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The Chazin Group

Career Learning Series | Your New Age Resume Awaits

Your New Resume Awaits

The first thing you need to know about the resume is it is first and foremost a sales tool. It needs to sell YOU as a product thoroughly and convincingly. Someone reviewing it must be able to quickly determine that you are the most qualified candidate that they could hire, to achieve success in the position they are looking to find

It needs to accomplish this without the benefit of you being there to walk them through the document. Your resume must highlight key information they need to know about you. If all this weren't enough, that were not enough, your resume must accomplish all this in SECONDS.

USE A STANDARD LAYOUT

Although no two job seekers have identical backgrounds, experience, education, achievements, and qualifications, EVERYONE'S resume needs to conform to a specific format. Your resume will get reviewed (scanned) by an individual or resume scanning software within five to ten seconds. All the pertinent information needs to be captured in that brief timeframe.

There are two basic formats that a resume can follow. These two versions are the ***chronological*** and the ***functional*** resume.

A World of Difference Exists Between These Format Options.

If you have a consistent track record of employment without major gaps between jobs (six or more months), a **chronological** format should be used. The chronological resume lists your work experience with the most recent position listed first, and your past experience detailed in reverse chronological order.

If you have major gaps in your resume, then you should use a **functional** resume. This version enables you to list your work experience by functional area. Some examples of functions include direct marketing, sales, promotions, advertising, customer care, etc. Your work experience should be organized according to your core competencies. The goal with the functional resume is to hide employment gaps, while highlighting the work you did.

Make it easy for them to contact you.

Your resume should include all of your pertinent contact information at the top of the first page. This includes: a complete mailing address, home and cell telephone numbers, e-mail address, and links to your LinkedIn profile, your blog, and website (if applicable.)

There's Power in Your Value Proposition

People used to put an objective on the top of their resume. That told the person reviewing the resume what type of job the candidate was seeking. People that are looking for candidates do NOT care what job seekers are looking for. They want to know what value you can add to their organization.

You are going to develop a statement of your value proposition, or what you can offer to their organization as the ideal candidate in the role you are interviewing for. Start your value proposition off with a "**Summary of Qualifications,**" a one to two sentence summary of your past experience. Ex. "I possess 15 years in the advertising agency business and 10 years of bookkeeping, general accounting, and copywriting experience." You want to highlight all of your MAJOR success stories. You accomplish this by using **BOLD** text, CAPITAL LETTERS, and a different typeface (font) to highlight the most relevant information.

Core competencies are your key strengths! Be sure to list all of your core competencies as bullet points.

An example of an effective **Value Proposition**:

VALUE PROPOSITION

Exceptional marketing communicator, new business strategist, and strategic business consultant possesses 20 years of experience in banking, financial services, business and professional services, IT, publishing, cable, and manufacturing with a passion for leading organizations through significant transformation. Excels at revenue creation by aligning sales, marketing and product management goals. Has performed and consulted with world-class organizations on:

- Sales management	– Advertising	- New business development
--Strategic planning	- Product management	- Corporate communications
- Direct marketing	- Branding	- Public relations
- Website development	- Account management	- Database marketing
Internet marketing	Media planning/placement	Ecommerce
- Social media	- Employee development	- Entrepreneurship

Customization is the Key to Your Resume Success

You simply MUST customize your resume for every industry you pursue, AND every single job that you apply to. If there are three or four different types of jobs that you are pursuing, I urge you to develop a different version of your resume for each one. A resume has to work hard enough to accomplish the difficult task of getting a hiring manager to call you. Using only one version of your resume to sell yourself for different jobs is EXTREMELY difficult.

Using one generic version will force you to water down your messaging to appeal to every type of job opportunity. With this approach you have to take a shotgun approach, and include all of your background details. Doing this creates a much less focused sales tool. On the other hand, customizing your resume by job function enables you t pinpoint the specific background, experience, and qualifications you possess that are ideal for each position. You can showcase how you are the ideal person to achieve success in the different jobs much more effectively.

Include Lots of Industry Buzzwords

Your resume will only have five or so seconds if it's being scanned manually by a decision-maker to convey your background that is suitable for the position you applied for. How you can influence that decision-maker is to load up your resume with the most appropriate industry buzzwords that convey your directly relevant experience.

The need to fill your resume with keywords becomes even more critical if your resume is being filtered through resume scanning software. How this works is, your resume gets scanned by the software and is assigned a numeric score, based on the number of keywords contained in your resume that match the job description that you applied to. A hiring manager may instruct the system to only select those candidates that have a 90% or greater match between the keywords in a job description and your resume. That is why it makes so much sense for you to research many different job postings for a job that you are interested in. That way, you can determine the most popular keywords that appear in most of the different job postings for a specific type of position.

When you write your resume, your goal is to include as much experience, training, skills, and certifications that you possess that is DIRECTLY relevant to the industry you are pursuing. This will ensure that your resume receives a high relevancy ranking to the job description. In this way, you are assured of being a candidate that the hiring manager contacts, for a phone screen interview.

You should research the job postings that match the positions that are similar to the type of work you are interested in, and apply the most frequently recurring job requirements roles and responsibilities to your specific background.

Introduce Each Job Listed on Your Resume

After you provide your job title and the organization you worked in, you need to include a sentence introducing the reader to your time spent there BEFORE you mention the bullet points of detailing your roles and responsibilities at the organization. Here is an example:

MANAGER, COMMERCIAL MARKETING   04/07 - 09/08
TIME WARNER CABLE. New York, NY
*Researched, planned, launched, and marketed Voice, cable, Internet, and security services to 42,000 commercial customers through product life cycle while **growing revenues 25% from $82 million to $103 million:***
- Provided strategic support to 30 Account Executives and 25 customer care professionals:

Tell Your Story Using NUMBERS

Whenever possible you need to sell yourself using quantifiable metrics. Tell about your successes using numbers! Don't tell me you did a great job improving customer service at your last job. Tell me that during your tenure you created a series of checks and balances to ensure the number of calls answered

within 30 seconds increased 37%. Tell me that your company's call center increased its call handling capacity 23% over a six month period. Tell me that the per-hour rate of a typical call center service rep decreased from $18 to $11. These are the type of quantifiable claims that if you can verify, are extremely powerful. Making broad claims without showing how or why you are exceptional is meaningless.

An example of using numbers to maximize your impact and tell a compelling story when you are selling yourself is:

Developed and implement Division's FIRST-EVER 650 keyword term search engine ad campaign test from Nov. 2007 through Jan. 2008 to **achieve 2.5M ad impressions served and 3,130 visits** to website for a .12% click through rate. Redesigned website in mid-2007 to increase average monthly website traffic 100% from 5,100 visitors to 10,175 visitors and monthly page views from 24k to 37k. Conducted Division's FIRST-EVER online ad program from Jan. to Feb. '08 to increase brand awareness and generate traffic to website by achieving 8.6M impressions and 2,297 clicks.

Highlight Your 3-4 Best Professional Success Stories.

A VERY powerful method to use in selling your top accomplishments is to use a **C.A.R**. approach. For every bullet point on every job listed on your resume, identify the **challenge** you faced, describe the **actions** you took to overcome that challenge, and then define all the **results** you achieved.

You want to be able to explain clearly how you were faced with a major challenge and describe the actions you took to achieve impressive results. See an ideal example in the second bullet point below:

Marketing Manager (07/97 – 12/99) **PROMOTED TO DIRECTOR**
- Worked with Electronic Commerce Group to launch www.dnbmdd.com.
- **Successfully saved $250 million in revenue by project managing cross-functional (300+ member) team to migrate 40,000 end-users of desktop application software.**
- Managed software development teams, created technical specifications documents, and produced marketing collateral to educate sales, customer service, and external clients.

There is an elegantly simple yet effective way that you can highlight your success using quantifiable means! It is called the C.A.R method. For every work experience you list on your resume, you need to show how the actions you took led to measurable results being achieved. That is EXACTLY what someone reviewing your resume is looking for. Here is how you do that:

C What was the **challenge** you faced?

A The **action(s)** did you take in order to overcome the challenge?

R What were the **results** you achieved as a result of the action(s) you took?

This is a very simple (yet powerful) method of showing a direct correlation between your actions and the results achieved. This is the ONLY way you can effectively state your case for why you are the ideal candidate that they simply MUST hire.

The reason you need to fill your resume with keywords is simple. When you submit your resume online, many resume scanning applications reformat the resumes of candidates into a lowest common denominator formatting. Then they are processed and scanned.

Resumes submitted by candidates for a job are ranked by priority. Each resume has its keywords matched to the keywords in the job posting's requirements and responsibilities. The resumes that match the job descriptions most closely receive the highest ranked scores.

You want your resume to score high so the hiring manager takes your resume from the batch for further review and consideration.

CAN YOUR RESUME BE SCANNED?

You have to remember that your resume is being scanned into a database with much greater frequency these days. It is crucial that you use a standard format. If you are submitting your resume online, you should use a standard font, such as Times New Roman or Courier. Resume review software removes most of the formatting in your resume, so they can be matched to job postings.

You don't want any formatting in your resume that may lead to vital information being removed, reformatted, or otherwise altered. Limit the use of bullet points, italics, or other formatting if you can avoid it. Copy your resume into Notepad and save a version. Use that version to submit for online job postings.

It should be as long as it needs to be

There is absolutely no reason your resume has to be a predetermined length. People just beginning their careers or students are fine using a one page resume. Others with more work experience likely will need a two page version to tell their story. Professionals with much more work experience may require a three page resume, to most effectively highlight their experience and qualifications.

References are available upon request…really?

This is implied. You don't need to put it on your resume. The hiring manager assumes that if they get to the point where they want to make you an offer, you will provide them with current references. Keep your references up-to-date on your search. If you have a call back interview, or believe you are going to

be offered a position, tell your references who the person is that will be contacting them. Make sure they know what to say about you. Whatever they say should match what you said during your interviews.

Always include page numbers on the bottom of every page, and your first/last name on the top of the second and subsequent pages, in case the pages of your resume get separated.