Building Your Resume

*M*ost employers want to see a resume that is easy to read, easy to scan read for what they are looking for, and they are filled with reasons to hire you. How do you do that?

First, you must realize that employers are very busy and simply do not have the time to read over dozens or even hundreds of resumes word for word. Busy employers learn to scan their eyes over resumes for that similar job duties and responsibilities, similar competitive employers, similar job titles and achievement to what they are wanting for their company. Wordy resumes may cause the employer to scan read quickly and loose out key points buried in paragraphs. Wordy resumes may also "paint a picture" of you as not being able to get to the point especially for sales professionals. However there are exceptions to any case and some industries are more receptive to the wordy resume such as Research & Development in the science or medical industry.

Rule #1: Keep your resume to no more than 2 pages.

References can be put on a supplemental page and given at a later stage of the interview process. **Do not put references on your resume!** If you have an abundance of credentials or accomplishments, you may want to make a supplemental page for these items. This page would be handed over to the employer during an interview as an interview tool. You are better able to point out with your pen key points to draw your future employer's attention. Supplemental pages can be placed neatly in an interview portfolio and make for an organized and professional presentation of yourself.

Easy to read resumes are not too wordy. They do not have long sentences nor do they have long paragraphs of job descriptions or company/employer descriptions. You do not want to describe in detail about your company or it's services/products, rather focus on what you have done for your employers and how they benefited from your employment.

- Provide a one to three sentence description of your duties & responsibilities for each job/employer.   This may include the product or service that you provide, manufacture or sell. Resumes that are vague in description of duties and lacking achievement or accomplishments will not catch the attention of the employer. They will either be viewed as mediocre or cast into the "no-go" pile.
- Provide **bullet points** of your key achievements, awards or special honors. Bullet points should be only a few words or 1-2 small sentences;
- Highlight **bold** your employer, date of employment and your position;
- Remaining descriptions should be in non-bold format;

Easy to scan resumes allow the employers to quickly scan up and down the resume to see a resume format that basically follows this way:
- A. Name, address, phone number contacts
- B. Career Objective
- C. Professional Experience (work history only)

D. Education
E. Special Training, Honors, Credits, Certifications, Publications, etc.
F. Professional Affiliations & Memberships

As the employer scan reads the resume from top to bottom, they should be easily able to determine in 30 seconds:

- Where you live;
- What you do;
- Amount of experience level in both time and depth of job duties
- Achievements whether in growing sales, reducing costs, or implementing programs that benefit your past employers;
- History of promotions or increasing responsibilities;
- Education, honors & professional affiliations

Great Idea! **Create a supplemental page to send to your recruiter that has a comprehensive list of "key words" about your position, expertise or knowledge.**

In this age of high technology, most recruiters are using some kind of resume scanning software that has the ability to conduct key word searches. If they do not, they probably have some kind of manual system of organizing resumes by industry, geography, position capability or knowledge. The purpose of this key word search page is to supplement your resume which may not necessarily encompass these words within the resume. The recruiter is able to scan your resume and the "key word" page into their database software and conduct word searches. Why not draw their attention to your resume much easier through the development of a very comprehensive list of words.

A word of caution-- DO NOT create a "wish-list" of words if you do not have that specific background, knowledge or experience. You will only cause the recruiter to become irritated and less likely to work with you.

Another idea would be to use this "key word" listing as a tool to design your resume so that the most significant "key words" are within the body of the resume.

As an example of "key word" listings for a healthcare professional with a background in home health care management could be:

Medicare	VP	EBITDA
Medicaid	"Vice President"	"Profit & Loss"
Certified	"Director of Operations"	Relocate-Yes
OASIS	"clinical automation"	Relocate-NO
"Quality Assurance"	outcomes	Travel-Yes
J.C.A.H.O.	"private duty"	Travel-No
"skilled nursing"	"Health Administration"	"merger & acquisitions"
RT/DME	MBA	"due diligence"
"home infusion therapy"	HMO	"contract negotiation
hospice	PPO	
	"managed care"	

Put a lot of thought into this list of "key words". The more comprehensive and complete detailing of your list, the better chance of you being discovered among thousands of resumes.

What about pictures? Should you or shouldn't you put your picture on your resume or cover letter?

NO!

What about offering personal information?

NO! Information such as race, marital status, religion, non-professional organizations, number of children or dependents could be discriminatory by the potential employer. These are also areas that are considered legally "off limits" for questioning by an employer during your interview.

If an employer does ask "off limits" questions of you during the interview process, you certainly can answer these questions if you have a strong comfort zone between you and the employer. You should however refocus the employer by stating something similar to, *"I appreciate your interest in my personal life, however, my [fill in the topic] will not have any bearing on my job performance at your company except to perform above and beyond your expectations".*

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Helpful Interviewing Tips

A successful interview begins with your doing your homework before the interview. Your homework should consist of the following:
- Research the company through several research avenues
  - Internet web-site
  - Financial status and SEC information that can be obtained through financial web portals like Yahoo Finance, Hoovers, Dow Jones Business Director or companies like E-Trade, AmeriTrade and other similar investment firms.
  - Search engine searches for News Releases, articles, web-site links; consider the following search engines:
    - Infoseek or Goto.com
    - Mamma.com
    - Dogpile.com
    - Metacrawler.com
    - Savvysearch.com

- Look up the employer's address on web Yellow Pages sites; most of the time, you will be able to determine how this company has been identified by a SIC# or industry

code number. Try to find other competitive companies within this identical SIC#. Research the top competitors of your perspective new employer to find the same kind of News Releases, articles, or other useful information about them. You want to appear to be very knowledgeable of your new perspective employer's industry and how they compare to their competition.

- Learn as much about the employing manager's background as you can prior to your interview.