

RESUME CREATION



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WHAT IS A RESUME?

Resume is from the French word "to sum up". Generally resumes are short, concise documents used for job applications in the US and Canada. Resumes are meant to provide recruiters a brief overview of your work history and education. A good resume should be targeted at a specific job and is generally one to two pages long. Resumes are different than Curriculum Vitae's or CV's. Curriculum Vitae is Latin for "course of life". CV's include the whole course of your career in full detail, and are generally only used for academic applications in North America though in some parts of the world a CV is synonymous with Resume. This guide will lead you through the process of creating a fantastic resume that will get you results!

REVERSE CHRONOLOGY RESUME

This format of resume covers about 90% of job application situations. Defining characteristics of this resume style are:

- Starts with current day and moves backwards through time
- Great for outlining an abundant work history starting with the most recent and relevant and ending with your foundational early days
- Includes spots for Contact Information Education, Volunteerism, Interests etc.
- Page one should provide an in-depth review of your most recent work
- Page two should contain everything else
- A one page resume is typically too short, unless you are a new graduate



It is critical then when building your resume, you don't neglect the content in favour of the style. Content is far more important than the way it looks (though that matters too).



The balance of this guide focuses on the construction of a first class Reverse Chronology Resume

OTHER RESUME TYPES

There are two other resume types, however they are less commonly used. The basics of each of them are:



Competency Based or Functional Resumes

- This is the perfect resume style for those with great career experiences seeking to transition to a new industry
- An option if you have lengthy career gaps
- Also ideal for the recent graduate trying to demonstrate their character and competency to land their first role



Combination or Hybrid Resumes

- Combination / Hybrid resumes are great if you have a very diverse skill-set
- If you are applying for a role that requires expertise in 3-4 different fields, and you want to show all that in your resume, it's perfect!
- Usually arranged with the first part focusing on skills, achievements and qualifications, followed by a reverse chronology list of work experience



WHAT'S THE PURPOSE OF A RESUME?

WHERE TO START?

Your resume needs to tell **your story**. Facts and figures support that story. Sometimes it's hard to remember the details. Start building your resume by collecting information on the following:



Noting the specific years you were employed by each company and in what role



Make note of promotions earned at each company, and what led to the promotion



Review old performance reviews for specific examples of successes and achievements



Review the details of the job you are applying for to cross reference similarities between things you have already done in your career



Ensure that your educational credentials are listed accurately with appropriate timelines



Ask others what they consider to be your greatest assets.

Your LinkedIn Profile

- Should duplicate your resume
- Have a professional headshot image, and not your expressionless passport photo
- You can treat your LI Profile as more of a CV than you would your regular resume



CONTACT INFO

The MOST important thing on your resume is easy to find contact information

- Contact information should always be at the TOP of the resume and the FIRST thing you see after your name
- Keep the formatting simple and easy to read, remember a computer reads your resume first and needs to parse the info correctly

You MUST include:

- Phone number
- Email
- City and Province

You MAY include:

- Physical address
- LinkedIn link
- Website Link
- Portfolio of work

DON'T include:

- Fancy formatting
- A picture

CAREER OBJECTIVE OR CANDIDATE PROFILE?

Both work, but have a different purpose.

Career Objective

Outlines what you would like to achieve in the role you are applying for and beyond. It outlines how your accumulated skills will set you up for success with the company you are applying for and is a great way of stating that you are aware of what you bring to the table.



Candidate Profile

Is a high level summary of your career or qualifications as they pertain to a specific job. It provides a quick glance summary of what makes you unique.

In either case, the Objective or Summary is usually placed at the start of a resume, just under the Contact information



CANDIDATE OBJECTIVE

Administrative professional with 10+ years of experience organizing presentations, preparing facility reports, and maintaining the utmost confidentiality. With a BA in History, and deep knowledge of Microsoft Excel I am seeking a senior Project Manager position with a leading organization, where I can grow and engage my talents for years to come.



CANDIDATE PROFILE

- Results oriented team player and creative, focused leader with a strong coaching acumen
- Solid business fundamentals; forecasting, planning and financials
- Analytical mindset aligns correct actions for the business
- Very organized with high technology literacy and ability
- Highly educated with strong academic credentials and street smarts
- Recipient of numerous awards for outstanding performance

SUPERHERO WORDSMITH

RESUME POWER VERBS

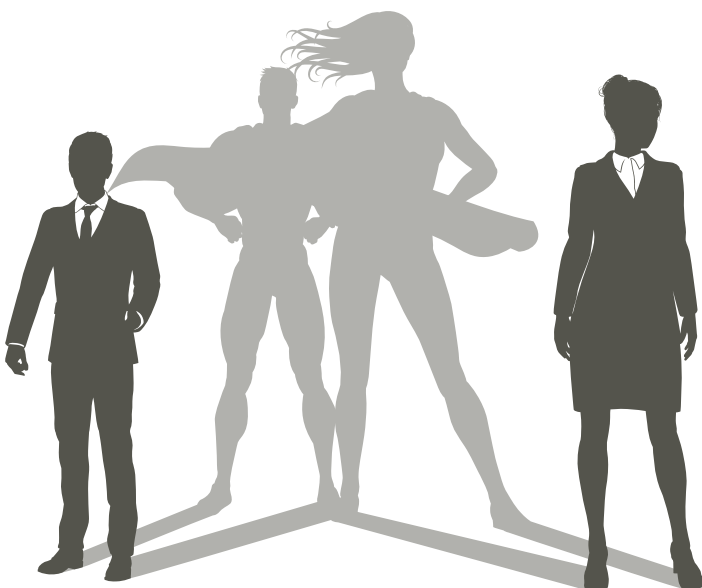
POWER WORDS

are rich in meaning and allow you to concisely tell stories that give your resume the punch it needs. A few well placed, powerful words carry a significant impact.

Rewording your successes often prepares you for explaining your unique attributes in an interview setting by forcing you to think about what you want to say!

Utilize some of the words below to succinctly animate your success stories!

Accelerated	Coached	Leveraged	Provided
Achieved	Completed	Marketed	Recommended
Analyzed	Developed	Maximized	Reduced
Approved	Directed	Minimized	Reinforced
Assigned	Earned	Motivated	Represented
Assessed	Enhanced	Mastered	Researched
Audited	Expedited	Operated	Reviewed
Budgeted	Evaluated	Orchestrated	Served
Conducted	Forecasted	Participated	Spearheaded
Contracted	Facilitated	Produced	Steered
Coordinated	Implemented	Projected	Systematized
Controlled	Improved	Promoted	



Key Words

are search terms that recruiters use to find specific candidates. These are generally skill based. Make sure you have them littered throughout your resume. Examples include:

- Mandarin speaker
- C# Programmer
- Salesforce CRM expert
- Microsoft Excel
- Certifications - PMP etc.

Make sure to include as many key words from the job description you are applying for as possible so as not to be screened out by an ATS (Applicant Tracking System).

EXAMPLE

ABC Corp - Vancouver BC *Director of Marketing*

2015-Current
2018-Current

- Promoted to lead a team of 12 marketers in a declining business unit
- Isolated three key areas of focus: analyze product offering, innovate new products, organize cross functional launch team
- Assigned analytics team to review current products, had NPD team mock up 6 products; chaired product launch meeting with Sales
- Earned the Excellence Award for exceptional positioning of our new product and earned the company zillions of dollars in incremental revenue, earning a promotion

Marketing Manager

2015-2018

- Responsible for the incremental market penetration of my \$22M brand and its image in the market
- Conducted Gap Analysis, SWOT Analysis, Profitability Matrices
- Outcomes led to a comprehensive sales strategy that leveraged xyz
- Result was the highest years' performance since product inception

YOUR EXPERIENCE

The most critical section of the resume is your **experience**. When constructing this section, keep these tips in mind:

- Devote the most space and story telling time to your most recent role; make successive roles less significant in terms of total space taken
- Outline your career timeline starting from your first role after your formal education - leaving things off is disingenuous - career missteps are great opportunities to discuss what you learned along the way!
- Make your contributions to the company interesting and specific; Use Power & Key Word loaded stories to shine!
- Utilize the "STAR" Technique (below) to make sure you hit the key points of the example. (More info on STAR technique in our interview guide, just ask for a copy).
- Use each bullet point as an example of how you will bring future success in the role; tie in the specific job description language with your past experience
- Make sure you have the years you were employed, months are nice to have but aren't necessary
- You can create a stand alone section for Awards and Accolades, however putting them in context in your employment chronology is a great way to showcase your performance with previous employers



SITUATION

describe the event or situation that you were in



TASK

explain the task you had to complete



ACTION

Describe the actions you took to complete the task



RESULT

Close with the result of your efforts

YOUR EDUCATION

You have spent a lot of time in formal education, make sure you show it off!

- High School graduation is assumed, no need to include
- Partial education is fine, as long as it is not presented as completed when it wasn't
- Format your Education section to be consistent with your Work History section to maintain the design of the document
- Include: institution attended, degree or certificate obtained, years of graduation, honours or awards achieved, professional development or certifications
- Participation in any education specific extracurricular activities, eg: sports teams, fraternity or sorority, student council etc.
- Summarize any corporate training in this section or in your Work History section, depending on the significance of the program

Bachelor of Arts

Graduated 2014

Western University - London, ON

- Major in Environmental Management
- Director of Finance for the University Student Council
- Active participant in the Ski and Improv Comedy clubs

Certificate in Data Analytics

Expected Completion Fall 2020

University of British Columbia - Vancouver, BC

- Regression and analytical techniques
- Excel Super User

EXAMPLE



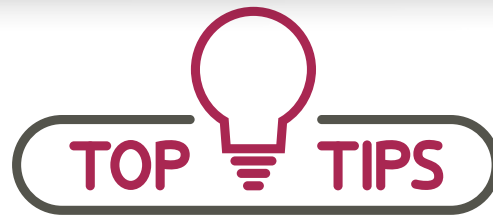
COVER LETTERS & REFERENCES

- Both cover letters and references are stand alone documents
- Cover Letters should be short and sweet and include your personal reason for applying for

a job, along with a brief overview of your career history. The purpose of a Cover Letter is to encourage a review of your Resume.

- References should not be given out without the knowledge of the referee. They need to be aware to expect a call in order to prepare what they will say. As well references make an ideal post interview follow up, so don't divulge them too soon!

SUGGESTIONS FROM OUR RECRUITERS



- The standard in North America no picture, leave that for your LinkedIn page
- You don't need your entire address - just your city and Province will do
- One phone number is ideal, and the one with the highest likelihood of you answering
- Always put your contact information at the top of the page to ensure that the Applicant Tracking System (ATS) pulls your data from your resume to the database accurately
- Design heavy resumes look nice, however ensure that the content of your resume is not diminished by fancy graphics
- Read your resume backwards to check for spelling mistakes... trust us, this works!
- Keep your Cover Letter and References as separate documents

SOME RED FLAGS

- Spelling is critical... if you are a "detail oriented manger" then you aren't
- Grammar and punctuation are also key to making a good impression
- Inconsistent formatting looks hasty
- Obviously copied and pasted content creates questions about where the material came from
- Timeline gaps without explanation - like months or years off between jobs with no explanation is of definite concern... tell your story
- Missing dates on education or work history
- No city and an out of town area code
- Google yourself... what comes back on you? Hiring Managers can be relied on to check out your social media and internet presence... make sure it is professional
- LinkedIn content needs to duplicate resume content

FORMAT, FONT, HEADINGS & LENGTH

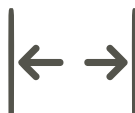
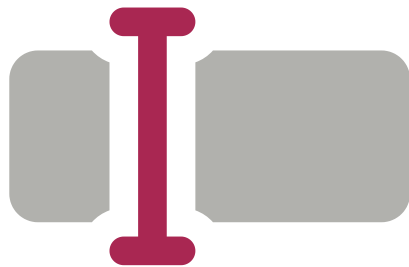
WHAT FONT?



Two pages is perfect, three is too long and one isn't enough to cover the detail sufficiently, unless you are a new grad



Keep your formatting clean, the specific font is not critical, choose one you like the look of, as long as it is legible.



Keep lots of white space so your resume is easy to read



Clear BOLD headings draw the eye to the relevant sections

RESUME SERVICES?



While it is always more authentic to write your resume yourself, a good service can help you construct the perfect resume.

When should you use one?

- When you are pressed for time
- You can't clearly articulate what you want to say
- Writing isn't your forte
- You want a little more polish than you can produce at home
- You don't know where to start!
- Your MacDonald Search Group Consultant can recommend resume service - just ask!

WORRY FREE TIPS FOR SENDING OUT YOUR RESUME



Sending it out as a PDF ensures the formatting of your resume stays consistent regardless of what application or OS opens your resume



Don't include references in your resume, you can follow up with them later in order to keep the conversation going with your potential employer



Keep track of who you apply to so you can follow up with them to see if they received your resume



If applying through LinkedIn, try to message the recruiter directly to ensure they have your details and contact information