

Résumé Section: Highlighted Skills, Software Expertise

Note: The résumé is a fluid document, which means each section can be adjusted or moved to better highlight how the job candidate meets that employer's specific needs.

Lead with a short paragraph (2 to 4 sentences) that clearly establishes direction while communicating quickly some of your highlights that are relative to the specific job. This is the start of developing your own personal brand. Similarly to well-known brands, like Nike, you have a personal brand. You might not have a swoosh logo like Nike, however, you can develop a powerful performance profile that showcases your value proposition to a prospective employer. You can showcase you possess the skills, experience, education, and expertise the employer desires.

You will have core skills, experience and more that you will add to every job. However, you will customize your résumé for each position you target by highlighting keywords from the employer's job posting. This is your chance to get them interested in reading your story further. Take full advantage of this opportunity.

Refrain from using generalities (i.e. Hard Working or People Person) as these "skills" are both hard to validate and easy for anyone to claim. Additionally, these are unlikely to convince an employer that you can accomplish the specific goals set for the position. Focus on the hard skills and experience. A hard skill is something that is learned through experience (i.e. Key Account Management).

Performance Profile – Branding Examples:

Example 1:

Possesses experience managing accounts payable and receivable for \$10M company using a 3-way match process utilizing Great Plains software. Recent MBA in Accounting graduate with 4.0 GPA with special interest in Accounting Operations.

Example 2:

Experienced Sales Executive with verifiable success growing key accounts by an average of 30%. Recent college graduate combining success in the classroom along with real-world sales experience.

Please click [here](#) to a short video and visual aide for this section.