Christina Martin's Top 10 Tips for Resumes

The goal of the resume is to get the interview by demonstrating that you have the skills and knowledge to perform the role, therefore – keep these 10 things top of mind:

- 1. **Remember to make it a "good read."** Use the document to tell your career story, your progression and what you've accomplished, to demonstrate to the reader what you can do for the company.
- 2. **Tell the story and build with each section**. The resume should build as the reader progresses:
 - a. The top section gives your contact info, an overview, and your "elevator speech" of what you bring to the role. Don't forget about soft skills too (see: https://resumegenius.com/blog/resume-help/soft-skills).

For contact information, include your name, city/state, email address, and LinkedIn profile URL. Do not include your address for privacy reasons.

Also, do not include your contact information in the header because software that pre-screens resumes, called Applicant Tracking Systems (ATS), cannot read information within the header format.

- b. The experience section should give the reader a sense of the last 10 years of experience with what companies and industries you have worked in, how long you worked there, the scope of your responsibilities, where you fell within the organization, and demonstratable accomplishments. Note: accomplishments and responsibilities are NOT the same.
- c. Supporting reasons to believe are things like your education, training, skills, etc.
- 3. **Accomplishments:** these are the bullets on your resume. Bullets should follow this format:

"X by Y by Z Formula" – from an article by Laszlo Bock, a former Google manager:

"Accomplished [X] as measured by [Y], by doing [Z]. A few examples from the article:

• **Good**: "Member of Leadership for Tomorrow Society."



- **Better**: "Selected as one of 275 for this 12-month professional development program for high-achieving, diverse talent."
- **Best**: "Selected as one of 275 participants nationwide for this 12-month professional development program for high-achieving diverse talent based on leadership potential and academic success."
- **Good**: "Grew revenue for small and medium busingess clients."
- Better: "Grew revenue for small and medium business clients by 10% QoQ."
- **Best**: "Grew revenue for 15 small and medium business clients by 10% QoQ by mapping new software features as solutions to their business goals."
- **Good**: "Won second place in hackathon."
- Better: "Won second place out of 50 teams in hackathon."
- **Best**: "Won second place out of 50 teams in hackathon at NJ Tech by working with two colleagues to develop an app that synchornized mobile calendars."



4. **Verbs!** Each of your bullets should start with a verb and make it a good one! Remember, you want a "good read." Here is a list to start from. Also, tap into a thesaurus if you want other good verbs or <u>Google</u>, "resume verbs."

	200 F	ower	VUIU	5
And Action Verbs For Your Resume				
Lead	Managed	Increased	Improved	Helped
Chaired	Aligned	Accelerated	Amended	Advised
Controlled	Coached	Achieved	Centralized	Advocated
Coordinated	Counseled	Advanced	Clarified	Alleviated
Conducted	Cultivated	Amplified	Converted	Arbitrated
Executed	Directed	Boosted	Customized	Coached
Headed	Educated	Capitalized	Influenced	Consulted
Operated	Enabled	Charged	Integrated	Educated
Operated Orchestrated	Facilitated	Delivered	Merged	Fielded
			Modernized	
Organized	Fostered	Elevated	Modified	Informed
Oversaw	Guided	Enhanced	Overhauled	Resolved
Piloted	Hired	Expanded		
Planned	Inspired	Expedited	Redesigned	Researched
Produced	Mentored	Furthered	Refined	
Programmed	Mobilized	Gained	Refocused	Analyzed
	Motivated	Generated	Rehabilitated	Assembled
	Primed	Hastened	Rejuvenated	Assessed
Started	Recruited	Ignited	Remodeled	Audited
	Regulated	Improved	Renovated	Calculated
Administered	Shaped	Lifted	Reorganized	Discovered
Assembled	Supervised	Maximized	Replaced	Evaluated
Built	Supported	Outpaced	Restored	Examined
Charted	Taught	Rallied	Restructured	Explored
Created	Trained	Stimulated	Revamped	Identified
Designed	Unified	Sustained	Revised	
Developed	United	Sustained	Revitalized	Interpreted
Devised	United	Ch. Manual and a state		Investigated
Founded	Efficient	Communicated	Standardized	Mapped
Engineered	Enicient			Measured
Established		Advised	Streamlined	Qualified
Formalized	Conserved	Authored	Strengthened	Quantified
	Consolidated	Briefed	Transformed	Surveyed
Formed	Decreased	Campaigned	Updated	Tested
Formulated	Deducted	Co-authored	Upgraded	Tracked
Implemented	Diagnosed	Composed		
Incorporated	Lessened	Conveyed	Successful	Responsibl
Initiated	Preserved	Convinced	Juccessiui	Kesponsis
Instituted	Reconciled	Corresponded	Attained	Authorized
Introduced	Reduced	Counseled	Awarded	Blocked
Launched	Yielded	Application of the second s		
Pioneered		Critiqued	Completed	Delegated
Spearheaded	Draught To	Defined	Demonstrated	Dispatched
A CONTRACTOR OF THE OWNER OF THE	Brought In	Documented	Earned	Enforced
		Edited	Exceeded	Ensured
100	Acquired	Illustrated	Outperformed	Inspected
ALC: NO	Forged	Lobbied	Reached	Itemized
Y.F.	Gathered	Persuaded	Showcased	Monitored
X JO	Navigated	Promoted	Succeeded	Prevented
Store and and	Negotiated	Publicized	Surpassed	Screened
The second second	Obtained	Published	Targeted	Scrutinized
	Partnered	Reviewed	Won	Verified

5. **Education:** start with the most recent degree. It's up to you if you put dates of your degree, but make sure to put the type of degree, the institution, and where the institution is located, if applicable.



- 6. **Technical Skills**: for some roles, this is a must have. While we can't all be experts in everything, giving the ready an idea of either your level of expertise or years of experience is a good idea. Be prepared to demonstrate that acumen in an interview setting.
- 7. **Personal Brand Elements**: other things that tell your story philanthropy or other leadership may be important to you and relevant to the employer/industry. Continuing education is always good to demonstrate that you are always learning and improving your craft. If being a voice for the company or industry is relevant, include your media accomplishments.
- 8. **Things You Don't Need:** physical address (remember, just list city, state not address or ZIP), references (these should be tailored to each opportunity, so it's too early to list on the resume).
- 9. **Versions!** You need to create a tailored resume for each opportunity. Don't have a onesize fits all mind-set. Also, be sure to save your **resume in a pdf format and submit that version.**
- 10. Style: for an executive level position, I recommend a traditional layout and fonts (e.g., Arial, Times New Roman, etc.). For a creative position, you have more latitude to add some personal flair but keep it to a minimum. You don't want anything to distract from the real information and ATS cannot read information within graphics.

Don't want to DIY? Learn more about my resume services: <u>christinamartin.com/resumes</u>

