

1 Resume Writing

TAILOR-MADE

Resume writing is a fine art. It is not an exact science. There is no one right way to write a resume. There are no rigid rules for designing or composing a resume. Resume writers have a lot of flexibility regarding layout, format and content. A good resume is the one that is tailor-made to meet your current job-seeking needs, one that fits your specific background, your unique contributions and your personal and professional goals.

ADVERTISEMENT

Your resume functions as an advertisement of yourself. Think of it as a 30 second commercial about you. It is meant to be an effective way of marketing and packaging yourself. Your resume presents, promotes and publicizes you to the job market. Your resume is a sales brochure. You are the product. Your resume is the advertisement that sells the product. Your resume is one of your key sales tools.

EVIDENCE

A good resume will enable you to affirm in writing your positive and relevant qualities, skills and characteristics. A good resume presents supportive information that justifies your job objective. By stating your work-related accomplishments, duties, responsibilities, experience and qualifications, you effectively document your capabilities and provide evidence of your suitability to the job.

GRAB ATTENTION

Your resume does not get you a job. Your resume gets you an interview. Your resume must arouse the curiosity of the reader. It must grab attention. It must spark interest. It must make the reader want to meet you. It must clearly differentiate you from your competition. It must make you stand out.

JOB APPLICATION

Don't mistake your resume for a job application form. A job application form is an official document that demands all the information about you that the employer thinks he needs to know. Your resume, on the other hand, is an unofficial document that presents only the relevant and positive information about you that you want to tell the employer in your own words, on your own terms, in your own way. A resume writer has the option of leaving off any item or piece of information that might not put the candidate in the best light.

CONTENT

Your resume generally includes highlights and information drawn from your professional work experience, educational background, extracurricular activities and community service. It may also mention memberships, internships, awards, honors and distinctions.

CONCISE

Your resume is not a lengthy, detailed, official, historical document of every area of your life. It should be brief, concise and full of spark. It should be targeted to a specific job or career field. The information on your resume should be positive, selective and relevant. A resume is an individually designed document that summarizes your background. It is intended to demonstrate your fitness for a particular position. It focuses on the most attractive and applicable aspects of your background. Every element of your resume must present you as a perfect match for the job you are seeking. Keep the reader in mind. Make sure your resume conveys what you have to offer. Tell what contributions you can make. Emphasize transferable skills. Write clearly and simply. Use active, positive language. Use short, direct, succinct phrases.