

Resume Rescue! What You Need To Know

You have 15 seconds to impress a great Recruiter. Ok I'm being generous...maybe 10! You may be totally frightened by this but don't be, just put yourself in their shoes and keep thinking "if I had 10 seconds, how would I get noticed?" Well, it's simple...put all of the really great information in the top half of the first page of your resume. The components of your resume are standard but in this article, I'll focus on the sections that you need to create *exceptionally well* to wet their appetite and read your entire resume. These sections are:

- ◆ **Your Personal Brand**
- ◆ **Profile**
- ◆ **Work Experience**

Your Personal Brand

Branding, by definition, is a marketing tool used to create a memorable or ingrained image of a product in the consumer's mind. Personal branding, therefore, is about creating an essential presentation point that, in a nutshell, is YOU. Your personal brand already exists! It is how the people in your world perceive you.

Imagine for a moment that you are the CEO of a company. That is "COMPANY YOU" so who or what exactly is "COMPANY YOU"? When someone meets you, what do they see? Perhaps they see your work ethic. Maybe it is your dynamic personality that jumps out. Is it your passion for getting things done or do you solve every problem that comes your way? Do you outperform everyone in closing a sales deal? Could it be your honesty and integrity that makes you most appealing? What is it that makes you different?

You absolutely **MUST** know what makes you different and special in order to distinguish yourself from anyone else. You need to know this to help an employer realize that you are the perfect match for their needs.

To identify your personal brand, you must be able to answer the following questions:

- 1.** What are your favourite skills and what are your best skills?
- 2.** What sets you apart from any other candidate?
- 3.** How will an employer benefit by hiring you?

Think of your favourite brand, it has a visual appeal and an emotional appeal. Ensure you have both. Your brand will become your personal tag line and/or embedded in your profile.

Your profile

First of all, if you are using an objective statement, drop it! It is passé and typically indicates what you want, not what you have to offer. In today's market your introduction must be a solid advertisement for your skills. Your profile must be strong enough to encourage the reader to read the rest of your resume.

Your profile is 3-5 well crafted sentences that identify your strengths and match what technical competencies and behavioural traits employers are looking for. It should address the bottom-line results that you can produce for the company (ex. how you can generate revenue, decrease costs and/or increase profitability.) It must be rich in key words so that a human eye or computer scanner will pick them up. Your profile should be written in third person in the current tense.

By using these tips, your profile will be a power statement that will be hard to resist. When you impress the reader with a powerful profile, you have captured their attention to read on.

Work Experience

This is a significant section in your resume. This is where you will include your accomplishments and work history. Your profile tells the reader what you can do and the body of your resume is the proof. This section should include work dating back a maximum of 15 years. In a chronological resume start with your most recent employer including company name, job title, dates you were in the job, location and a brief job description.

After the employer related information you will include your accomplishment statements that relate to the job you are applying for. You will not provide “job description” type information but instead statements that clearly demonstrate what you have achieved for your employers. These statements, also known as *accomplishment statements* will begin with a strong past tense action verb, (present tense if you are still performing them) describe what you did then end with the outcome or the result. Your results should include a quantifiable outcome - how you generated revenue, decreased costs and/or increased profitability. If you can't provide a quantitative outcome, ensure you provide a strong qualitative one. It's imperative that you give the reader as much “visual” as possible. An example of a strong accomplishment statement is:

- **Hired, trained and provided ongoing coaching** for staff in all aspects of sales, cash handling, store operations, customer service, shipping & receiving, health and safety and company policies & procedures resulting in lowest national turnover at 0% since the store opened.

Following this format, will entice readers of your resume to know within 15 seconds that *you* are the answer to their recruitment needs. Start with a solid resume then customize it for each job you are applying for will increase your chances of gaining interviews for the job you are searching for!

Take care,

Lotte