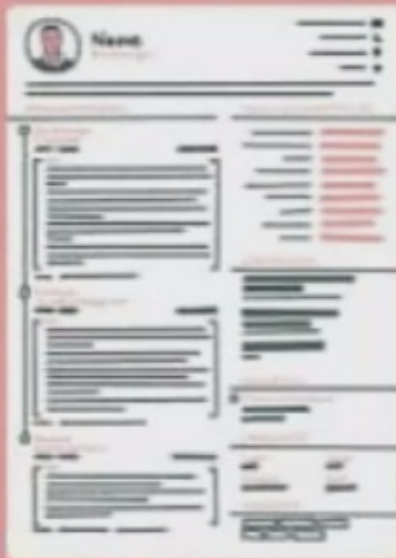
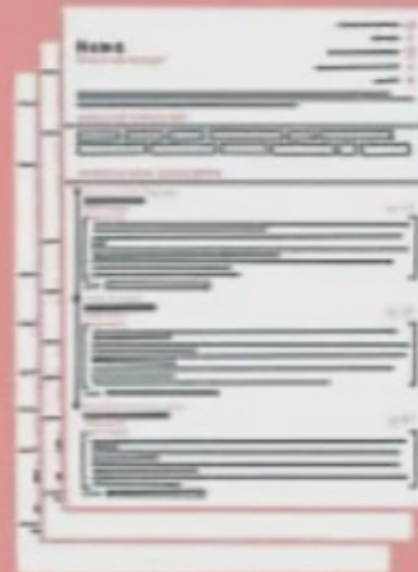


Resume vs. Curriculum Vitae (CV)



- Showcases competence: work history, accomplishments, etc.
- Used for practically any job
- Typically concise (one page)



- Showcases credentials: certifications, research, affiliations, etc.
- Used for academic, scientific, and medical jobs
- Typically detailed (several pages long)

he balance

TYPES OF RESUME



IMPORTANCE OF A RESUME

- 1) Summary of your qualifications
- 2) Document that displays your key strengths/skills
- 3) Outlines your experiences and real-time industry knowledge
- 4) Helps the employer know if you are the right fit for a job role
- 5) Helps you land an interview




WHAT IS AN ATS?

- 1) ATS stands for Applicant Tracking System
- 2) It is a software that aids recruiters in shortlisting resumes
- 3) Helps save time and filter the right candidates
- 4) Every ATS has its own uniqueness and parameters of functioning
- 5) Allocates ranks to your Resume based on the JD

HOW TO BEAT THE ATS?

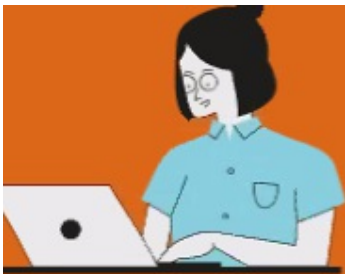
- 1) Make your resume compatible with the ATS file type accepted
- 2) Highlight your resume by using optimized keywords
- 3) Avoid mentioning important information in the header and footer
- 4) Don't use infographics, fancy templates, Images and charts
- 5) Use a simple resume template and incorporate bullet points for better formatting

<https://drive.google.com/file/d/1IKnrjmQF7IYaMc1GFaXZHviRUNZXB8yn/view?usp=sharing>

 docs.google.com/document/d/1F-5J6eAI9ciH1qULUoITRhjsqnmWZtfpg1YVQWIRAyk/edit

[Resume Template 1.docx - Google Drive](https://drive.google.com/file/d/1IKnrjmQF7IYaMc1GFaXZHviRUNZXB8yn/view?usp=sharing)

docs.google.com/document/d/1F-5J6eAI9ciH1qULUoITRhjsqnmWZtfpg1YVQWIRAyk/edit



Cover Letters - Are they really needed?



Essential elements of cover Letter:

1) Go for a 3 Para format:

- The first paragraph to grab the hiring manager's attention
- The second to show what you've got to offer
- The third to prove that you'll fit in

2) An engaging/intriguing opening /introduction line

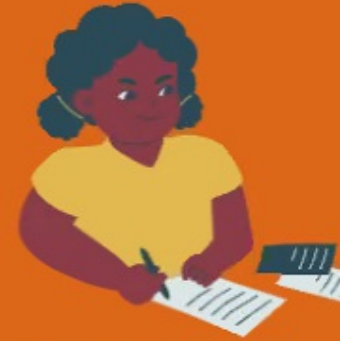
2) A proper pitch or script for the body of the cover letter

3) Pitch- Your experiences, your career transitions, skills that you have honed (soft skills + hard skills), the personality traits that align you to the role

4) Closing Para- Let them know how you will add value to the firm and position, talk about ways in which you can bring them results, thank them for the opportunity, and await their revert on the same with a CTA



PRO TIPS FOR COVER LETTERS



- 1) Scatter relevant keywords from the job description throughout your cover letter where it makes sense so that your CL is ATS friendly
- 2) Address your cover letter to someone specific or in authority, don't be vague
- 3) Simple and neat ATS compliant Cover Letter templates with uniform fonts
- 4) Have all your necessary contact information(Letter Header) in place- Name, Address, Email & Phone Number
- 5) Read the Job Description carefully in order to align your Cover Letter to the Job role

THINGS TO CONSIDER WHEN MAKING A VIDEO RESUME

- 1) Dress professionally
- 2) Use an appropriate background
- 3) Keep it short-(30 Seconds-90 Seconds)
- 4) Prepare a pitch/script
- 5) Use visual aids or use editing tools to supplement your speech
- 6) Customize it as per the Job Role
- 7) Share it in order to receive feedback
- 8) Send it across supplementing your contemporary Resume
- 9) Smile and be yourself, that is the most important thing!

