

1. Know the purpose of your resume

Some people write a resume as if the purpose of the document was to land a job. As a result they end up with a really long and boring piece that makes them look like desperate job hunters. **The objective of your resume is to land an interview**, and the interview will land you the job (hopefully!). Remember that you are trying to **sell yourself**. As long as you don't go over the edge, all the marketing efforts that you can put in your resume (in its content, design, delivery method and so on) will give you an advantage over the other candidates.

2. Don't forget the basics

The first thing on your resume should be **your name**. It should be bold and with a larger font than the rest of the text. Make sure that your contact details are clearly listed. Secondly, both the name and contact details should be included on all the pages of the resume (if you have more than one).

Your resume should not contain the pronouns "I" or "me." That is how we normally structure sentences, but since your resume is a document about your person, using these pronouns is actually redundant.

3. Keep it brief

No employer will have the time (or patience) to read long paragraphs of text. Make sure, therefore, to use **bullet points and short sentences** to describe your experiences, educational background and professional objectives. **White space between the words**, lines and paragraphs can improve the legibility of your resume.

Your resume must also have a clear focus. It would cause a negative impression if you mentioned that one year you were studying drama, and the next you were working as an accountant. Make sure that all the information you will include will work towards a **unified image**. Employers like decided people.

Most employers and recruiting specialists, say that your resume should contain **one or two pages max**. Instead of creating a long (and boring) list with all your qualities (e.g., disciplined, creative, problem solver), try to connect them with **real life and work experiences**. In other words, you need to back these qualities and strengths up, or else it will appear that you are just trying to inflate things.

Action verbs will clearly communicate what your experience or achievements were. Examples include managed, coached, enforced and planned. Here you can find a complete list of action verbs divided by skill category: http://www.quintcareers.com/action_skills.html

4. Use effective titles

Like it or not, employers will usually make a judgment about your resume in **5 seconds**. Under this time frame the most important aspect will be the titles that you listed on the resume, so make sure they **grab the attention of the reader**. Try to be as descriptive as possible, giving the employer a good idea about the nature of your past work experiences. For example:

Bad title: Accounting

Good title: Management of A/R and A/P and Recordkeeping

5. No pictures

Sure, we know that you are good looking, but unless you are applying for a job where the physical traits are very important (e.g., modeling, acting and so on), and unless the employer specifically requested it, you should avoid attaching your picture to the resume.

6. Do not include "no kidding" information

There are many people that like to include statements like **"Available for interview"** or **"References available upon request."** If you are sending a resume to a company, it should be a given that you are available for an interview and will provide references if requested.

7. No lies, please

Seems like a no brainer, but you would be amused to discover the amount of people that lie in their resumes. Even small lies should be avoided. Apart from being wrong, most HR departments do background checks these days, and if you are busted it might ruin your credibility for good.

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8. Don't include irrelevant information

Irrelevant information such as political affiliation, religion and sexual preference will not help you. In fact it might even hurt your chances of landing an interview. And unless you are 100% sure that some of your hobbies will support your candidacy, avoid mentioning them. I know you are proud of your swimming team, but share it with your friends and not with potential employers.

Also, **if you have job experiences that you are not proud of, or that are not relevant to the current opportunity, you should just omit them**. Mentioning that you used to sell hamburgers when you were 17 is probably not going to help you land that executive position.

9. List work experience first

Most of the times your previous work experience will be the most important part of the resume, so put it at the top. When describing your experiences or skills, list the most important ones first.

If you have worked a long time for the same company (over 10 years) it could be a good idea to **list all the different positions and roles that you had during this time separately**. You probably had different responsibilities and developed different skills on each role, so the employer will like to know it.

Don't use much technical jargon. The person who will read it might not have any technical expertise.

Don't merely mention that you increased the annual revenues of your division, say that you increased them by \$100,000, by 78%, and so on.

If you never had any real working experience, just include your summer jobs or volunteer work. If you don't have a degree yet, mention the title and the estimated date for completion. As long as those points are relevant to the job in question, **it does not matter if they are official or not**.

10. Mention who you worked with

If you have reported or worked with someone that is well known in your industry, it could be a good idea to mention it on the resume. The same thing applies to presidents and CEOs. If you reported to or worked directly with highly ranked executives, add it to the resume.

11. Where are you going?

Including professional goals can help you by giving employers an idea of where you are going, and how you want to arrive there. You don't need to have a special section devoted to your professional objectives, but **overall the resume must communicate it**. The question of whether or not to highlight your career objectives on the resume is a polemic one among HR managers, so go with your feeling. If you decide to list them, make sure they are not generic.

12. Proofread it. Twice.

It is difficult to emphasize the importance of proofreading your resume. One small typo and your chances of getting hired could slip. Proofreading it once is not enough, so do it twice, three times or as many as necessary.

Even if you think your resume is looking good, it would be a good idea to **get a second and third opinion** about it. We usually become blind to our own mistakes or way of reasoning, so other people will be in a good position to evaluate the overall quality of your resume and make appropriate suggestions.

13.Careful with sample resume templates

There are many websites that offer free resume templates. While they can help you to get an idea of what you are looking for, do not just copy and paste one of the most used ones. You certainly don't want to look just like any other candidate, do you?

Also, you shouldn't use a colored background, fancy fonts or images on your resume. Sure, you might think that the little flowers will cheer up the document, but other people might just throw it away at the sight.

You will find **plenty of useful information on job ads**. Analyze not only the ad that you will be applying for, but also those from companies on the same segment or offering related positions. You should be able to identify **what profile they are looking for and how the information should be presented**.

First of all make sure that your fonts are big enough. The smallest you should go is 11 points, but 12 points is probably safer. Do not use capital letters all over the place. Remember that your goal is to communicate a message as fast and as clearly as possible. Arial and Times are good choices.

You should also **name the top of each section**, such as "Work Experience", "School", etc., and make the top of each section in bold, to stand out.

14.Use a good printer

If you are going to use a paper version of your resume, make sure to use a decent printer. Laser printers usually get the job done. Plain white paper is the preferred one as well.

If you are having a hard time creating your resume, or if you are receiving no response whatsoever from companies, you could **consider hiring a professional resume writing service**. There are both local and online options available, and usually the investment will be worth the money.

15.Update your resume regularly

It is a good idea to update your resume on a regular basis. Add all the new information that you think is relevant, as well as **courses, training programs and other academic qualifications** that you might receive along the way. This is the best way to keep track of everything and to make sure that you will not end up sending an obsolete document to the employer.