

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 business 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 synchronized mobile calendars."

6. **Technical Skills:** for some roles, this is a must have. While we can't all be experts in everything, giving the reader 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 one-size 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.

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christinamartin.com/resumes