

Bullet Points for Resume Success

As the off-season approaches, we know there will be job changes and movement that will offer PGA Professionals new job opportunities. And now it is important to be ready to fine-tune your resume for when the new opportunities present themselves!

Realize that your resume is the marketing tool that must take you to the next step in the hiring process...the interview. You may be an extremely qualified candidate...but if you don't market yourself properly, the employer may overlook you and not bring you in for an interview. Understand that a strong resume cannot land the job for you, but a weak resume can fail to get you to the interview! Employers the Career Consultant team works with tell us what they like and don't like in a resume. Here are some bullet points for resume success-

- Make your resume clear, concise and straightforward and easy for the employer to find the most important things that you bring to the table. A one or two-page resume plus a compelling cover letter is the employer's expectation. Don't send a comprehensive thesis detailing all your philosophies or operating procedures.
- An employer's first look at a resume is typically less than 30 second. So, catching their attention in the short time period is essential for them to consider you for an interview!
- Use your cover letter and top half of the first page of the resume to highlight your strengths and abilities based on the employer's wants and needs. Many resumes begin with an "Objective" of the candidate or what they personally are looking for. However, what the employer wants to read is how you match what **they** are looking for. They care about what you can do for them. Use a "Resume Summary" or "Career Profile" instead of an "Objective" at the top of your resume to provide a powerful statement about your skills and value to the employer.
- A resume is not a job description. It outlines what skills and experience you can bring that match the employer's needs. How do you do that? By including bullets on your specific accomplishments.
- Your resume is never "done". You need to fit it to each job for which you are applying, just as you custom-fit clubs to each different player. Your cover letter and Resume Summary need to be "custom-fit" and tailored to each job opportunity for the employer to be interested in meeting you.
- Make your presentation eye-catching. Consider using a creative resume template. There are many online that can be found and utilized.

Be ready when the season ends as your dream job just might become open. Start now to update your resume and be ready!