

## Resume Tips for Candidates

We've all seen the resume books that show sample resumes. Some are good, some, not so much. Here are some tips you can use to make your resume more effective:

- A resume is a selling tool. You're using it for one purpose & one purpose only – to get you an interview. A resume is no time to be humble
- The only iron clad rule of resumes is NEVER LIE. You'll be found out and lying is an opportunity killer. The most common lie concerns education and whether or not you have a college degree. Do yourself a favor & tell it like it is.
- Always put your name, street address, personal phone number & personal email address at the top of the resume. I know some resume services say that an address isn't necessary. It is. When you omit any of that information people wonder if you're hiding something. Like your real address is at the State Prison. Just kidding.
- You want to grab the reader's attention in the first half of the first page of your resume. If you don't, it's unlikely that they'll read the second half.
- It's common for people to write an "Executive Summary" or something similar & it's usually filled with buzzwords such as "Top performing sales management professional...." or "Dynamic and accomplished sales professional....". I have a real issue with this because it takes up valuable real estate in the top half of the first page without really telling the reader anything important. You want to differentiate yourself from the rest of the pack. Do you think anyone would describe themselves in the opposite? Would any of your competitors for a job say they were not top performing or not dynamic? Of course not. Use that very important space wisely.
- State an objective. What is it you want? Tailor the objective to the position you're applying for. This means that your resume isn't "one size fits all" and needs to be modified for each opportunity you're interested in. it's more work for you & well worth it.
- When you're describing your work history, always use a month / year format. It's tempting to use the year only, especially if there's a gap in your work history. Don't do it.
- When you list a current or former employer, give a brief, preferably one sentence description of what the company does and list their website. Keep in mind who may read your resume first, such as an HR person who may not be familiar with companies you've worked for. Make it easy for them to look it up.
- Give a brief, preferably one sentence description of your duties & responsibilities at each employer. I see resumes every day that list responsibility after responsibility, which essentially means that you had a job. Everyone has responsibilities. What makes you special is what you accomplished while discharging those responsibilities.
- List bullet points of accomplishments. This is what differentiates you from the rest of the pack. Things like awards won, over quota / goal performance, recognition, contracts won, budget savings etc. Be specific and stay away from nice round numbers like "Increased sales 20%". Most people think that they're made up. If you use statistics like that, be ready to back them up with facts & figures.
- Leave off personal information such as marital status, hobbies etc. The only info on a resume should relate to what qualifies you for a job. Leave "References upon request" off also. It's implied and takes up space.
- Feel free to download & use the [Candidate Sample Resume](#). Use it and abuse it to your heart's content. I hope it helps.

– Mark Bielecki