



### Will Your Resume Land You The Interview?

*Over the past two months, I've reviewed hundreds of resumes as part of the "My Resume Talks" program. I've seen resumes from California to the New York Islands, and everywhere in between. Here are five top strategies I've seen that make a winning resume:*

1. **"Offer what you can do for your potential employer—not what the employer can do for you."** Customize your resume and begin with a summary statement that shows how your skills and experience align with your intended job target.
2. **Make your case upfront. Show your skills.** Think of your resume as a response to a casting call: you have a 15 second audition to land in the interview pool. It is crucial to have a skills section in your resume. If you are applying for a position that requires technical skills or unique experience, summarize your expertise first before your work experience.
3. **Your bullets should have a target.** While bullets can help make your resume easy on the eyes, a long list of random bullets can make your resume a tough read. Think of your resume as a term paper: first, provide background information on the position, then provide three to five bullets that summarize your responsibilities within the context of the position.

In your summary statement, provide an overview of company size, mission, and state how your work contributed to the overall work of the company. Organize your bullets so that each addresses a critical aspect of the job. This demonstrates your ability to make an impact.

4. **Use templates with care.** There are many great templates that you can use to create a winning resume, but use a template only if it fits your experience and skills. For example, if you are an undergraduate, most schools and employers prefer that your resume not exceed one page. Templates that use a great deal of white space may not be an appropriate choice for you.  
  
If you do choose to use a template, pay attention to how you present your information. For most employers, where you've worked (company/organization, city, state) and what you've done (position) is more important than when you've done it (dates). Choose a template that allows you to highlight the most important information first.
5. **Use clear, concise language that doesn't repeat itself.** Even if you have worked in the same general position at more than one company, avoid the temptation to make a "carbon copy" of your skills. Take the time to craft your descriptions so that they are unique. Start your sentences with different action verbs and vary your descriptions.



## What is your resume saying about you?

Most employers seek employees who will not be “drones.” Therefore, you should avoid using a monotone voice in describing your skills. Show that you care about what you’ve done in the past; it demonstrates that you’ll care about what you do in the future.

**Your resume says a lot about you.** Follow these strategies, seek out winning examples from others with similar experiences to your own, and sell your skills and experience. Good luck!

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