

## 5 Steps to a Winning Resume

With most job interviews, the human resources department will not be interested in meeting you until they've determined from your resume that you are a qualified, impressive and interesting candidate. Employers are looking not just for a list of accomplishments, however. They are also looking for a concise and clearly organized summary of your experience, and how it specifically fits the job they're trying to fill.

In technology fields that continue to grow, having a resume that stands out is the first step to land you the interview, and, ultimately, the job. Here are some tips to writing your resume to help keep you on the top of the pile.

### **Step One: tailor your resume and your cover letter to the specific job you're applying for.**

This includes using specific keywords or phrases used in the job description, and clearly outlining how your expertise and experience matches up with the skills they're looking for. No one is going to know that you are proficient in several different coding languages unless you tell them – and list them, especially the ones that are listed in the job description. You won't get a second chance to explain a generic sentence, like "web development skills."

### **Step Two: Include all necessary contact information, plus links to relevant work experience, portfolios and your LinkedIn profile.**

It is very possible a potential employer will check out all your social media, so be sure your profiles only contain information that will not hurt your chances, or set them to private viewing by friends only. However, having a clear, concise LinkedIn profile with relevant endorsements and recommendations will definitely help you, especially if you take the time to post regularly with information pertinent to your

field to show that you're keeping up with the latest trends. Having an online portfolio or up-to-date links of relevant work you've done will also help show your expertise.

### Step Three: Include Qualitative Data Wherever Possible

Most jobs – technology jobs especially – include analytics and metrics that should be included in your resume to give clear indications of your capabilities. If you're an account manager, including growth percentages or total advertising revenue can help a hiring manager understand not just your capabilities, but also the amount of responsibility you have handled in the past.

### Step Four: Use bullet points to summarize data, and paragraphs to go into more in-depth explanations

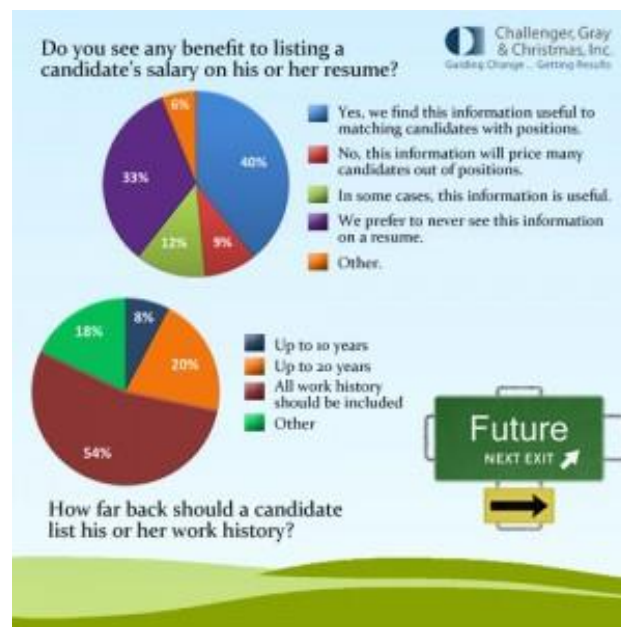
The type of information to bullet point:

- Company name
- Job title
- Years at the job
- Primary responsibilities
- Accomplishments

The type of information to write in paragraph form:

Although it's important to keep your sentences concise and to the point, a paragraph may be the best way to convey how you have grown your accounts during your time in a position.

### Step Five: Make Your Resume Easy to Read



In a survey of 150 recruiters by Challenger, Gray and Christmas, 63 percent said a resume should be no longer than 1 to 2 pages. However, if your resume is organized, that should be more than enough room to

include your employment history, plus highlight important skills learned in each that are relevant to the job you're applying for. The same survey found that more than 54 percent of recruiters wanted to see an applicant's *entire* job history – if you've had many jobs or a long career, it may be best to just summarize your earliest experience and expand more on recent positions.

By following these guidelines, your chance of getting past the first round of cuts and making it to the interview stage will vastly improve, giving you a much better chance of ultimately landing the job.

Credit: <http://www.peerpointsolutions.com>