



Crossroads Career[®]
NETWORK

7 Steps for a Powerful Resume

www.CrossroadsCareer.org



Crossroads Career®
NETWORK

#1: Understand Purpose of Resume

www.CrossroadsCareer.org

Pop Quiz: Purpose of Resume?

- ❖ List all of your accomplishments
- ❖ Detailed list of education & work history
- ❖ Prove you can do the job
- ❖ Get you to the interview phase

Resume Has 1 Purpose

- ❖ Get You To The Job Interview
- ❖ Biggest resume mistakes -
 - ❖ Misunderstand the goal
 - ❖ Misunderstand resume processing

Candor, Integrity

- ❖ According to StatisticBrain (4/2017)
 - ❖ Percent of resumes and job applications that contain falsifications
 - ❖ 53 %
 - ❖ Percent of college students surveyed who would lie on a resume to get a job they want
 - ❖ 70 %



Crossroads Career®
NETWORK

#2: Have a CLEAR Job / Role

www.CrossroadsCareer.org

What Role?

- ❖ <https://www.onetonline.org/>
- ❖ Job Posting Boards
 - ❖ Monster, CareerBuilder, Indeed, LinkedIn
 - ❖ Common/Uncommon Titles for Occupation
- ❖ What skills, experience, abilities (Keywords) are employers seeking?



Crossroads Career®
NETWORK

#3: Develop 1 Comprehensive, Background Resume

www.CrossroadsCareer.org

How to Start Your Resume

- ❖ Build a long, master resume
 - ❖ Put everything you can think of
 - ❖ You always have room to make change



Crossroads Career[®]
N E T W O R K

#4: Format Resume Correctly

www.CrossroadsCareer.org

Resume Format

- ❖ Chronological vs. Functional
- ❖ Use Chronological

Most Common Resume Errors

- ❖ Typos & Grammatical Errors. ...
- ❖ Mass Mailing Your Resume. ...
- ❖ Ignoring Keywords. ...
- ❖ Being Too Wordy. ...
- ❖ Being Vague. ...

Typical Resume Format

- ❖ Name, Email and Phone at top
- ❖ Occupation & Summary
- ❖ Work History
 - ❖ Company, Job Title, Dates
 - ❖ 1-2 Bullet Points on Responsibilities
 - ❖ 1 STAR Statement per job
 - ❖ Repeat
- ❖ Education

Format

- ❖ Most will end up with a 1-2 page résumé
 - ❖ New graduates- emphasize your education
 - ❖ Experienced - put experience on top and education on the bottom
- ❖ Keep a folder showing which resume sent to the company for quick reference

Contact Information

- ❖ Email addresses
 - ❖ @gmail.com, @yahoo.com or @outlook.com
 - ❖ NOT @aol.com
 - ❖ Email address should be professional
- ❖ Phone number
- ❖ City, State (not street address)
 - ❖ Can put 'greater Atlanta area' if you want

Format

- ❖ Work experience - go back to year 2000
 - ❖ Can summarize prior work history
- ❖ Job summaries vs. Career Objective
- ❖ Summary
 - ❖ 2-3 sentences or bullets and feature STAR statements
 - ❖ STAR: Situation, Task, Action, Result

Format

- ❖ Include action verbs to show action, success
 - ❖ Ex: project manager vs. managed projects
- ❖ Don't add the accent mark on resume'
- ❖ Call out your company by short and long names
 - ❖ Ex: HP and Hewlett Packard

Format

❖ School—

- ❖ If in school, show expected graduation date
- ❖ No degree = indicate major & dates attended
- ❖ Degrees and certifications are a plus

Format

❖ Font

- ❖ Use Ariel, Calibri, Times New Roman Font
- ❖ Use size 11 font, or size 12 if you need to take up space

❖ Margins should be .65 or .75

❖ USE GRAMMAR AND SPELL CHECK

❖ Month/year; no dot as systems look for dashes

Format

- ❖ Telephone- use parenthesis and dash
 - ❖ Recruiters use area code to ensure local
- ❖ For job titles, use what industry understands.
 - ❖ Use hiring company's title if applicable.
- ❖ No pictures, references, hobbies or personal information
- ❖ NO: “references are available on request”

Other Resume Pointers

❖ READ/STUDY THIS WEBSITE:

❖ <http://mrl8nite.com/>





Crossroads Career®
NETWORK

#5: Understand Resume Scoring

www.CrossroadsCareer.org

Resume Processing

- ❖ Applicant Tracking System (ATS)
 - ❖ System to track/retrieve applicant info
- ❖ Process
 - ❖ Resume is uploaded
 - ❖ Your data is compared to job description
 - ❖ Match score is calculated
 - ❖ Candidates are rank-ordered
- ❖ IF hiring manager sees you, it is via ATS

Applicant Tracking Systems



Applicant Tracking Systems





Crossroads Career[®]
N E T W O R K

#6: Customize Resume to Job Posting

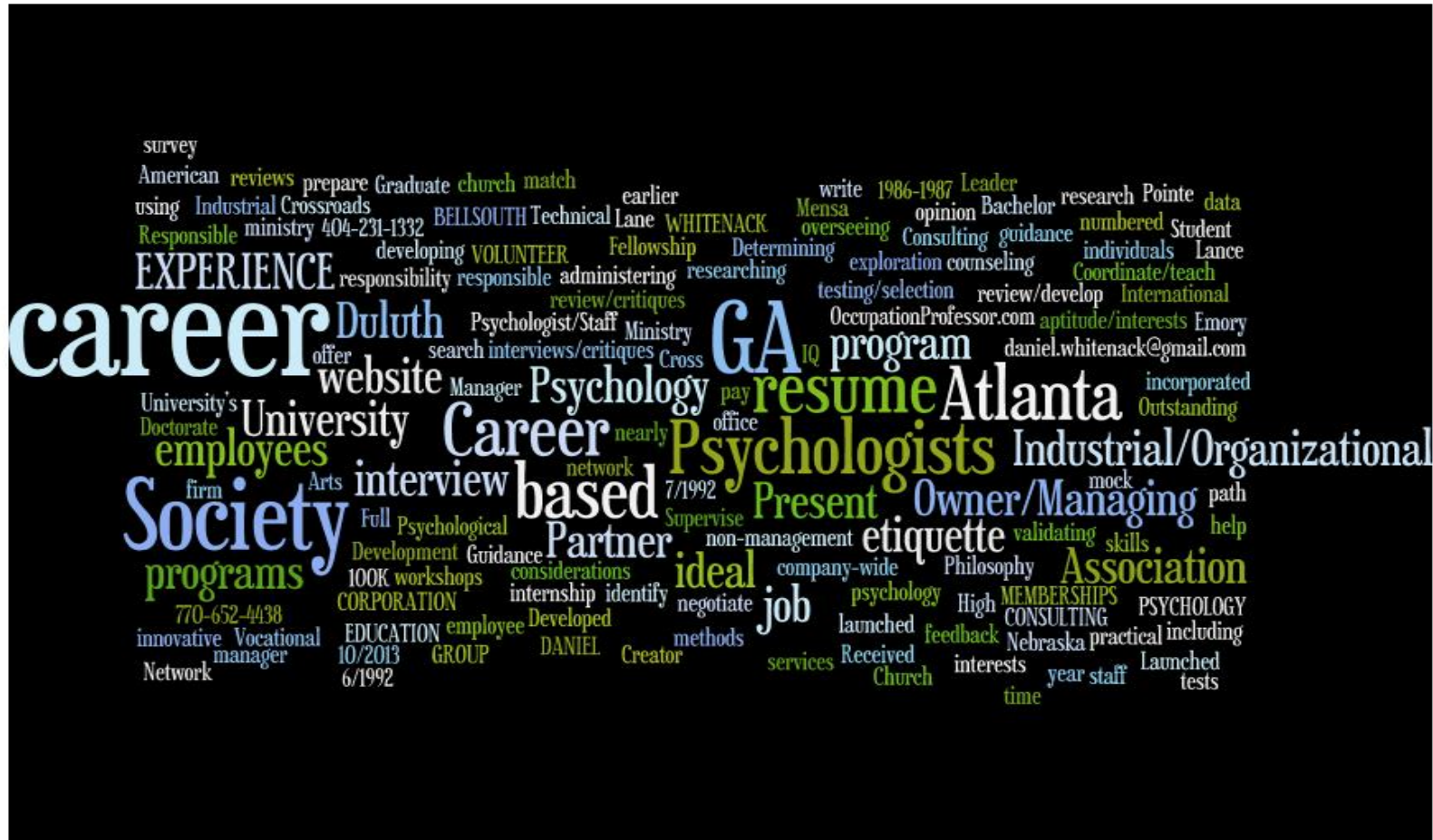
www.CrossroadsCareer.org

How to Start Your Resume (1)

- ❖ 1st - Build a long, master resume
 - ❖ Put everything you can think of
 - ❖ You always have room to make changes
- ❖ 2nd - Build customized resumes for specific jobs
 - ❖ Use www.wordclouds.com to ensure resume matches up with job description; make sure to include key words

Main Point

- ❖ Match Keywords - Resume vs. Job Description
- ❖ Question: What is a Keyword?
- ❖ Question: Extra Credit for Repeated Keyword?



Customization Cost

❖ Time-Consuming Process



Crossroads Career[®]
N E T W O R K

#7: Submit Resume Correctly

www.CrossroadsCareer.org

Resume Submission

- ❖ Maximize overlap between JD keywords and resume
- ❖ Always submit a .doc or .docx; don't send a PDF-
15% of the time it gets trashed
- ❖ Avoid tables and boxes
- ❖ Bullet points OK
- ❖ Keywords are more important than format initially

Other Resume Pointers (7)

- ❖ Cover Letters

- ❖ T- Format

- ❖ Paragraph - Thank You

- ❖ Table

- ❖ Left Side

- ❖ Right Side

- ❖ Thank You