

# Resume Development

*"How to build a winning resume"*

There are many different types and styles of resume, but regardless of which type you choose, there are some general rules of thumb for all resumes. In my 8+ years of discussing, building, and looking at resumes, ones that have some or all of these characteristics positively stand out amongst the crowd. In an industry with such high demand for work, sometimes the resume can make all the difference!

- Symmetry – The spacing, fonts and grammar should be consistent and the lines and columns should always match. When reading it, the recruiter should see it at symmetrical and be able to follow the flow easily without getting confused.
- Timeline – You should always work in chronological order, starting with the most recent job(s) at the top, and then working down from there.
- Relevance – Don't just include information to include it, make sure it is relevant to the job(s) you're applying for, or it is showing skills that you've developed that you may need for that next job. For example, if you're applying for a sales position, being a server at a restaurant shouldn't be "Delivered food & drink items to our guests in a timely fashion" but rather "Gained repeat business through strong customer loyalty by providing superior customer service to all clientele, thus leading to increased profits" or "Strengthened up selling skills by asking questions of our guests and recommending additional food & drink items to enhance their dining experience, thus leading to increased company profits". Be thinking, what skills do I need for this job, and how can I show that I have those skills on my resume?
- Why is this important to me? Be thinking with each bullet point that you list, why does the hiring manager need to know this? It goes along with relevance but the bullets should show: What you did and then why it was important. How did it help your team or company? What skill did you develop from it?
- Length – In most cases, the hiring manager will scan your resume for 15-30 seconds spot checking for specific information. If it is too long, you run the risk of distraction from what you've really done by diluting it with too much information. I believe that everything leading up to and within the first 2 years of your professional career should be able to fit on one page. If it can't, you probably have too much listed, and it all may not be necessary.
- GPA – I wouldn't include anything under 3.5.
- Sales results – Unless it's a really big number, I'd always recommend representing it by your % to goal or quota or % over your goal. \$1,500 in upselling of hair products may be a lot if you're a stylist, but if you're applying for a job where you're expected to generate \$100,000, it seems much less impressive.
- Extracurricular activities – Such as volunteering at summer camp, or coaching youth basketball, playing intermural sports in college, greek life, etc. All are welcome, but same rules apply, just ask yourself what did I gain from this experience, what skills have I developed, and why does the hiring manager need to know that?

Those should cover some very basic do's and don'ts of resume development, if you space it right, keep it short, and deliver relevant information that shows how you're qualified to do the job, you'll be in great shape!