



RESUME TIPS

Job hunting today isn't what it used to be. The job boards are online and full of possibilities, but these days, to be competitive you have to give it your all, with job know-how. Of course, not all of us have super power in finding the perfect job, and while LinkedIn and Indeed are here to help us navigate through the process, there is nothing like the personal touch offered by Leo & Loy, where job coaching is tailored to you and your career goals.

Leo & Loy coaches go the extra mile and work with you, tailoring your needs to the career goals you want to achieve. We know you're eager, perhaps anxious, to get hired and we are here to guide you every step of the way with our personal and thoughtful coaching. To get started, we've identified some tools you'll need, so read on!



Your Resume

Remember all the reports you had to write in school? Well this isn't quite like that. Yet, creating a resume is similar to preparing a report on your working life, one that includes where you've worked, for how long, what you did, and, most important of all, your accomplishments.

Resumes are a marketing tool to be used again and again. It's fluid and should be tailored and customized for the prospective employer. The most practical way is to revise your career goals based on the employment you're seeking. For instance, if the company where you're applying is seeking an Account Manager, you're going to want to share your relationship development, sales and customer service experience. If it's a publishing house, no need to say you have a passion for working with wild animals, unless the publisher only publishes books about wild animals. Get the picture?

The resume is the first thing employers will see, and because of this, it requires strict attention to detail and carefully selecting what to include. Employers will be looking to see if you have the skills for the job. What does your resume say about you, about who you are or what is important to you? They'll want to know.

Before you submit your resume, take the time to review every word, making sure it tells your story. Other things you should know:

1. **Choose a resume format.** These days you can go online and find an unlimited supply of formats to use. Before you do that, make sure you understand what makes an ATS compliant

resume. ATS is an Applicant Tracking System. That's the software that sorts resumes before a recruiter sees them. Compare the templates you like best to determine which will appeal most to employers. Asking a trusted colleague or friend for input can be helpful, but in reality, if you ask four people, you'll likely receive four varying opinions.

2. Add your name and contact information. This might be stating the obvious, but be sure your resume has all your contact information--your name, city or town, mobile number, and your LinkedIn URL if you have one. Finally, be sure the information and photos in your LinkedIn account is something you don't mind sharing with prospective employers.



3. Add your summary. Ever notice that most resumes list three to four skills or accomplishments that make the candidate ideal for the position. These skills should reflect the position. Changing them to fit the role is a good idea. Here are two examples shortened examples of what one might include in the summary:

Innovative Software Project Manager with 20 years of progressive experience managing projects in challenging environments.

Six years of marketing management experience successfully leading agency teams.

Think about the performance evaluations you've received in past years and note accomplishments for which you were praised. If these accomplishments align with the position you are seeking then you should include them on your resume.

4. Detail your work experience. When you add your work experience, you're adding the core--the heart of the resume. This section is very important to recruiters and potential employers who review this portion in order to make sure your job history and achievements add up to the ideal candidate.

Be as specific as possible, sharing achievements and results that convey your strength as a candidate. What you include here will show recruiters and hiring managers how you can add value to their company, based on your past experience using critical skills. Example:

"Increased membership enrollment by 15 percent year over year."

Employers will be carefully reviewing titles you've held and the caliber of your prior employers. Be sure to be simple and direct in this section. You can do this by listing positions in reverse-chronological order. For each position listed, include: Name of Company; Position Location; Position Title; length of time worked with start and end dates, if applicable. Note: If you worked at a company that is not well known, you could add a few words that describe its mission.

5. Skills and keywords. Skills play an important role in your resume, right down to your job title. You can describe your skills within your past and current job descriptions, or you can list them in a special skills section of your resume. Include soft skills/competencies in addition to software skills. Example:

Team Leadership | Strategic Sales | Collaboration | Negotiation

Salesforce | ADP | Oracle | MS Office Suite | Zoom



Keywords are essential in any resume, especially since employers are now finding ways to track these words by using Applicant Tracking Systems or ATS. The more role-specific keywords your resume includes, the more aligned you'll be with resume software. Some ATS rank your resume's content against the job description, allowing recruiters to narrow the applicants. It's worth your time and effort to come up with keywords.

You may want to take the easy way out and fire off your resume to dozens of jobs, without taking the time to customize your resume. Instead, increase your chances of getting interviews simply by tailoring your resume to the job opening. Incorporate keywords used in the job description. This will improve the odds that your resume will be a match. Overall, figuring out the ATS system and keywords can be complex, but at Leo & Loy, we'll make sure that your resume is ATS compliant with keywords throughout.

6. Education, certifications, and community or industry organizations. These are items that are critical to your resume and how much you say about them really depends on the job. Education is a must. Employers want to know about any degrees. Awards and volunteer experience should be included, depending on how closely they relate to the job opening and the age of the award. If you're 40 and you won the award in High School it's probably time to take it off your resume. Certifications, if you have any, are sure to impress, so include them at the end of the education section or under their own header. Community organizations or Industry involvement can be added here, too. Are you a member of Women in Technology? Great! Share it here. Remember, anything you include in your resume should be relevant and factual.

7. A word about formatting and grammar. Pick a resume font that's clear and easy to read. This is no time for using gothic fonts that no one, not even a Shakespearean expert, can read. Arial or Calibri are good clean, neat choices that ATS accepts. 11-point size font works well, and don't forget to leave a little white space in the margins - it looks better than a page overly-filled with words.

Incidentally, grammar in a resume is critical. Be hyper-vigilant about words and sentence structure. Find an expert who can proof the resume for you. This is no time to take chances.

Tense and Pronouns. Rule of thumb: Past tense when talking about jobs in the past and present, active tense when describing the work you are currently doing. Resumes omit personal pronouns (I and my) and get right to the point. Example,

“Driving force for all local, statewide, and national multi-media campaigns on topics ranging from healthcare and environment, to literacy and immigration.”

Action Words. Ever hear the expression, “Action speaks louder than words?” This is especially true in resume writing. Consider beginning each bullet point on your resume with an action verb and replacing verbs like “managed” or “led” with strong and engaging words like “mentored” or “innovated.”

Your Strengths. This is a good time to assess who you are, and whether you’ve figured out your professional goals. StrengthsFinder 2.0 is a great quiz to understand your natural strengths. It takes about 30 minutes and the cost is very low (about \$29). No, we don’t get a kickback. We just like this one as it has 35 unique words to describe you, rather than 4 to 8 words like some of the more popular and older assessments.

The experts at Leo & Loy are ready to help you evaluate your career plans and help you move forward with your career transition. If you’re wondering if you can do something more with your career, we’re here to help you do just that.



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