 2022
```