

Résumé Overview and Importance

Today's job market is ultra competitive. It is critical that you develop an impactful résumé to market yourself for opportunity. Think of your résumé as your personal sales and marketing brochure where you are highlighting your very best with the goal of attracting the résumé reviewer's attention by answering the question, why should I talk with you regarding our position?

- Customize every résumé to fit the needs to the company and job.
- A résumé is not about you! It is about how you fit the employer's job requirements.
- Remember the résumé gets you in the door not the job! The goal is to get an interview.

FORMATTING / LAYOUT

When you are applying online, you need to follow the guidelines for Applicant Tracking Systems ATS. This is a computer system that filters applications automatically based on specified criteria including things like keywords, skills, former employers, years of experience and schools attended. It is critical that you use keywords from the job posting and customize each résumé to the specific job.

Example:

If in the job posting, the employer indicates.... looking for someone with a B.S., instead of spelling out Bachelor of Science, simply write B.S.... Be sure to use an ATS acceptable font (Sans serif, Arial for example)... You can Google ATS scanning fonts to see more... Your text should be no smaller than 10.5. We have no idea who uses ATS systems so to be safe we recommend tailoring your résumé to the computer system when applying online.

CONSISTENCY

One of the biggest errors on a résumé (aside from the BIG one—spelling) is lack of consistency. Common areas where résumé s need to look/list/be formatted the same order and look (e.g. font, style, placing):

- Use of bold – job titles, employers, degrees, etc.
- How you list work/volunteer experience – same order for each item
- List dates – for education, employment, certifications
- Main sections of your résumé
- Spacing

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