



1 General Information

- Read the job ad carefully.
- Always tailor your resume to the job in question.
- Use an online resume builder instead of a text editor, or start out with a resume template.
- Use verifiable metrics wherever possible because hard numbers catch the eye of recruiters.
- Focus only on the most important content. Try to fit everything on two pages or fewer.
- Pick the right resume format: A Functional resume, a Chronological resume, or a Combination resume (if you have experience across different industries).
- The reverse-chronological resume, where the latest work experience is listed first, is the most popular format.

Design and Layout

- To make a good first impression, ensure that the layout is pleasing and the content is scannable and easy to read.
- Balance text with whitespace.
- Use classic fonts such as Times New Roman, Arial, Verdana, Calibri, Cambria, Helvetica, and Georgia.
- Don't choose anything less than 10.5 for the font size. A font size of 12 is ideal.
- Use font sizes 14-16 for section headers.
- Pick a font that reads well on all screens. Legibility and cleanliness are important.
- If you can, choose sans serif fonts like Arial over serif fonts like Times New Roman. The former are more legible on screens.
- Avoid big blocks of text and excessive bullet points.
- Ensure that sections flow from the most significant to the less important.

Contact Information

- Place your name and contact information at the top of the document.
- The font for the name should be larger than the font used in the body, but not so large as to overpower the other elements on the page.
- Don't place contact information in the header/footer.
- Use a home address rather than a PO box or an office address.
- List one phone number. A mobile phone number is ideal.
- Use an email address that sounds professional.
- Place social media icons and URL links to relevant social media pages.
- Include a link to your LinkedIn profile (if you have one) and ensure that the profile is up to date.
- Include the URL of a personal website that highlights your expertise.
- To avoid possible age discrimination at the onset of hiring, avoid mentioning your date of birth unless that information is mandatory.
- Don't include a profile photo.

Job Summary

- This section is ideal if you have years of relevant job experience. Skip this section if you have less experience or applying for a job in another field.
- Highlight your current professional title with a larger font at the top of the section.
- Write an objective statement that describes a future goal. This is not mandatory.
- Outline your skills and accomplishments to demonstrate what:
 1. Distinguishes you from other applicants
 2. Makes you the ideal candidate for the role
- Highlight skills that are relevant to the role offered.
- Use the Adjective + Skill + Value formula to frame achievements in bulleted sentences.

Core Skills

- This section focuses on the skills you've gained based on the job roles you've performed in the past.
- Some job roles like programming demand hard technical skills while some like teaching ask for a mix of both hard and soft skills.
- Exploit the keywords in the target job descriptions and correlate them to your skillsets.
- Use topical nouns instead of vague verbs to highlight skills and boost recognition by ²ATS.
- Cover both hard skills and soft skills. For example, a Project Manager can list "Conflict resolution" as a soft skill.
- List hard skills with experience levels (Beginner, Intermediate, Advanced, Expert.)

Work Experience

- If you're going by the most common resume format, arrange entries by date, with the latest job at the top.
- For each entry, mention the relevant job title, employer name, location, and job tenure (with start and end dates.)
- Use the mm/yyyy format while listing dates. It's the standard format expected by recruiters and applicant tracking systems.
- Expand on the most critical jobs with a bulleted list of roles and accomplishments.
- Mention key metrics for every experience.
 - Example 1:** Generated over \$25,000 in sales in one month (instead of Managed sales through self-generated leads.)
 - Example 2:** Developed and executed marketing strategy for three new national projects. Increased market penetration by an average of 35%.
- Some roles may not be quantifiable. In such cases, it's okay to mention only responsibilities.
- Don't duplicate the information from the Summary and Core Skills sections. Use unique phrasing.

Education

- This section can follow the Summary section for new graduates or for jobs with highly relevant educational requirements.
- Include educational qualifications, complete with the school/university name, location, degree earned, and the course dates.
- Mention extra qualifications, certifications, and training under relevant sub-sections if necessary.
- Include GPA/Class Rank if among the top-half of the class. This information is not mandatory.

Other Details

- Awards List awards in the Education section under a sub-heading.
- Hobbies These are not necessary in most applications, but they're also not a dealbreaker. Include them if other details are sparse.
Don't include inappropriate and commonplace hobbies like reading.
- References Don't mention these unless specifically asked for.

Tips for Compatibility With ²ATS

- Keep the resume structure simple.
- Avoid fancy/creatively designed resumes and resume templates.
- Use an ATS-friendly resume template when you don't want to design from scratch.
- Use simple headers and consistent formatting across all sections.
- For entries with dates, preface dates with descriptions, such as work experience or academic qualifications.
- The ATS is programmed to read specific keywords, so scan the job ad for potential keywords you can use.
- Use concise bullet points instead of full paragraphs.
- Spell out any abbreviations so the ATS can understand them.
- Submit the file in the format specified. (ATS reads Word formats better than PDF.)
- Use **Jobscan** to enhance your resume for ATS.

Final Round of Editing

- Always proofread for spellings and other errors.
- Double-check your contact information.
- Remove all fluff and keep the resume concise.
- Print the resume and check for design issues.
- Save a copy of the resume as a PDF for future use. (Word can mess up the formatting across different computer systems.)
- Back up a copy of the resume to the cloud so you can access it from anywhere.

¹This covers tips that apply to all kinds of resumes.

²ATS refers to Applicant Tracking System. Many companies use this software as the first screen to filter the flood of resumes.