

Preparing a Resume that “Sells” You

In this age of information overload, everyone wants information to be brief and to the point, especially hiring managers. They are looking for key words and top accomplishments. If they can find this information quickly, they are more likely to give the resume a second scan and put you on their short list. Remember to keep the reader in mind!

Below are four suggestions for creating tighter, more meaningful resumes that get noticed by the hiring manager.

1. **Stop relying on personal attributes and tired expressions to sell your candidacy.** Writing on your resume that you are dedicated, hardworking, loyal, and a good communicator is a waste of space on the resume. These are baseline qualifications for any job. Focus on more tangible competencies such as your functional and technical skills.
2. **Is it your job description?** So many resumes include phrases such as responsible for or duties included. A description of job tasks explains what you are supposed to do in your job. Spend less time on that and more time explaining how you did the job better, smarter, or more efficiently. Communicate your noteworthy RESULTS & CONTRIBUTIONS which will result in a significant ROC (return on compensation) for the employer.
3. **Say the same thing in fewer words.** More is not always better on a resume. Audit every sentence and see if there is a way to communicate the same information in a clearer, crisper and shorter way.
4. **Use design features to make information pop.** Bolding, capitalizing, boxing and spacing can help call attention to specific pieces of information quickly. Use these techniques to highlight your most important achievements.

There are many template examples online that you can get ideas from and/or utilize. Develop your content first, and then find one that you like the look of and plug in your data.