

Disclaimer: This information shall not guarantee a job interview, a new job, a new career, or a career advancement.



Propel Yourself
Now
with
Elizabeth

Résumé Rebuild 101

Land that Interview

by Elizabeth Debol

Founder of PropelYourselfNow.com



Résumé Rebuild 101

Format

There are three standard résumé **FORMATS**. Formatting your résumé appropriately will help you explain your job history and show off your expertise.

Three Common Formats:

Chronological – Classic format listing work history in order, starting with the most recent. This format shows the progression of someone's career.

Functional – Emphasizes qualifications and accomplishments instead of specific jobs (not recommended by most Hiring Managers/Recruiters). This format is good for career changers and those who have gaps in their employment.

Combination – More modern format where skills and accomplishments go at the top of the résumé before work history. This format is ideal for those who want to emphasize skills over work history.



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

What kind of job are you looking for?

You should have some kind of **HEADLINE/TITLE** at the top of your résumé. Hiring Managers need to know exactly who you are, right away. You don't want them to have to work too hard to find out what you do. They scan a résumé in under 10 seconds. So make it easy for them.

Examples of HEADLINES/TITLES:

IT & Cybersecurity Sales Professional

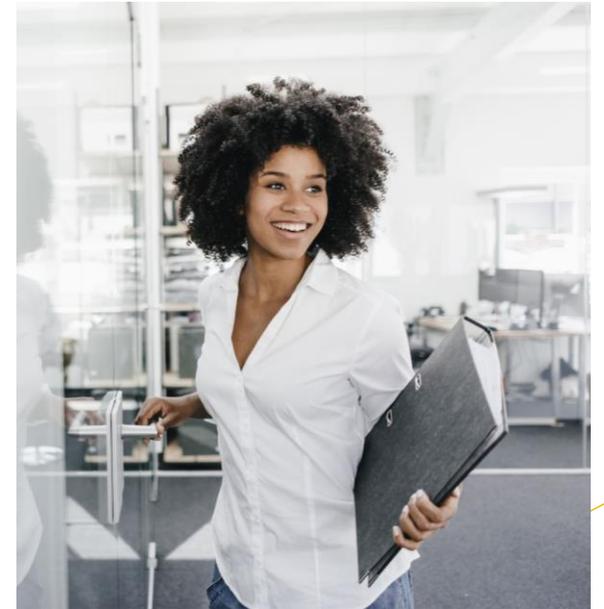
Auditor | QC Analyst

Business Development Manager

Program Manager | Operations Manager

Quality Engineer | Leader

Patient Service Coordinator | Administrative Assistant



You might have enough experience to warrant two titles; this is great. This tells Hiring Managers that you not only have what it takes to do the job, but you have extra skills to go above and beyond.*

*Remember, you still have to prove you deserve the title(s) you give yourself.



Résumé Rebuild 101

Objective VS Summary Statement

Back in the day we used to put an OBJECTIVE on our résumés. OBJECTIVES used to tell companies what WE want out of the position. Now we put SUMMARY STATEMENTS on our résumés. SUMMARY STATEMENTS tell companies what we can do for THEM. It needs to be one of the first things they see and written very carefully so they will want to continue reading your résumé. Speak in first-person; no I's or my's. Use action verbs and bold specific skills. This is also a good place to tell Hiring Managers if you can speak multiple languages, or if you're willing to relocate or willing to travel.

Example of a Summary Statement:

Operations Professional with 10 years' experience. Proven leader and strategic thinker with effective analytical, innovative, organizational, and communication skills. Ability to **achieve timely results**. Strong **relationship-building** and **decision-making** skills that creates a **successful team** environment, increasing productivity. Goal driven with **integrity**. Capable of facilitating customer requests, earning and ensuring **trust and respect** through **successful reviews and execution**. Extensive travel history; **willing to travel**.



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Action Verbs

You should have a variety of **ACTION VERBS** sprinkled throughout your résumé (in your Summary Statement and in your Work Experience). Action Verbs are specific, they clarify your contributions, and bring a confident tone to your résumé.

Examples of Action Verbs:

Generate
Increase
Advance
Magnify
Boost
Improve
Reduce
Diminish
Eliminate
Decrease

Consolidate
Convey
Present
Negotiate
Consult
Introduce
Advise
Direct
Guide
Coordinate

Conduct
Manage
Supervise
Overhaul
Carry out
Undertake
Facilitate
Oversee
Designate
Mentor



Résumé Rebuild 101

Skills

You should always have a **SKILLS** section and it should be towards the top of your résumé (or on page one if you have two pages). You want the most relevant skills (for the job you're applying for) to stand out immediately. You don't want Hiring Managers to search for your skills in a sea of words. They won't do that. If they don't see what they're after, they'll move on. This section should mainly show **HARD SKILLS**.

Examples of Hard Skills:

- Business Analysis
- Sales
- Video Production
- Cloud Computing
- Artificial Intelligence
- Accounting
- Bookkeeping
- Database Management
- Editing
- Automotive Technology
- Technical Writing



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Skills

Weave **SOFT SKILLS** within your résumé. **SOFT SKILLS** are attributes and personality traits that impact interpersonal interactions and productivity. They are related to how you work and relate to others; people skills. Show evidence in your résumé that you've used these skills (in your work experience).

Examples of Soft Skills:

- Creativity
- Adaptability
- Listening
- Public Speaking
- Critical Thinking
- Flexibility
- Innovation
- Problem Solving
- Leadership
- Decision Making
- Motivating
- Confidence
- Collaboration



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Industry Keywords

You should sprinkle **INDUSTRY KEYWORDS** throughout your résumé (in bold type) so they can be picked up on when scanning your résumé.

Industry Keywords for the Engineering industry:

Assembly Design
Chemistry
Circuitry
Competitive Analysis
Computer Product Design
Computer Software Packages
Dynamic Systems
Facilities Inspections
Emissions Testing
Fluid Systems



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Color

You should have some **POP OF COLOR** on your résumé. It can be in the form of geometric shapes behind headings, or just simply changing the color of certain fonts throughout your résumé.

There are different colors that represent different industries and personalities/characteristics.

Colors by Industry, and their meanings:

Automotive:	red and silver	power, strength, wealth
Travel:	red and black	energy, courage, vigilance
Entertainment:	orange	knowledge, confidence, enthusiasm
Technology:	blue and silver	communication, dependability, prestige
Education:	black and blue	stability, dependability, sophistication
Government:	red and blue	strength, decision making, power
Healthcare:	green and red	attentiveness, determination, endurance
Food/Beverages:	yellow and red	optimism, energy, health
Finance:	blue and gray	neutrality, stability, security
Real Estate:	green and blue	earthy, ecological, at home



Résumé Rebuild 101

Font, Margins, White Space, and Spell-Check

Be very careful with the **FONT** you use. You should use one of the following: Times New Roman, Arial, Calibri, Helvetica, Cambria, Garamond, or Tahoma. And the font should not be any bigger than 12 (you can use a bigger font for your name, title, and section headlines), and not any smaller than 10.5. And be very consistent with this. It's extremely important!

Your **MARGINS** should be between .5 to 1-inch on top, bottom, and sides.

It's important to make specific areas stand out by providing significant **WHITE SPACE** in between sections. If you're trying to stick to a one-page résumé, consider taking out any non-relevant information (usually under your work experience).

And always **SPELL-CHECK** your résumé, maybe read it backwards to catch errors, or have someone else read through it.



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Job Positions

For any **CURRENT POSITION**, you want to speak in **present tense**. Examples: Manage, Develop, Plan.
For any **PAST POSITIONS**, you want to speak in **past tense**. Examples: Managed, Developed, Planned.
Again, write your résumé in first person and remember to leave out I's and my's.

Use bulleted lists rather than block paragraphs within your position details.

Remember not to list your responsibilities; explain what you achieved in the role while you were there. These are **measurable actions** that you've completed in past jobs.
Example: Increased revenue by 10% in a six-month period.

Ask yourself:

- 1) How did I save my employer time?
- 2) How did I save my employer money?
- 3) How did I make my employer money?



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Contact Information and LinkedIn

Your **CONTACT INFO** should include your **City, State, & Zip**, your **phone number** and your **email address**.

Your email address should include your first and last name, and it should be a Gmail account. Anything older than Gmail (Hotmail, Yahoo, AOL) gives the impression that you're not up-to-date with technology. If you have to, create a new Gmail account just for job searching. Example email: firstname.lastname@gmail.com

If you have a LinkedIn profile, you'll want to include that as well. And you'll want to hyperlink your LinkedIn profile, so it goes directly to your *online* profile when it's clicked. Hiring Managers will go there anyway, so you might as well make it easy for them.

Make sure your LinkedIn URL is updated to include your name.

Example: www.Linkedin.com/in/FirstNameLastName (you can do this in the back-end of your LinkedIn account).

If you don't have a LinkedIn account, you'll want to create one. Every working professional should have a LinkedIn account. Just make sure your résumé and your LinkedIn profile mirror each other. It's best to add your Summary Statement into the About section on your LinkedIn profile. And your work history should match too. You can also upload your resume onto your profile.



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101



What to NOT INCLUDE

Make sure you **DO NOT INCLUDE** tables, graphs, age, over 15 years of experience (dates), gender, marital status, a photo of yourself, full physical address, and references.

Tables and graphs can confuse Applicant Tracking Systems (which we'll learn about next).

Your age and 15+ years of experience can put you at risk for age discrimination. Yes, that still happens!

Your gender, marital status, and your photo scare Hiring Managers because they become worried that they will be accused of discriminatory hiring practices, so they'll likely skip your résumé.

If you include your **full physical address**, you may run the risk of identity theft.

And **references** (even "references available upon request") are not put on résumés anymore (unless the job description asks for them specifically). References may be asked for in an interview, so that is when you should be prepared to give them.



Résumé Rebuild 101

ATS

An **APPLICANT TRACKING SYSTEM** is software that provides hiring tools for companies.

Résumés get processed by an ATS before they get to a human (IF they get to a human). ATS automatically highlights top candidates. They help hiring professionals narrow down the applicants, but top candidates can slip through the cracks. That means you may never get noticed because the ATS found your résumé to be missing important information.

ATS looks for the following information:

Hard skills and Soft skills (in relation to the job description)

Headline/Title

Degree information (in relation to the job description)

Work History or Professional Experience (either of these two heading names)

File name (written correctly and under 30 characters) FirstnameLastname_Resume

Correct date formatting (02/2002 – 10/2019)

Contains under 1000 words (mainly a two-page resume)

Measurable achievements (at least five)

Job level matching (entry level, senior level, etc.)

Page size (8 ½ x 11)

Bold font (not too much)

Web presence (website or LinkedIn URL)



Propel Yourself
Now

with
Elizabeth



Résumé Rebuild 101

Length

The **LENGTH** of your résumé depends on the number of years of work experience.

One-page:	recent grads, entry-level applicants
Two-page:	job seekers with five or more years of experience
Three-page:	senior-level workers, medical professions, technical professions

Keep in mind that most Hiring Managers/Recruiters spend their time skimming for these sections:

- **Name**
- **Job Titles**
- **Companies**
- **Start and End Dates**
- **Experience Level**
- **Education**

And they'll be looking for **specific skills** and **industry keywords** throughout your resume.

So, you don't want to pack everything into one-page, and you don't want to have a résumé that's so long a Hiring Manager won't be able to find what they're looking for.



Propel Yourself
Now

with
Elizabeth





Propel Yourself
Now
*with
Elizabeth*

Thank You

-  Elizabeth Debol
-  248-767-8123 (call or text)
-  propelyourselfnow@gmail.com
-  www.PropelYourselfNow.com

Consider joining my **Career Support Group** on LinkedIn:

www.linkedin.com/groups/12378353

