

# The Résumé

One or two pieces of paper turn out to be valuable pieces of résumé real estate® and an important component of your overall career marketing package. How can you make the most of these couple of sheets of paper, ensuring you get called for an interview?

## First Glance

Just like location, location, location is important in real estate, it's important on your résumé, too! The top one-third to one-half of your first page **MUST** make an impression on the hiring manager to convince him or her to keep reading.

To attract a hiring manager's attention, make sure you maximize this location with the following information:

- Your name and contact information. If the hiring manager does not know who you are, he or she won't connect and continue.
- A Summary of Qualifications (or Professional Summary). Use this space to avoid a clichéd Objective and instead include a brief summary of your professional skills and achievements, written using industry and position key words.
- A career accomplishments section (for executives and senior leadership) or a list of hardware and software knowledge (for IT and technology professionals).

## Professional Experience

Now that you have the hiring manager's attention, list 10-15 years of professional experience that relates to, reinforces, and aligns with the targeted position and industry you're pursuing. Follow these tips for your Professional Experience section:

- Use reverse chronological format, listing your most current position first and then working backward.
- Whether you use months and years or only years depends on your overall longevity at positions and the story you're crafting on paper. A certified résumé writer can help you identify your best approach here.
- List the company and the city/state of each job. Hiring managers use this information to see how "hoppy" you are (along with your time at each position) so they can determine a level of risk before talking to you.
- Give 3-5 quantifiable accomplishment statements for each position. As you're working backward, unless your positions can reinforce the position for which you're applying, you can use fewer statements per position.
- Use the Occupational Outlook Handbook to identify position responsibilities and key words and use these within your document.

## Education and Professional Development

What you know is as important as what you have done. Use this section to not only list related education (in reverse chronological format), but also to list your professional development from the past five years. Employers want to know you're attending ongoing training to stay fresh and updated in areas pertaining to your field.

## Should You or Shouldn't You?

There is a fine line between crafting an interesting career path and sharing your life story. Consider the following as you develop your résumé:

- **DO** include volunteer work if you have held positions that will enhance or further your career goals.
- **DO** include "hobbies" only if they reinforce your candidacy. For example, if your hobby includes traveling to Spain or France and includes fluency in a language, then list it only in context of your skills with a foreign language.
- **DO** include organizational memberships if they are related, known and respected within your professional industry.
- **DON'T** list volunteer activities or organizational memberships if they are not related or may be considered "extreme" (PETA, abortion rights, etc.)
- **DON'T** include personal, biographical data such as family information, hobbies, or personal interests. Many hiring managers will refuse to review your résumé if they see this information simply to avoid any chances of discrimination.
- **DON'T** list "References on Request" at the end of your résumé or even include a separate sheet of references. It's a given that you'll provide this information upon request.