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Resume Writing  
That Gets Noticed

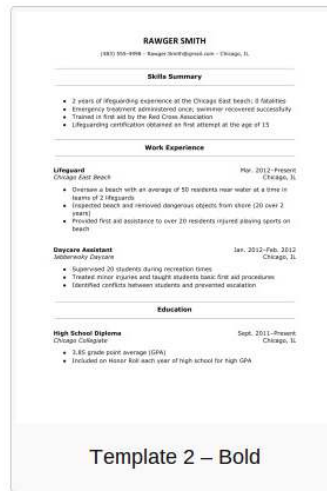
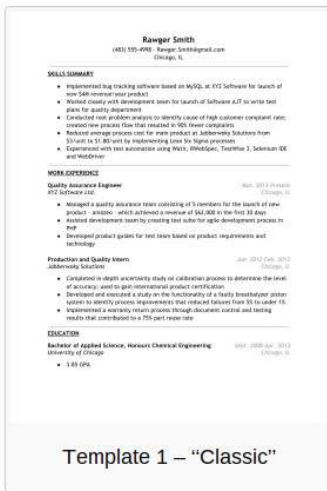


DALE CUDMORE

# Free Bonus: 3 Proven Effective Résumé Templates

To thank you for buying this book, I've put together a little bonus for you. 3 résumé templates that I've seen numerous job seekers succeed with.

You can open them in Microsoft Word (or equivalent) and alter them any way you want.



[>>Click here to get the 3 free templates<<](#)

or go to <http://rawresume.com/templates>

Additionally, if you're having trouble viewing images (as some kindle platforms do), you can download a copy of the book at <http://rawresume.com/pdf>.

# Introduction

Do you enjoy writing and updating résumés?

If you're like most people...probably not.

Writing your own résumé over and over is boring, tedious, and often frustrating...**but it's necessary**. If you take shortcuts here your job search could take *years*.

Having a great résumé is vital to your job hunting success, whether your main strategy is to apply to jobs online, in-person, or use your network.

Even if you have the most brilliant friends recommending you for a job, it makes no difference if you hand them a poorly written résumé to pass on to their boss.

I have three goals for this guide, so that it will help you where other books, articles, and guides fall short (in my opinion).

**#1 - Modern Advice.** We're going to come across more than a few examples of common mistakes that applicants still make on their résumé as a result of outdated advice. The information in this eBook is all intended for use in the current job market.

**#2 - Practical.** Instead of making sweeping generalizations, I've included examples and specifics wherever possible (including three full samples at the end). Additionally, this book contains practical advice that you can put into action right away.

**#3 - Easy to Understand.** Ever read a book and still feel like you're missing something? At the end of this book you should know exactly what a good résumé for you will or will not contain, and how to put it together.

## The One and Only Purpose of a Résumé

Everything in this book is dedicated to fulfilling the one purpose of a résumé - **getting an interview**.

In the modern job hunt, adding irrelevant or worthless information will destroy your response rate. It water downs your most important assets, and also makes them harder to find.

Before we start, you need to get your mindset calibrated for success.

Every element of your résumé either takes you closer to an interview or to the garbage bin, there is no middle ground.

Be ruthless cutting out any fluff words and unnecessary information, and you will obtain great results.

Ready? Let's dig in...

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## 6 Seconds to Impress

A [study conducted by the online career group The Ladders](#) involved giving recruiters a stack of résumés and tracking their eye movement.

I've spoiled it by the title of this section, but the result of the experiment was that each résumé was given (on average) 6 seconds of attention. The best got more, **while many got even less.**

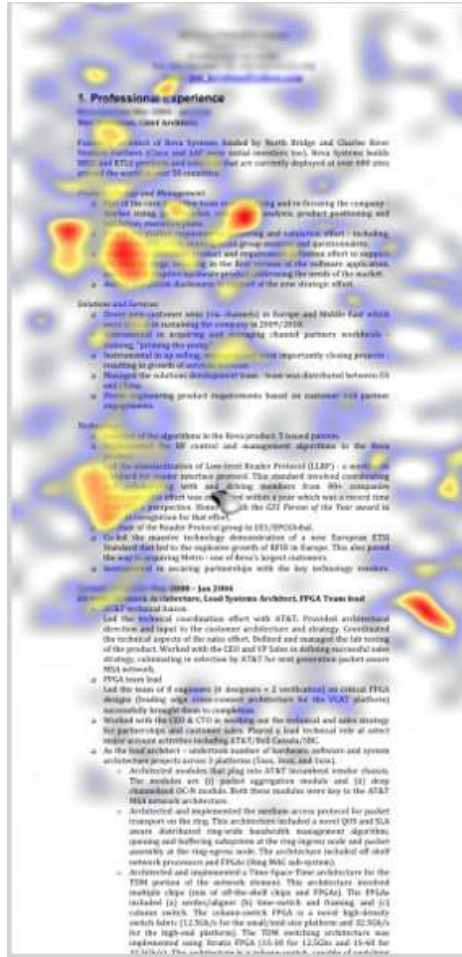
While this will obviously vary from recruiter to recruiter, the takeaway is that you have a very limited window of time to make an impression.

Take a look at your current résumé. Do you think that most recruiters would be intrigued enough in 6 or fewer seconds to take a more in-depth look? *Be honest.*

This isn't meant to be insulting or condescending, as the vast majority of résumés simply don't stand out. We'll repeat this exercise at the end of this book, and hopefully your answer will be 'yes, definitely!' by then.

**Back to the study...**

Here is the most telling image that was published:



It's a heat map that is based on the eye movement of the recruiters. Red indicates a high level of attention, yellow is medium, while blue represents a brief glance.

These two résumés in particular don't provide as clear of an example as in an ideal situations, but in general, the content that is seen most is:

- Towards the top of the résumé
- Towards the left of the résumé
- Is incorporated into the flow of the résumé design

The first two should be pretty intuitive. What do you look at first when you read something? Typically the title and first few paragraphs. **This means that your most important information should be at the top; do not waste this space.**



The final point has to do with design. Writing giant blocks of text is tough for anyone to skim. Your résumé should be designed to guide the reader from one section to the next in an efficient manner. We'll look at this in later sections, but be aware of it for now.

**The takeaway from all this?** The space near the top of your résumé is prime real estate - don't waste it.

## What Employers Are Looking For

When an employer is looking through a stack of résumés, he has one goal - to find candidates that will be able to do the job well.

Unfortunately for him/her, applications don't have a giant box for you to check to say that you're perfect for the spot. The next best option are indications on your résumé that you'll be a great fit.

Here are the most important things employers are looking for:

- Your past jobs (how relevant are they?)
- Your accomplishments
- When and where you worked
- Your stability (i.e. are you hopping from jobs every year?)

Now the importance of each of these factors will vary depending on employer. However, if you ask several employers what they're looking for on a résumé, they'll almost always say these four things.

### Why is this important?

Guess what happens when an employer can't find what they're looking for right away when he/she is scanning your résumé. That's right, *they toss it*.

One of your top priorities is to make your work experience and accomplishments as clear as possible, and if you follow the steps in the rest of this book, you'll do just that.

# The Power of Metrics

Just like a résumé, the first sections of a book are also the most read, and therefore most valuable, which is why I'm addressing metrics early on. If there is one thing you get out of this book (I really hope there's more), it's the importance of metrics.

The basic definition of a metric is: "a system or standard of measurement." In everyday terms, this equates to numbers and units.

The best metrics for a résumé typically relate to:

- Revenue
- Productivity
- Profit
- Turnover

Which of the following bullet points do you think is better?

- Increased sales of product A
- Increased sales of product A by 52%

This is a very simplistic example, but the second option is of course better.

There are 2 main reasons why metrics are of vital importance:

1. **They show a benefit:** You don't necessarily need to be the sole cause of the benefit. Even if you say you were "part of a team that managed a product launch with a revenue of \$85,000 in the first 30 days", you associate your work with the benefit, which is an impressive launch revenue in this case. Someone reading your résumé will automatically picture you doing a similar project in their company and producing value.
2. **They are memorable:** What are you more likely to remember: someone who simply increased sales, or someone who increased sales by 53%? Specific numbers stick out among a field of bland text, which makes them not only memorable, but attention-grabbing as well.

You should be including metrics throughout your résumé in all sections whenever possible. The one exception is the header.

## Part 1 - Content

The following chapters will take you through the different sections a résumé may contain.

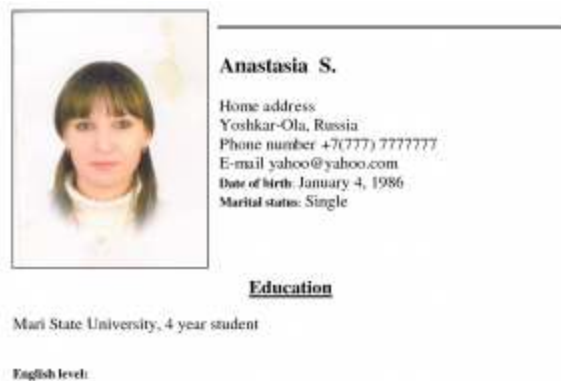
Wherever possible, I will clearly state if you should or should not do something.

In many cases, however, you have a choice of what to include and how to include it. I'll do my best to explain each issue from multiple perspectives so that you can make an informed decision.

## A Modernized Header

Anyone reading your résumé should be able to easily identify your name, where you reside, and have a way of contacting you.

That being said, a great header is knowing what to include and what to omit. Some applicants submit résumés that look more like a Facebook profile than anything. Here's an example of a bad header:



Unless you're an actor/actress, you should never have a picture. On top of that you don't need information like marital status and age.

These are the elements of a good header:

- Name (slightly larger than anything else on the page)
- Contact information (**One** email and **one** phone number)
- City and state (or equivalent)
- Personal website (if applicable)

### Email

Keep your header as simple as possible. Remember that you should only be using a professional sounding email address, something like '[FirstName.LastName@gmail.com](mailto:FirstName.LastName@gmail.com)'. Avoid using old (e.g. @aol.com) or unprofessional (unicorn.man@jazzymail.com) sounding addresses.

### Websites

It isn't necessary to have a personal website for the majority of applications. If it doesn't apply to you, just leave it off and move on. However, if you are a designer, artist, or are in any profession where you have a portfolio to showcase, it's good to include a link.

Your website is a direct reflection of your work, so ensure that you highlight top quality work you've done, and that your website as a whole looks professional.

Finally, these are also elements that you should leave off your résumé:

- Picture
- Age
- Religion
- Full address (waste of space)

## **A Note on Social Media**

As a general rule, you do not need to include links to your social media accounts, at least not yet. However, know that most recruiters and hiring managers will look up your accounts at some point, which means that they should be very professional. Don't have public pictures of drinking, or statuses about controversial topics (religion, guns, etc.).

If you have a very common name you may want to include a link to your LinkedIn profile, assuming that you've set it up. While this is okay, a better solution is to include a middle initial, and do the same on your Facebook, Twitter, and LinkedIn profiles. This will make your profiles easy to find and you won't be mistaken for someone else.

## The Outdated Objective

To prevent any confusion, let me make this clear upfront: you should NOT have an objective statement.

The typical objective statement is nothing more than a few fluffy lines of why you're looking for a job. It adds 0 value to your résumé from an employer's perspective.

The worst part about an objective? It takes up some of your most valuable space, right at the top. Considering it takes 2 or 3 seconds to read one, that means a potential employer has spent 4 to 5 seconds on your header and objective, and hasn't read anything of real value.

Suffice to say, including an objective is a bad idea. There is an alternative, however, that can be used to show your value and intrigue the reader.

## The Executive Summary (or Just Summary)

In most large reports in business, there is an executive summary placed at the beginning. As the name suggests, this summary is usually for executives and others who do not necessarily need to know extensive detail, but need to know the outcomes of the research or rest of the report. It's an extremely concise summary with only the most important findings and conclusions.

Summaries can also be used on résumés in lieu of objective statements, often described as a "30 second elevator pitch" for you as an employee. However, they are ultimately still optional.

Most employers are much more interested in your work experience than a summary. Furthermore, if you include a bad or ineffective summary, it could lead to your résumé going into the trash pile.

**I advise to omit summaries except when necessary.**

The most common reason to include a summary on your résumé is if you have extensive experience and want to highlight a few really important accomplishments and



skills that you've acquired over time. Still, a better alternative in most cases is to simply include a skills summary or qualifications section (we'll be visiting these next).

If you do want to include a summary, spend the time to do it well. Every word needs to be included for a reason.

## **What Does a Good Executive Summary Look Like?**

Just like most of the other parts of your résumé, you need to target your summary for each job. If the accomplishments you write about do not relate closely with the job you are applying to, whomever is reading your résumé is going to move on to the next application.

So what does a good statement look like? Consider this executive summary for a product marketing position for a toy manufacturer:

*“Consistently successful consumer product marketer with 10 years of experience creating campaigns for children’s toys. Led a first-year, \$1 million budget campaign, with a revenue of \$15 million.”*

Even though it's shorter than some of the massive paragraphs some applicants include, it's highly tailored and easy to read. The combination of impressive metrics, experience, and accomplishments will attract interest right away and get the rest of the résumé more attention.

Also notice how there are no buzzwords like “creative” or “business-savvy”, which are of course expected for a position like this.

## **What's the Verdict on Executive Summaries?**

Executive summaries can definitely work and be effective, however, they take a lot of practice to write them well.

**I recommend excluding executive summaries in favor of skills summaries**, which we'll go into great detail about in the next section. I'll show you a formulaic way that you can easily crank out relevant and impressive skill bullet points that will make you stand out from other applicants.

## The Skills Summary

It is common to include a section right after your header called a 'skills summary'. Other names include 'qualifications' and 'skills profile'.

The skills summary consists of usually 3 to 5 bullet points of **highly** relevant (to the job description) and impressive accomplishments and skills.

In some ways, it's similar to an executive summary, but it is designed to be a bit easier to skim. It's a great way to consolidate your relevant accomplishments from multiple past jobs.

### Let's recap...

You have a few main options (right after the header) for each résumé you create:

- Include only work experience
- Include an executive summary and then work experience
- Include a skills summary and then work experience

This is just to give you an idea of how all the sections of your résumé fit together. Near the end of the book, we'll go through a detailed way of determining the best sections for your résumé.

### What a Bad Skills Summary Looks Like

It's easier to begin by learning how to recognize the elements of bad bullet points on a résumé.

In general, poor bullet points:

- Are focused on responsibilities or skills
- Use vague fluff words
- Focus on expected skills

If a job posting specifically asks for communication skills as a primary attribute of a candidate, it's a good idea to address this near the top of your résumé. However, most applicants address this by adding a bullet point like this:

- Excellent written and oral communication skills

It's a bad idea to say you have excellent communication skills, and then show that you clearly don't by writing a point like that.

What's wrong with it? To put it briefly, it's fluff. Just saying you have excellent skills doesn't mean you do, you need to *show it*.

Here are a few more examples of poor bullet points that are often put in a skills summary:

- Strong team player
- Won employee of the month contest twice at Company A
- MS Word, Excel and Powerpoint and IDS
- High attention to detail

All of these points do not focus on how these skills translate into actual value and use at a job. They also use vague terms, instead of being concise and easy to understand.

For example, winning employee of the month could be impressive, as a result of making an outstanding contribution, or it could be a 3 person company where everyone simply rotates the award. Including the right detail makes all the difference.

While your aim should be to be as concise as possible, it's important to include the *right* details.

## What a Great Skills Summary Looks Like

If you include a skills summary on your résumé, it needs to be laser targeted to the job description.

Great bullet points are:

- Focused on accomplishments and benefits (including metrics when possible)
- Concise and easy to understand
- Laser targeted to the **most important** skills on the job description

There are 3 elements of a great bullet point:

**Adjective + Skill + Benefit = Great bullet point**

*Note that these do not necessarily need to be in this exact order.*

It is often best to lead with the benefit right away (with a metric if possible!), and then elaborate by describing how you did that and what skill was used (if not obvious).

Let's take a look at some solid bullet points to get a feel for this formula:

- Conducted root problem analysis to identify cause of high customer complaint rate; implemented new process flow that resulted in 90% fewer complaints.
- Managed a promotional team consisting of 5 members for the launch of Company A's new product – amazeo, which achieved a revenue of \$62,000 in the first 30 days.
- Reduced average process cost for main product at Company B from \$5/unit to \$3/unit by implementing Lean Six Sigma processes
- Fluent in English and Spanish

The first 3 bullet points all have an obvious benefit (fewer complaints, more revenue, less waste). These wouldn't go together in the same résumé, but any of them would be appropriate if applying to a job that asked for problem solving (root problem analysis), managing a small team, or lean management skills.

But what about bullet point number 4? It's not very descriptive, is it? There are rare situations, like being bilingual, where it may make sense to highlight your language speaking abilities. You can't demonstrate or quantify your ability other than by stating your competency. Remember that this should only be included in your skills summary if it is something that is **highly desirable** for the employer.

Alright, so it's time for you to go write your own skills summary - easy, right?

For almost everyone (including myself), writing great bullet points takes time and practice. It's one of the most difficult parts of writing a great résumé, which is why it will make you stand out if you take the time to learn it well.

Take out a pen and piece of paper or open up a blank spreadsheet, and we'll go through a step-by-step process of creating your skill bullet points.

## Step 1: List Your Skills and Qualifications

Start by making a table, similar to the one below:

	A	B	C	D	E
1		Adjective or Descriptor	Skill	Metric	
2					
3					
4					
5					
6					

Each step we'll fill out a different column, and then at the end we'll put them altogether. I've found that this makes the process much simpler, as you can't get overwhelmed by being told to just go out and create multiple great bullet points.

In the first step, identify the skills in the job description that you want to target. Alternatively, you can also just try to make a massive list of all your skills, so that you can then simply plug them in into future résumés as you please. It's up to you which method you prefer.

	A	B	C	D	E
1		Adjective or Descriptor	Skill	Metric	
2			Root problem analysis		
3			Marketing management		
4			Lean six sigma		
5			bilingual		
6					
7					
8					

## Step 2: Add Adjectives

Now we want to add the adjective (sometime adverb) component of the formula. An adjective or adverb is simply a describing word that affects a noun (thing) or verb (action).

Basically, you want a word that describes how you actually showed the skill in question. Perhaps you **implemented** something that demonstrates the skill, **conducted** an experiment, or **managed** a marketing campaign.

Take the time to fill in the first column of the table, as shown below:

	A	B	C	D	E
1	Adjective or Descriptor		Skill	Metric/ Description	
2	Conducted		Root problem analysis		
3	Managed		Marketing management		
4	Implemented		Lean six sigma		
5	Fluent		bilingual		
6					

### Step 3: Add Metrics or Descriptions

This is the most crucial step of the process. Take your time and really think through any possible metrics associated with the skill. In some cases, there may be multiple metrics and you may want to make an extra column for those.

If you're having a tough time thinking of metrics, just frame it from the perspective of an employer. How did you use the skill, and what benefit did the company receive?

It may not be a direct benefit, but try to find something related. For example, if you took the initiative to train new hires, perhaps you reduced training time (by eliminating waiting around), or saved your boss X hours/month on average.

It's important to look at your work from every angle to see the potential benefits it had.

*While I keep stressing the importance of benefits and metrics, don't lie or exaggerate, an employer or recruiter can spot that from a mile away and will discard your résumé.*

The great thing about true metrics is that you don't need to exaggerate for them to leave a positive impression. They are going to be memorable and at the very least they will concisely demonstrate that you possess the skill in question.

Now it's your turn to fill in the final section of your table, just like I've done below.

	A	B	C	D
1	Adjective or Descriptor		Skill	Metric/ Description
2	Conducted		Root problem analysis	90% fewer customer complaints
3	Managed		Marketing management	launch revenue of \$62,000 in 30 days
4	Implemented		Lean six sigma	Reduced average process costs from \$X to \$Y
5	Fluent		bilingual	English and Spanish

### Step 4: Put it all Together

While you've done the toughest part, putting it all together still requires careful attention to detail. You must find a way to combine the three aspects of each bullet point without it sounding forced or jumbled.

Here are some final tips that you should try to follow:

- Use as few filler words as possible (and, but, the, etc.)
- Get rid of any fluff words: the important information is contained in your three columns, so don't feel the need to start adding fluff terms (very good, expertly, etc.). All words should add value to the point
- Order points from most valuable point to least valuable point, since the top point will be read first. The value should be determined based on how often a skill is mentioned in the job description, if it's listed as required or optional, and how prominent it is in the description.

Here is a reminder of what our final bullet points were, which are derived from the final table just above:

- Conducted root problem analysis to identify cause of high customer complaint rate; implemented new process flow that resulted in 90% fewer complaints.
- Managed a promotional team consisting of 5 members for the launch of Company A's new product – amazeo, which achieved a revenue of \$62,000 in the first 30 days.

- Reduced average process cost for main product at Company B from \$5/unit to \$3/unit by implementing Lean Six Sigma processes
- Fluent in English and Spanish

If you would like to see more examples, I've created a massive spreadsheet with example bullet points for skills across all industries that you can download at:

<http://rawresume.com/benefits>



## Work Experience: Present Yourself in the Best Light

When an employer is hiring for a position, they are trying to find someone that they **know** can do the job. One of the best indicators of the ability to do a job is previous relevant work experience.

If you're applying for jobs that are similar to what you've done in the past, you're going to have a much better rate of getting interviews than if you're trying to transition to a new career or position.

This doesn't mean that you shouldn't try to make a career change, just be aware that the further you go away from your experience, the more difficult it will get.

### The Anatomy of Work Experience on Your Résumé

You should begin your section with a title that is consistent with the other sections of your résumé and stands out. Here are some possible titles for the section:

- Work Experience
- Professional Experience
- Employment History
- Relevant Experience

It is also possible to have more than one work experience section if you decide to separate relevant and irrelevant positions, or technical and non-technical jobs.

You can pick any of those titles, although professional experience typically sounds the most polished, and I recommend it unless you feel it will cause confusion with multiple volunteer positions you are presenting.

After picking a title, we can dive into the meat of the section, which is the individual jobs you have/had.

You will be listing these in reverse chronological order, which means from latest to oldest. This is what the vast majority of employers (95%+) want to see.

There are 5 main components of each job subheading:

- Job title
- Company name
- Company description (Optional)
- Dates of employment
- Location

## **Job Title**

Be descriptive and try to relate each title to the position you are applying for. Again, the more **relevant** experience you have, the better.

Instead of simply saying “Manager”, be more specific and include the department you worked in, “Quality Assurance Manager”. This applies to most positions, so don’t just say that you’re an assistant or intern - specify.

## **Company Name**

Include the company that you worked at, nothing complicated here.

## **Company Description (Optional)**

If you worked at a company that an average person would not know of, it’s not a bad idea to include a line or two about what they do. For example:

*“ABC Corp is a medium sized injection molding manufacturer that specializes in vehicle components, awarded Toyota supplier of the year from 2011 to 2013.”*

You have a bit of flexibility in how you present the company, so if you see an opportunity to emphasize a relevant aspect (like an outstanding marketing division when applying for a marketing job), go for it. Just make sure that you’re being honest and information can be verified online.

## **Dates of Employment**

Employers are interested in when and how long you worked at past jobs. Most are upfront about wanting employees that they know will be stable and seeking long-term positions, even if they won’t offer the same on their end.

In most cases, you should include both the month and year for both the start and end date. Many employers typically assume you're hiding something if you don't include the month.

The exception is if you've worked at a company for a very long time, then months become fairly irrelevant. Still, it's best to play it safe if you're on the edge and include both months and years.

The main reason you might want to hide the months is if you've had several short jobs in your past. Excluding the months is not a bad option, but realize that a large percentage of employers will screen you out because of it. On the other hand, it may help you get interviews with the rest of the employers, which will give you a chance to explain your job changes in person.

Whichever option you choose, be consistent throughout your résumé.

## **Location**

Pretty self-explanatory, simply list the city, state or equivalent in your country. Employers are mainly looking to see if you're jumping around for no reason.

## **What Order Should You Put Them?**

The two most important parts of your work experience subheadings are the job titles, and when/where you worked. I typically recommend to put the job titles first, especially if it's relevant to the position you are applying to, but it's not much (if any) worse to put the company name first in most situations.

One situation it makes sense to put the company names first is if you've had multiple positions at one company. This allows you to create further subheadings of each of the job titles you've had at that company. For example:

<b>Company A</b> <i>(Company description)</i>	City, State
<b>Social Media Marketer</b> -Bullet points...	Dates
<b>Administrative Assistant</b> -Bullet points...	Dates

## Should You Include a Job Description Paragraph?

On many résumés, applicants will include a brief paragraph (2-3 lines) to address what they were hired to do and what their responsibilities were.

Should you include one after each job? **Maybe.**

This is one of the areas that spurns debate every time it is brought up, because there are a few different variables to consider.

### Your Position

The main factor in whether or not you should include a description for a past job is what position you held.

Ever hear of résumés where a cashier at a fast food chain says they “revolutionized order processing to save the company \$1 billion”? It just doesn’t make sense, and employers reading a résumé can smell bullshit from a mile away.

Some jobs, like an entry-level cashier, have limited responsibilities, and very well-known ones at that. For a job like that, no description is needed, it adds no value.

However, for other jobs, a description adds context and can help make the rest of your points make sense. For example, a marketing assistant can do a massive variety of tasks depending on where they work.

In some companies, the role might include managing advertising campaigns, while in others it may simply be doing the grunt work.

**If the scope of your past job isn't obvious from the job title, include a brief job description paragraph.**

Here are things you might want to include (but only if they make sense):

- Amount of people in department
- Which member were you (were you one of the first few involved in setting up company systems?)
- What were the main things you were hired to do
- Background detail about the company

Pay special attention to that last point. In most cases, it's going to be awkward to have both a job description and a company description. Since the job description is almost always more important, it takes priority. Slip in a bit of detail about the company when you can. For example, when speaking about marketing campaigns, you can speak about average size of budget or number of products sold.

Unlike most other parts of your résumé, the value you provide with your job description is the context that makes your following skill bullet points make sense.

Remember, by now you've already impressed the résumé reader with your opening skills summary or executive statement, so they'll invest an extra few seconds reading about your work. Finally, **emphasize the most relevant parts of your job to the position you are applying to.**

***Important reminder: Not all positions need a description.***

Here's an example of a concise and effective job description:

**Copywriter**  
***Platinum Marketing***

Jan. 2011 - Feb. 2014  
Chicago, IL

Hired to create and optimize online paid advertising campaigns for clients with budgets from \$200,000 to \$3 million. Coordinated with marketing team of 6 members during each product sales cycle.

Here's why it's effective:

- **Metrics:** while they are not necessary for this aspect of your résumé, they're still a positive
- **Concise:** This would be a great relevant description for applying to any advertising copywriting position. It clearly outlines the scope of the position (creating, optimizing, and alluding to managing) for a campaign
- **Company details:** Notice the size of the marketing teams and size of client's budgets slipped in there to provide additional context.

Once you've decided if you need a description or not, it's time to move on to the focal point of each position, the accomplishments. These should be presented in bullet points for maximum readability.

## Making Great Bullet Points for Your Work Experience

These bullet points are almost identical to the ones we looked at in the skills summary. In fact, you can often compose your skills summary by simply taking one or two bullet points from each of your previous positions.

To re-iterate, these bullet points should all be about different accomplishments that you achieved during your time at that position. You want to follow the same steps laid out in the previous section to come up with a table of adjectives, skills, and benefits for each job.

**Never repeat a bullet point in multiple sections. This is a waste of space.**

What you can do, however, if you really wish to emphasize a skill, is to present it in a different way. If you've applied a skill multiple times at a job, there's no reason you can't focus on a different benefit.

For example, say you included this point in your skills summary:

- Reduced average process cost for main product at Company B from \$X to \$Y by implementing Lean Six Sigma processes

You could then include this point under a previous position:

- Obtained Green Belt Lean Six Sigma certification and trained 18 staff members to implement processes in 3 priority projects, resulting in process costs declining by 42%

This would be a good idea if the job you are applying to really focused on lean management or even specifically mentioned the Six Sigma program.

## How Many Points Should be Under Each Job?

The answer to this question is simply however many relevant accomplishments you have. One job may have three or four, while others may have a single point. **Every single point included should add value to your résumé and get you closer to that interview.**

## Dealing with an Extensive Work History

There are rare cases where you may have worked at several different establishments, which takes up a significant amount of room. In this case you have a few options:

1. **Drop irrelevant or older jobs:** You don't necessarily need 100% of your past employment on your résumé, especially if its irrelevant to your current career path.
2. **List older jobs:** Include bullet points for your most recent 3 or 4 jobs. For anything older than that you can simply include the subheadings with no bullet points.
3. **Group similar jobs together:** If you've worked at multiple places in similar positions, you can group them together. This is especially common if you've worked at multiple fast food places or other restaurants where you had similar job duties. This helps eliminate the impression that you are an unstable worker, although you'll likely have to explain this in an interview.

## Examples of Presenting Previous Jobs

To put all this information into practice, it may help to see a few examples for now. Take a look at the following, do you think it's good or bad?:

**Salesguy**  
Sales Company Inc.

Sept. 2010 - Dec. 2012

- Maintained customer relations
- Increased regional sales
- Increased overall sales
- Developed a training course

*If you guessed bad, you're spot on!*

What's wrong with it? Here are the main things:

- Unprofessional and vague job title
- Concise, but largely uninformative bullet points (the increasing sales metric is good though)
- Missing metrics and benefits
- Two points are extremely similar

Let's see if we can't touch up this section:

**Life Insurance Sales Manager**  
Sales Company Inc.

Sept. 2010 - Dec. 2012  
Chicago, IL

- Implemented new customer relations strategy that yielded an annual department client retention rate of 97%
- Increased regional sales revenue from \$50 million to \$100 million by developing more efficient meeting and sales processes
- Developed a training course for new agent hires that resulted in a 73% average increase in revenue over the first 6 months (compared to past hires)
- Operations for over 30,000 clients primarily based on InfusionSoft software

Much better!

This is a very solid basic example of presenting previous work history. There are 3 impressive metrics that show the benefit of his/her work.

The fourth point would only be considered a benefit if the job the applicant was applying to heavily utilized InfusionSoft, and specifically for this position.



You should have a better picture of the most important sections of a résumé now, but we'll look at some full example résumés at the end, so don't worry if you're not 100 percent ready to tackle your own résumé yet.

## **A Quick Note on Present Tense and Past Tense**

If you are writing about a previous job, or a past project, always use past tense. This means writing points like “developed ...” and “increased”.

When it comes to a current project or job, you can use present tense. For example, “developing a system...” and “increasing...”.

If you're not sure which to use, stick with past tense, as it applies for the majority of cases and sounds fine even if it is a current job.

## **How Should Volunteer Work Be Included?**

Volunteer work is very important, especially early on in your career. It's sometimes possible to get a volunteer position in the field you are interested in, helping you acquire valuable entry-level experience that will go a long way to helping you get a job in the future.

You can include it just like any other job as discussed in this section. However, beside the job position, simply include a bracketed term saying “(Volunteer)” or “(Unpaid)”. You can do a similar thing to denote part time positions as well.

Note that once you have a few full time, paying jobs under your belt, it's time to drop the volunteer position unless it is specifically related or relevant to the job you are applying to.

## Your Education

The importance of education on your résumé varies **widely** based on your experience, level of education, and the job you are applying to.

If you are straight out of school, with very little experience, your education is your most valuable asset (assuming it's relevant). This means that you should include it as the first section under your header in most cases. The same goes if you have an advanced degree (MS, PhD) and are applying to a job where that would be a great asset.

Note that you have to tailor your education section to the job you are applying to. If you have a PhD and are applying for a cashier position, the manager is going to assume that you don't plan on working there long. In this case you might want to leave your advanced degree off. While that is an extreme situation, even applying for a basic research job might have the same connotations.

**Once you've worked at a job or two, the education section can be moved down to after your work experience sections (barring the exception mentioned just before).** This is because relevant experience is much more important to employers than a degree for most positions.

### The Basics of an Education Section

Your education section should have the same general formatting that your work experience section has. Most importantly, you should include the following (at minimum):

- The school
- Degree name
- Date started – date finished
- Location

Here's an example of what a degree in an education section might look like:

**Bachelor of Arts - English**  
University of Washington

Sept. 2007 - Apr. 2011  
Spokane, WA

In general, it is best to only include your most recent degree. Don't waste space on what high school you attended when you're in the process of finishing up university, it's unnecessary.

Now in addition to the basic degree, there are also a few optional inclusions you can make.

### **Option 1: GPA**

When you are right out of university or college, it's very common to include your grade point average (GPA) in a bullet point under the relevant degree.

Unless the job description specifically asks for your GPA, there are a few main scenarios:

- If your GPA is exceptional (top 10% of your class), include it on your résumé.
- If your GPA is terrible (around 2.5 or lower), leave it off.
- If your GPA falls in the middle ground, it's up to you. Sometimes it will hurt you a bit, other times it might help, most of the time it won't matter.

Alternative: Many graduates have a higher major GPA than overall GPA. It's fine to only include the major GPA, just make sure to include the right label.

### **Option 2: Courses**

Don't include an entire section on courses you've taken. Instead, if they are very relevant to the job you are applying to, add a bullet point and list them out like this:

- Relevant Coursework: Accounting, Quantitative Analysis and Microeconomics

**If it's not intuitively obvious how the courses relate to the position, don't include them.** Employers don't want to see a laundry list of all the courses you've ever taken.

### **Option 3: Awards/Scholarships**

If you have a particularly large amount of prestigious awards, you have the option to create a separate section. However, in most cases, you can simply add another bullet point or two under your degree (or the job you received the award).

**Important note: Don't just list the award, specify what it was for!**

For example: "Awarded the ZYX scholarship for being on the Dean's list (minimum 3.5 GPA) and for leadership in the community".

This is another chance to include a metric or two.

## Hobbies and Interests

I'll keep this very simple: **Don't include hobbies on your résumé.**

The fact is, you have no idea who will be reading your résumé. A large percentage of the time it will be workers in human resources who are screening out applicants.

While having hobbies in common with someone is a great way to establish a connection, save it for the interview. Everyone has biases, and it's incredibly easy for your résumé to be screened out for having a weird hobby on their résumé, or one that requires elaboration.

## References on Your Résumé

The final part of your résumé, as far as content goes is references.

Again, let's keep this simple; **There is no need to have any mention of references on your résumé.**

At this point in time, it is an expectation that if you are given an interview, you will bring contact information of references from past places of employment.

What many applicants include is a line at the bottom "references upon request", but again, this is an expectation and simply takes up room on your résumé. Furthermore, a small percentage of hiring managers get irrationally annoyed by this statement and will count it against you.

## Part 2 - Design

### The Importance of An Attractive Résumé

If you've gotten this far, you're doing great. You should understand most of what you'll need to write on your résumé (or change from an existing one).

The design of your résumé also matters a great deal. With a sloppily organized résumé, hiring managers won't be able to find the information they're looking for easily, and your great résumé will never be read.

***Before we go any further, it's important to define what an 'attractive' résumé is. An attractive résumé is one that neatly presents your information in an easily scannable and readable way. It doesn't need fancy picture, images, or graphics; we're not making a work of art.***

You might have seen fancy infographic-style résumés on the Internet before, similar to the one below:



## Design 101: Simple Concepts You Need to Know

Like all other aspects of résumé writing, you don't need to be a master copywriter or designer to stand out among most of the other applicants. Understanding just a few important design concepts can help you make an attractive résumé.

### Balance

If you want an easily scannable résumé, it must be balanced. If all of your text is squished to one side, it's going to be harder to read (because there's more content in a smaller area).

It also becomes harder to find things on the *'lighter'* side of the résumé, since a reader's eyeline will be glued to the *'heavier'* side.

To test for balance, perform a simple 4 quadrant test. Divide your résumé into four roughly equal sections by drawing (real or imaginary) lines over it. If the content is roughly distributed equally among the 4 rectangles, your résumé passes.

Here's a résumé that fails the four quadrant test (**Note that neither of these résumés are examples of 'great' résumés, we're just looking at them from a design point of view**):

**MARIA JOHNSON**

65 Example Avenue • Albany, KY 65987 • (212) 999-9699 • Email

**SUMMARY OF QUALIFICATIONS**

- 6 months work experience as a Nursing Aide in home healthcare
- Highly skilled in assisting clients with activities of daily living
- Demonstrated ability of performing errands, meal preparation, laundry, and light housekeeping
- Compassionate nature and loving disposition
- Good communication skills

**SPECIAL SKILLS**

- Dressing • Personal hygiene • Shaving • Ambulation • Eating Assistance

**EXPERIENCE**

May 2011 - Dec 2011

Amadley, Inc. Albany, KY

**Home Health Aide**

- Assisted clients with personal hygiene
- Provided nutritional support
- Performed errands
- Reported changes RN t in the patient's condition
- Helped with ambulation and exercise

**EDUCATION**

High School Diploma - 2002

**CERTIFICATION / TRAINING**

- Home Health Aide training
- CNA certification
- Current CPR Card

**LICENSE**

- Automobile insurance
- Current driver's license

Notice how almost all of the writing is on the two left panels.

Here's a résumé that passes the 4 quadrant test:



## Mindy Rogers, CDA

55 Lakeview Drive | Sometown, FL 32074 | Phone: 555.555.5555 | mindy@somedomain.com

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### Certified Dental Assistant

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**Expanded Functions Dental Assistant (EFDA)** offering excellent clinical and customer relations skills gained through seven years of experience within high-volume dental practices. Displays a warm, friendly demeanor and gentle touch during all dental procedures, earning consistent praise from patients and employers. Efficient and precise in chairside dental assisting.

**Credentials include:**

Florida Department of Health Certified Dental Radiographer | CEREC Certified | CPR Certified

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### Clinical & Computer Skills

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Teeth Cleaning | Dental Radiographs  
Bleaching Tray & Temporary Crown Fabrications | Instrument Sterilization  
Temporary Fillings | Periodontal Dressings | Operator Preparation  
Model Casting | Preliminary Oral Health Exams | Fluoride & Sealant Applications  
Dents | Dentex | Eaglesoft

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### Professional Experience

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ABC DENTAL ASSOCIATES, Sometown, FL

**Dental Assistant, 2007 to Present**

- Efficiently manage patient care, office and laboratory duties within a multispecialty dental group employing 15 dentists and 32 dental assistants.
- Expose and process dental X-rays; maintain patient records and lab equipment; sterilize instruments; assist office manager with patient scheduling, billing and insurance claims; and educate patients on postoperative and general oral health care.
- Maintain clean, sterile and positive environments optimizing patient comfort and safety.
- Built a loyal patient following; frequently requested by patients to serve as their dental assistant.

DEF DENTAL OFFICE, Sometown, FL

**Dental Assistant, 2005 to 2007**

- Worked chairside assisting family dentist with routine cleaning and specialized procedures, making patients feel as relaxed as possible and preparing them for treatment.
  - Gained experience in exposing and processing X-rays; fabricating crowns, pouring impressions, trimming models and preparing orthodontic equipment; and assisting with extractions, impactions, fillings, implants, local anesthesia, suture placements/removals and biopsies.
- 

### Dental Assistant Training

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ABC DENTAL TRAINING SCHOOL, Sometown, FL

**Dental Assisting Diploma** (CODA-accredited program), 2004

DENTAL ASSISTING NATIONAL BOARD (DANB)

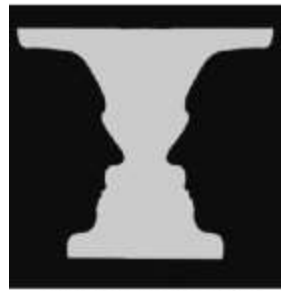
**Certified Dental Assistant (CDA)**, 2004

GHI PROGRAM, Sometown, FL

Completed Florida Board of Dentistry-approved radiology course, 2005

You'll never have a perfectly balanced résumé, but this is pretty close. As long as your résumé is fairly balanced, you're ready to move onto the next section.

## Space



**NEGATIVE**



**POSITIVE**

Space and balance are both highly related. You need to find the right amount of white space between the elements on your résumé. It will depend on the font size and type that you use, as well as text decoration (bolding or underlining).

Too much white space and your line of reading is choppy and it jumps from section to section instead of flowing.

Too little white space and everything seems cramped and becomes harder to read as well.

The amount of space you should use between elements is not standardized, meaning that it will differ from résumé to résumé. Most of the time it's simply common sense to see if everything seems spaced out appropriately.

The most important aspect of space is that you're aware of it and will evaluate your résumé for it on a regular basis.

The one rule for your résumé is that your **margins should be at least 0.5 inches**. Some are tempted to widen them to fit more content on one page, but this makes everything seem cramped.

## What Font Should You Use?

There are two types of fonts: serif and sans serif. As you can see from the picture below, serif fonts have little hooks on the end, while sans serif fonts do not.



As a general rule, serif fonts are more readable on paper, but sans serif fonts are more readable on computers. It's not a huge difference either way, but given most résumés are first reviewed on computers, sans serif fonts are typically best.

You also want to pick a font that is fairly common, to ensure there are no compatibility issues. While this isn't as much of a concern today, it's still not a bad idea to play it on the safe side.

Finally, the last factor about fonts is that you want to avoid using a font that everybody else is using. While your résumé doesn't have to be completely different, you want to avoid using extremely common fonts and templates to stand out a bit. **When it comes to font there is only one you must avoid: Times New Roman.**

**Here are four sans serif that you can choose from: Arial, Verdana, Calibri, Trebuchet MS**

## Are Templates Okay?

Templates are a great way to create an attractive résumé with very little hassle. All you need to do in most cases is open it up in Microsoft Word or another text editor and type in your information.

**A word of caution: Don't use the online résumé templates provided by Microsoft Word. They are used by too many people and every recruiter has seen them hundreds of times. Find a template that hasn't been overused.**

There are some paid template options out there, and there's also my offer of [3 free résumé templates](#) that I mentioned at the start of the book (go to [www.rawresume.com/templates/](http://www.rawresume.com/templates/)). I switch these up every once in a while so they never become overused.

Alternatively, if you have the time and skills, you can also create your own résumé from scratch.

## Part 3 - Polishing and Using Your Résumé

At this point you know how to write a great résumé, and the elements of a great résumé design. In this final section, we're going to look at a few more concepts, as well as some example résumés, which we'll then dissect and analyze.

## Don't Have Your Résumé Filtered by the ATS

You may have heard of applicant tracking systems (ATSs) before. These systems accept and store résumés in a database, which can then be searched for certain keywords or phrases. This means that before a human has even looked at résumés, yours could be filtered out.

Don't be scared of ATSs. We're going to look at the simple changes to your résumé that will make the ATS have no or little effect (maybe even positive) on your chances. Additionally, only very large companies currently use ATSs, so the majority of positions are still filled the old fashioned human way.

Here's what you need to do and you'll be fine:

- **Use keywords from the job description:** You don't want to force words in that don't make sense, but try to include at least 5 terms from the job posting (assuming it's a full sized one). Usually you can swap out a word that is a synonym with a keyword.
- **Use popular fonts:** As discussed in the previous section about fonts, picking a popular font is best not only for human eyes, but computers too. Using a popular font (Arial, Verdana etc.) ensures that it will show up as intended. Also, use a font size of 10 to 12 for all body text.
- **Avoid weird characters:** This isn't an issue for most résumés, but exclude any uncommon symbols or characters, they can mess with the résumé when displayed through an ATS.
- **Avoid images and fancy borders:** If you follow the design guidelines in the previous section you'll be set already. Avoid page borders and images or your résumé may show up a little off.

Don't stress too much about ATSs, but you should be aware of them. Follow those four simple guidelines and you should be all set.

## The Perfect Length of a Résumé

The debate over page length is silly to put it mildly, so I'll break it down and put it to rest for you here.

Many career professionals say that good résumés for entry level positions must be 1 page, and for higher level jobs they can be up to 2 pages. **They aren't wrong, but their reasoning is wrong, and it leads to confusion.**

The problem with setting those hard limits is that some applicants think that by using a super small font and tiny spacing between elements to squeeze everything on one page, that they have a good résumé. When in fact all they did was make their résumé worse and unreadable, meaning that they will get a worse interview rate than if it was over 2 pages but reasonably sized and spaced.

A résumé isn't good because it fits on one page. **A résumé is good because it's concise enough that it comfortably fits on one page with good balance and spacing.**

If you're applying for an entry level position, you likely have 2 or 3 previous jobs at the most. If you only include accomplishments using the process outlined in Part 1 of this book, your résumé will fit on one page. This is because there is no fluff that wastes any space.

Similarly, if you're applying for a position that requires a bit more of an extensive work history, your résumé will pretty much never go over 2 pages. If it does, that means you are including irrelevant accomplishments or still have fluff in your résumé.

There are of course exceptions, so don't freak out if your résumé is over 2 pages and you're applying for a fairly high level position. Just focus on being concise and relevant as much as possible.

# The Ideal Résumé Revising Process

Nobody writes a perfect résumé on the first try. Revising your résumé may just be the most important step of the entire process.

Before you start looking it over, take a step back and simply look at your résumé as a whole for a second. Does it *look right*? Sometimes you will get the feeling that something is off and you can address that design or content issue right away.

When you are ready to proofread and critique your résumé, check for:

1. Grammar/spelling
2. 'Fluff' words that don't add any value to your résumé
3. Design issues

While checking for grammar and spelling is obvious, it's very important. Also remember to double check your contact information. The worst thing that can happen is to actually win interviews and never hear about them because you made a typo.

**Important reminder: Pay attention to your formatting, it should be consistent throughout the résumé. If you use periods at the end of bullet points, use periods at the end of ALL of your bullet points.**

Design is fairly easy to check for as well. Perform the four quadrant test, and also have any friends or family see if they can scan through your résumé without any hiccups.

While we've briefly looked at 'fluff' words multiple times so far, it's time to define them so that you really know what constitutes as fluff.

## The Enemy Known as Fluff

There are essentially 3 types of words on your résumé:

- Value-adding
- Fluff
- Filler

Value adding words are those that specifically describe actions you took (adjectives/adverbs), are actions you took, or describe benefits (e.g. metrics).



Filler words are those that are needed to form grammatically correct and readable bullet points, like 'and', 'the', 'to', etc.

Fluff words and phrases often sound fancy, but don't really mean anything. While this might sound okay, anyone who has spent considerable time reviewing résumés can easily recognize fluff words and is sick of them.

Here are 8 fluff phrases to avoid:

- **Fast and dynamic environment:** The environment should be described with metrics (order numbers, number of clients, etc.). This phrase could mean anything.
- **Team player:** Have you ever met anyone that couldn't function on a team project? It's an expectation, not a value-adding phrase.
- **Proven track record:** Again, show your record by listing benefits and accomplishments, don't tell.
- **Detail-oriented:** This is another expected trait of any employee. Would anyone really say they are bad at paying attention? When you include traits that are expected, it adds nothing to your résumé.
- **Responsible for:** No employer cares what you were responsible for. They care about what you accomplished and how that helped the company.
- **Self-motivated:** Someone truly self-motivated would take the time to think of an example to highlight this ability.
- **Responsible for:** see above
- **Proactive:** Again, show with an example. Did you catch a large error that saved the company money?

Yes, I put "responsible for" on that list twice because it is so commonly used.

You can see that most of those phrases aren't bad attributes, but you can't just slap them on your résumé. They mean nothing by themselves, and putting examples in place of them adds a serious amount of value.

For the first few times through your résumé, really ask yourself if each word is directly adding value (explaining an accomplishment or benefit), connecting words (filler words for grammar), or adding no value.

If you followed the previous sections step-by-step, your résumé should already be pretty solid. However, this is still a good exercise to catch anything that slipped through the cracks.

**If a word isn't helping you get the interview, it's hurting you by taking up space and distracting from the value-adding parts of your résumé.**

Once applicants start getting rid of fluff words, they realize how much there was in the first place. One concern is that it will make the résumé too short.

Do yourself a favor and don't worry about résumé length. As long as the vast majority of your résumé is adding value and helping you towards that interview, the length will work itself out. **A concise résumé is a good résumé.**

**If you have 5 or more highly targeted skill points and accomplishments, an employer would be nuts not to have a short chat with you.**

While you should scrutinize your own résumé, also try to get family or friends to do the same. Sometimes it can be difficult to be fully critical of your own work.

## Adjusting Your Résumé to Target a Job

As we wind down I wanted to address targeting your résumé to a job posting.

The average employer receives over 60 résumés per job posting, sometimes even up to 200. If you want to stand out, you **need** to customize your résumé for each and every job.

Is this time consuming? **Yes.**

Is it necessary? **Yes.**

The days of bulk applying with a generic résumé and still getting interviews are over. It's better to send 20 highly customized résumés and get 1 or 2 interviews, than 100 generic résumés and get 0 interviews.

Also, if you keep a spreadsheet with your bullet points, you'll find that over time you can speed up your customization process by a significant amount.

To customize your résumé for each job posting, you simply need to put the most relevant and important skills and accomplishments near the top of the résumé, so that they are the first thing an employer sees.

We'll look at some examples soon.

### Do You Need a Cover Letter?

There are three opinions on cover letters from an employer's point of view:

- **I'll read it if I like the résumé:** Employers already have a stack of 60-200 résumés usually, if everyone includes cover letters that doubles the amount of pages they have to go through.
- **I expect one:** A small amount of employers expect a cover letter. They want to get to know the applicant a little better before they choose them for interviews.
- **I don't like them:** Many employers do not like cover letters. Most are poorly written and simply waste more time for the employer. They often just skip them altogether.

What this means is that for 80% of jobs (maybe more), having a cover letter does you no favors. Cover letters also need to be tailored to the job posting, which takes a lot of time.

**I advise that you don't include a cover letter unless it's requested, it's an inefficient use of your time.**

If the job posting does suggest a cover letter, don't bother applying unless you include one, as those employers almost always fall into that second category.

You are also free to take a gamble once in a while. If it seems like a small company and the job posting is focusing a lot on the type of people they want to work with, there's a good chance that a strong cover letter could help your chances.

## **What About Networking?**

If you can get a respected employee to hand your résumé to the hiring manager at a company, your résumé will be considered very seriously.

Networking can be a great asset to your job search, but is outside the scope of this book. If you see an opportunity to connect with an alumni, family friend, or personal friend and you can get a résumé into their hands - go for it!

## Wrapping Up - What Sections Do You Need?

Who would've thought there was so much behind a good résumé?

I highly recommend going over any sections you didn't fully understand the first time. It's not easy to learn a lot of this, so don't get frustrated if it takes some time and practice to get down certain skills like writing effective bullet points.

Here's a brief skeleton of what your résumé should look like:

### **Up to 1 of either a Skills Summary (Qualifications) or Executive Summary**

In general, I recommend the skills summary, it's much easier to interchange bullet points than it is to rework a paragraph for each application. There are some cases where you may not want to include either. For example, if your previous job was essentially identical to the one you are applying to, you want to put that right at the top of your résumé.

### **Work Experience**

All your past positions and relevant accomplishments from most recent to oldest.

### **Education**

Your most recent degree and any highly relevant courses, awards, or related accomplishments.

If you have no work experience, this is probably your most important section and should be near or at the top of the body. Otherwise, education is usually the final section once you have some experience.

### **Other (Certifications, Affiliations, Areas of Specialization, Etc.)**

Some positions require highly specialized skills or certifications. If not included in the education section, they can be included in a separate section just before or after the education section. The most important ones should have already been mentioned in your skills summary or work experience.



## Example Résumés

In this section we're going to look at and analyze 3 résumé examples for different positions.

Obviously I couldn't include a résumé for every job out there, but the concepts for these résumés apply to all résumés.

*If you're having trouble applying a certain concept or principle to your specific profession, contact me using my information at the end of the book.*

**Display issues? If you're having trouble reading any of the résumés, visit <http://RawResume.com/templates> and click the thumbnails to view a larger version of the résumés.**

*On some kindle readers you may have to tap the images to view them in full size.*

### Example #1 - Lifeguarding

This is a basic position where you don't need to customize your résumé heavily for each application. A lifeguard is pretty much a lifeguard no matter where you go.

# RAWGER SMITH

(483) 555-4998 - Rawger.Smith@gmail.com - Chicago, IL

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## Skills Summary

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- 2 years of lifeguarding experience at the Chicago East beach; 0 fatalities
- Emergency treatment administered once; swimmer recovered successfully
- Trained in first aid by the Red Cross Association
- Lifeguarding certification obtained on first attempt at the age of 15

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## Work Experience

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**Lifeguard** Mar. 2012–Present  
*Chicago East Beach* Chicago, IL

- Oversaw a beach with an average of 50 residents near water at a time in teams of 2 lifeguards
- Inspected beach and removed dangerous objects from shore (20 over 2 years)
- Provided first aid assistance to over 20 residents injured playing sports on beach

**Daycare Assistant** Jan. 2012–Feb. 2012  
*Jabberwocky Daycare* Chicago, IL

- Supervised 20 students during recreation times
- Treated minor injuries and taught students basic first aid procedures
- Identified conflicts between students and prevented escalation

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## Education

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**High School Diploma** Sept. 2011–Present  
*Chicago Collegiate* Chicago, IL

- 3.85 grade point average (GPA)
- Included on Honor Roll each year of high school for high GPA

**What this résumé does well from a design point of view:**



- Very well balanced
- Headings and subheadings are easy to identify
- Information is presented in bullet points, making metrics stand out when résumé is scanned
- Consistent formatting

**What this résumé does well from a content point of view:**

- Metrics wherever possible
- Concise: it's a short, but effective résumé
- Relevant skills and accomplishments are emphasized at the top of the résumé

For a job like this, there's actually quite a bit of flexibility available.

If the candidate was lacking experience, putting education first would be perfectly acceptable. Most employers associate a good GPA with trustworthiness.

Another option would have been to skip the skills summary entirely and lead off with the highly relevant work experience.

Don't feel like you are locked into one format just because you've seen it elsewhere. Many résumé layouts can be highly effective if the underlying principles in this book are followed.

## Example #2 - Quality Assurance

Here's a job posting for an entry level quality assurance engineering position:

### Quality Assurance Engineer

#### About the Job

Quality Assurance Engineers are responsible for the quality and enhancement of HRsmart's Enterprise software platforms using manual and automated test technologies. The ideal candidate will be capable of working independently and collaboratively in a fast-paced environment in order to meet business and technical demands across a broad spectrum of clients from multiple industry verticals.

#### Accountabilities

- ? Plan, schedule, and test software to ensure products meet design specifications and functionality requirements
- ? Write test plans from the requirements, specifications and test strategies
- ? Wants to learn and loves to solve problems
- ? Use bug tracking system to report and monitor bugs
- ? Assist development team in completing projects that will introduce new features
- ? Perform creative and real-world testing to isolate problems
- ? Work closely with internal teams to understand product requirements, architecture, and technology
- ? Team player - works well with others in a fast-paced, team-oriented work environment
- ? Demonstrate multi-tasking capabilities
- ? Analyze the test results

#### Required Skills

- ? Bachelors Degree in computer science or equivalent work experience
- ? 1-3 years experience in testing web applications
- ? Attention to details, being careful about detail and thorough in completing work tasks
- ? Critical thinking, using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems
- ? Quality control analysis, evaluate the quality and performance of the product
- ? Capability to communicate with technical and non-technical people
- ? Good written and verbal communication skills using English

#### Preferred Skills

- ? Basic knowledge of databases, including MySQL
- ? 1-3 years hands on experience with PHP or other similar language
- ? Knowledge of Selenium scripting tool
- ? Experience working with team in different location and time zone
- ? Experience in time management and prioritization skills

This is not a general job and every résumé should be customized according to the job description.

Before you even craft your résumé, you want to identify skills that you possess and can highlight. In this case, we'll include bullet points that cover the following skills from the job description:

- Bug tracking
- Writing test plans
- Problem solving
- Assisting development team

## Rawger Smith

(483) 555-4998 - Rawger.Smith@gmail.com  
Chicago, IL

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### SKILLS SUMMARY

- Implemented bug tracking software based on MySQL at XYZ Software for launch of now \$4M revenue/year product
  - Worked closely with development team for launch of Software AJT to write test plans for quality department
  - Conducted root problem analysis to identify cause of high customer complaint rate; created new process flow that resulted in 90% fewer complaints
  - Reduced average process cost for main product at Jabberwok Solutions from \$3/unit to \$1.80/unit by implementing Lean Six Sigma processes
  - Experienced with test automation using Watir, RWebSpec, TestWise 3, Selenium IDE and WebDriver
- 

### WORK EXPERIENCE

**Quality Assurance Engineer**  
XYZ Software Ltd.

*Mar. 2013-Present*  
*Chicago, IL*

- Managed a quality assurance team consisting of 5 members for the launch of new product - amazeo - which achieved a revenue of \$62,000 in the first 30 days
- Assisted development team by creating test suite for agile development process in PHP
- Developed product guides for test team based on product requirements and technology

**Production and Quality Intern**  
Jabberwok Solutions

*Jan. 2012-Feb. 2013*  
*Chicago, IL*

- Completed in-depth uncertainty study on calibration process to determine the level of accuracy; used to gain international product certification
  - Developed and executed a study on the functionality of a faulty breathalyzer piston system to identify process improvements that reduced failures from 5% to under 1%
  - Implemented a warranty return process through document control and testing results that contributed to a 75% part reuse rate
- 

### EDUCATION

**Bachelor of Applied Science, Honours Chemical Engineering**  
University of Chicago

*Sept. 2008-Apr. 2013*  
*Chicago, IL*

- 3.85 GPA

**What this résumé does well from a design point of view:**

- Very well balanced
- Headings and subheadings are easy to identify
- Information is presented in bullet points, making metrics stand out when résumé is scanned
- Consistent formatting

**What this résumé does well from a content point of view:**

- Lots of metrics (in almost every point)
- Multiple keywords from the job description (MySQL, test plans, bug tracking, etc.) all near the top
- Clearly targeted for the job posting

## Example #3 - Product Management

Let's take a look at a very strong résumé that has a great chance of winning an interview. First the job posting:

### Marketing Product Manager

#### About the Job

The **Marketing Product Manager** is responsible for developing and implementing the strategic marketing and sales plans for the Patient Handling line of products. The Marketing Product Manager will work closely with Sales Management & Marketing teams to develop annual marketing plans and implement key strategic initiatives for the business segment. Reporting to the Marketing Director, this very important Marketing role will ensure solid execution of all relevant product launches and will develop strategic promotional activities to drive growth in areas of opportunity.

Other key aspects of this position include the following:

- Forecast product lines, develop tactical and strategic initiatives to support key product launches, understand competitive activity, develop pricing matrix, provide the necessary tools/training to the sales team.
- Perform monthly analysis of product sales trends and develop strategic plans to address areas of weakness and opportunity.
- Manage demo equipment inventory. Develop strategies for new product demo equipment to ensure the sell-off of demo equipment for the product lines being phased out.
- Work closely with Sales team to provide leadership and direction as related to annual strategic activities and execution of all key initiatives.

The selected individual will have a history of strategic product management within the medical device industry and should not be deterred by a fast-paced, demanding environment. This highly visible position requires excellent leadership and analytical skills along with multi-functional expertise and the ability to work and influence all levels in the organization, including Sales, Service, and Marketing.

#### QUALIFICATIONS

- AT LEAST five(5) years' experience in product management, sales, project management or process development and improvement with emphasis on leadership, communications, and interpersonal skills.
- MUST HAVE product management experience in a healthcare related market. The most desirable candidates will also have field experience within a medical device organization.
- Bachelor's Degree in business, nursing, or science.
- Must be able to interpret and manipulate data from computer-generated reports, software programs, technical manuals and written correspondence. Must be proficient in the use of computer and statistical analysis tools.
- Strong communication skills – verbal, written, and presentation.
- Must be able to use data to drive desired results.
- Technical skills include experience in product management (preferably in medical equipment).

Again, we'll be targeting specific keywords and phrases:

- Monthly data analysis
- Relevant medical project management experience
- Working with sales team
- Demo equipment waste

Working these key skills and abilities into our application should yield a high response rate.

Here's the final product:

## Rawger Smith

(483) 555-4998 | Rawger.Smith@gmail.com | Chicago, IL

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### SKILLS SUMMARY

- Managed medical bed line launch, with \$1.1 million gross revenue in first 60 days
- Trained sales staff and provided selling tools that led to most successful launch in company history at XYZ Medical Ltd.; \$12 million in 24 months
- Conducted monthly data analysis that identified new opportunities for product lines; Resulted in the launch of 5 new products over 22 months

### PROFESSIONAL EXPERIENCE

#### **Product Manager**

**XYZ Medical Ltd.**

Chicago, IL

*Mar. 2013–Jan. 2015*

Joined an established marketing team of 12 members in anticipation of new medical bed line for hospitals and home care.

- Awarded employee of the year (of over 150 employees) for achieving record launch performance
- Reduced average demo waste during product transition from 5 units to under 1

#### **Assistant Product Manager**

**Jabberwocky Solutions**

Chicago, IL

*Jun. 2011–Feb. 2013*

Worked closely with product manager on several simultaneously supported product lines to improve sales. Products were for consumer use to improve home lawncare. Annual revenues of approximately \$15 million.

- Developed pricing matrix to optimize pricing of main product lines, which led to a 25 percent increase in revenue

#### **Copywriter**

**Platinum Marketing**

Chicago, IL

*May. 2008 - Jul. 2009*

Hired to create and optimize online paid advertising campaigns for clients with budgets from \$200,000 to \$3 million. Coordinated with marketing team of 6 members during each product sales cycle.

- Achieved an average return on investment of 24.2 percent over course of employment

### EDUCATION

#### **Masters of Business Administration**

*Kellogg School of Management, Northwestern University*

*Sept. 2009–Apr. 2011*

*Evanston, IL*

#### **Bachelor of Science, Economics**

*University of Chicago*

*Sept. 2004–Apr. 2008*

*Chicago, IL*

**Again, this résumé has a very attractive design to present its content. Just like the others, it does the following well:**



- Very well balanced
- Headings and subheadings are easy to identify
- Information is presented in bullet points, making metrics stand out when résumé is scanned
- Consistent formatting

**Additionally, this résumé also present solid content:**

- Lots of metrics (in almost every point)
- Multiple keywords and phrases from the job description
- Clearly targeted for the job posting
- Concise: 3 past jobs fit easily on one page without being cramped

Important Note: None of these résumés are perfect!

Do not get obsessed with creating a perfect résumé, as in most cases, it's impossible. Make it as targeted and relevant for the position you are applying to based on your experience. This is enough to stand out from the crowd and get a solid number of interviews.

## Don't Take Rejection Personally

Job hunting can be a depressing activity if all you're doing is sending out résumés all day and not hearing back from them.

There's a few things I hope you keep in mind:

- Many jobs take months before they interview anyone who applied
- Many companies never interview an external application (even if they've put up a job posting), as the position gets filled by an existing employee
- When there are a ton of applications, yours may be at the bottom of the pile by random chance
- Your résumé is not a true reflection of your abilities and value, no matter how well you craft it

The takeaway is that you're going to face a lot of rejection, and that's normal in the current job market. Even with a great résumé, you will likely only hear back from 5-15% of employers. Depending on your field and relevant experience, it may even be slightly more or less.

It's not necessarily because you're a bad applicant, and in many cases your résumé isn't even being looked at. While that's frustrating, it's a fact that you need to accept and just keep trying to push through.

### ***Back to the original question:***

If you've had a chance to create a new résumé, answer this question again that I asked at the beginning:

Take a look at your current résumé. Do you think that most recruiters would be intrigued enough in 6 or fewer seconds to take a more in-depth look? *Be honest.*

## Got Questions? Contact Me

Writing a great résumé can be difficult and it varies widely for different people and job positions.

If you need a little help, send me an email at '[dale@rawresume.com](mailto:dale@rawresume.com)' or check out my other resources (free) at RawResume.com.

I do my best to get back to anyone who emails me within 24-48 hours.

Thanks so much once again for reading this book. If you enjoyed it, **please leave me a review on Amazon!**