

7 Top Resume Tips + Strategies

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RESUME STRATEGY OVERVIEW

1. **Resume Is Your Career Heartbeat.** Think of your resume as the heartbeat of your 'personal marketing portfolio.' While it isn't the only method to communicate your value, if done right—and thoughtfully—it can be the key resource, pumping lifeblood into other channels of your search.
2. **Prep Work Is Crucial.** Before you begin writing your resume, prep work is essential. Perform an organized brain dump of achievements using the challenge-action-result format. Write out your greatest strengths and areas of experience. Research target companies and positions and make note of the specific attributes and experiences they are seeking in a candidate, and highlight where their needs and your experiences/attributes intersect.
3. **Don't Get Caught Up in Rules.** Whether it's an article espousing a 1- or 2-page limit or a blog talking about what words to use or not use, don't get mired down in the rules. That said, you must always do this ...
4. **Edit Ruthlessly.** The key is to read, and re-read your resume story through the eyes of the people you wish to influence. Leave in what matters. Trim out what doesn't. And you should ...
5. **Energize Your Content.** Use language that entices and energizes versus regurgitating the same-old, overused resume and business-language-ease that makes the reader snooze, and creates a cookie-cutter image of you that all of the other candidates with similar 'skillsets' are purporting.
6. **Weave in Your Unique Attributes.** This can be easier said than done. Many job seekers have a tendency to rely upon easily recognizable language such as 'results-oriented go-getter' or 'visionary manager with a bottom-line approach.' While some of this language isn't bad, relying upon it as the foundation of your message will weaken your story. Instead, articulate how you did what you did, why you did it and the results. Knit in your unique way of thinking and leading and influencing, etc.
7. **Writing Original Content that Resonates With Their Needs** is the magic sauce of resume strategy.

Remember, your resume is a self-marketing tool that should be designed to spark an emotion from the target reader that drives them to call you in for an interview! Be compelling!

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