Sue,

I wanted to personally take this time and thank you for submitting your resume to Get My Mom a Job. Your resume is the most important marketing piece you have as a job seeker. You have spent time on our site, went through the Get Hired Now Resources, and you have seen a common theme. Every detail matters. There has never been a time where the job market has been so competitive and this trend will last for the foreseeable future.

Below, in conjunction with our Free Resources, you could immediately implement changes to your resume to make it convert on a higher more consistent level. We have put together a comprehensive database of tools for all people that visit our site to implement immediately. From Resumes, Cover Letters, Video Cover Letters, Resume Blogs, Job Connection Package, and the proper use of Social Media.

Below is your analysis. Please go through the areas. We welcome any feedback to the process you have at our Facebook Fanpage at [www.facebook.com/getmymomajob](http://www.facebook.com/getmymomajob). Here is an article that you may find helpful: Are you a 6 Second Hire? http://tinyurl.com/otaagfg

Also I would like to give you this coupon code for using our resume analysis service, it is good for 20% off any package. Code: Resume20

1. Did the Resume clearly demonstrate a chronological work history? Employer Name? Dates? Job Title? Education?

The job seeker did present the resume in chronological work history. Employer names, dates, and job titles were present. Recommendations will be made throughout the resume.

2. Is there evidence of Social Media Use - Professional Social Exchange?

YES, the job seeker included her LinkedIn user information and her resume blog on the resume. Suggesting to job seeker to make a Professional Social Exchange on the top third of the resume. Professional Social Exchange: Skype, LinkedIn, Facebook, Twitter, and URL'(s). The URL's would be the sites and/or blogs that she has built or contributed to, in addition to her resume blog. Social Media is powerful if used properly on your resume.

3. Was the Resume written as a Job Description/Duties or in Accomplishment Marketing Form?

The job seeker chose to utilize the job description method with a couple of her accomplishments, but listed all job duties together under notable achievements and skills. However, prior to addressing this issue, it is important to point out the styling of information provided. Readers, employers, simply do not want to read a list of job responsibilities. Employers and Hiring Managers like many people are scanners. Seeking out keywords and phrases that will catch their eye. This method simply does not allow you to showcase what you have done.

Each job should contain its own bullet points. 2 will be accomplishment bullet points and 1 descriptive bullet points.

A resume is the best marketing tool. To be a marketing tool, it must go beyond the facts. Employers want to see accomplishments and how those past accomplishments will have a direct and immediate impact on their company and position. The elements for accomplishments exist in the current style, now it has to be brought to the forefront!

4. Did the Resume display a Professional Summary (formerly objective) tailored made for each position applied?

There was no evidence of a Professional Summary on the resume. Employers would like to see the "old" objective utilized. By doing so you craft the professional summary to fit their opening and company. It should be in the top third of the resume, below the Professional Social Exchange. You want to tailor it for every position. Meaning you will use the Employer’s Name and Job Title in each and every Professional Summary. This will "connect the dots" immediately for the perspective employer on how you will use your skills directly for them and the position. This is vital in differentiating yourself from the other applicants.

5. Did the job seeker use Success Tools (formerly Skill Set) to highlight important and searchable skills?

Skills were listed, but do not stand out for someone reading the resume. Due to the formatting, the skills are easy to overlook. There should be nine bullet points in a table in the top third of the resume. This is the quick, but vital scan section done by employers. This is where you can illustrate keywords and the desire hire points you want an employer to see to move deeper in your resume.

6. Was the "format" or design of resume free flowing, easy to read, and navigate?

Format: This resume is hard on the eyes with the current format. It appears this job seeker is trying to squeeze a lot of information into one page, while leaving out critical information. This article will help in understanding why a 1 page resume is not recommended. <http://tinyurl.com/cf3z7w8>

7. What would be the overall changes or enhancements that could be made to the resume for higher rates of conversion?

This potential applicant for a job is a homerun. With the experience in academia, entrepreneurship, and as an employee makes them a desirable hire. It is highly recommended that the format be changed to make it easier to read this resume. It is recommended that the changes above be made for a higher conversion rate.