

Christina Martin's Top 10 Resume Tips for Experienced Professionals

Designed to help your resume get the interview – not just pass a scan!

The goal of the resume is simple: **secure the interview** by clearly demonstrating that you have the skills, experience, and judgment to succeed in the role. Keep these ten principles top of mind as you write or refine your resume.

1. **Make it a “good read.”** Your resume should tell a clear career story – showing progression, impact, and momentum. Think beyond listing responsibilities. Use the document to demonstrate what you’ve accomplished and how that experience translates into value for your next employer.

2. **Tell the story and let it build.** A strong resume unfolds logically as the reader moved down the page.
 - a. **Top section: contact information + overview:** The top section is your professional “elevator speech.” It should summarize who you are, what you do well, and what you bring to the role, including relevant soft skills. Include:
 - Name
 - City and state (no full address for privacy reasons)
 - Email address
 - LinkedIn profile URL

Important: Do not place contact information in the document header. Many applicant tracking systems (ATS) cannot read header content.

- b. **Experience section: the core of the story.** The section should clearly show:
 - Your last ~10 years of experience
 - Companies and industries you’ve worked in
 - Tenure and career progression
 - Your role and level within the organization
 - Most importantly: demonstrated accomplishments. Note: accomplishments and responsibilities are NOT the same.

- c. **Supporting sections: reasons to believe.** Education, certifications, training, and skills reinforce the claims you make on your resume's experience section.
3. **Focus on accomplishments (not tasks).** Your bullets should highlight outcomes, not just duties. A helpful framework is the "X by Y by Z formula," popularized by former Google executive, Laszlo Bock: **Accomplished [X] as measured by [Y], by doing [Z].**

Examples:

- **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 in financial services by 10% QoQ by mapping new software features as solutions to their business goals."

- **Good:** "Member of Leadership for Tomorrow Society."
- **Better:** "Selected as one of 275 for this 12-month professional development program for high-achieving talent."
- **Best:** "Selected as one of 275 participants nationwide for this 12-month professional development program for high-achieving talent based on leadership referral."

- **Good:** "Led a marketing campaign that received industry recognition."
- **Better:** "Led a cross-functional marketing campaign recognized with a second-place finish among 50 competitive entries."
- **Best:** "Led a cross-functional team to a second-place finish among 50 entries in an industry marketing competition by developing and launching an integrated, data-driven campaign that aligned brand strategy, digital execution, and customer insights to drive measurable engagement."

4. **Start every bullet with a strong verb.** Each bullet should begin with an action verb, and not the same one over and over! Variety improves readability and keeps the reader engaged. If you find yourself stuck, a thesaurus or a quick search for [“resume verbs”](#) can help.



5. **Education: keep it clean and current.** List your most recent degree first. Including graduation dates is optional, but always include: the type of degree, the institution, and where the institution is located, if applicable.
6. **Technical skills: be honest and be prepared.** For many roles, this section is essential. You don't need to be an expert in everything, but do give context where possible (level of

proficiency or years of experience). Be prepared to speak confidently about these skills in an interview.

7. **Personal brand elements (when relevant):** Additional elements can strengthen your story when they align with the role or industry, such as

- Philanthropy or other volunteer leadership
- Continuing education
- Speaking, publishing, and media mentions

These details can help differentiate you and show leadership, values, curiosity, and credibility.

8. **What you don't need:** full street address or ZIP code and references (these should be customized and addressed later in the process).

9. **Create versions - yes, plural.** There is no such thing as a one-size fits all resume. Tailor your resume for each opportunity. Save and submit it as a PDF to preserve formatting.

10. **Style matters, but clarity matters more.**

- **Executive roles:** stick with clean traditional layouts and fonts (Arial, Times New Roman, Calibri, etc.).
- **Creative roles:** you have more latitude to add some personal flair but keep it subtle. Avoid heavy graphics. ATS cannot read text embedded in images, and visuals should never distract from your content.

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