

EPISODE 04**Introduction**

Welcome to Job Search Strategies with Tiffany Franklin. This episode is devoted to creating a resume that gets noticed for all the right reasons. For close to a decade, I overhauled five resumes a week, for job seekers of all experience levels and industries. I will take you through the tips and tricks from formatting to content to help you leverage the full breadth and depth of your experience.

Topics will include,

- Why resumes are important
- Variations of resumes
- How I changed my services over the years
- How I can help you now
- Detailed formatting info
- Do's and Don'ts
- Portfolios and how you reference them on your resume
- General resume tips
- Applicant tracking systems
- Data analytics, and your job search
- An in-depth look at the process I have honed over the past 10 years while overhauling client resumes.

In the show notes on my website, www.tjfcareercoach.com under the podcast tab, I will have a page for each episode. The show notes include a resume starter page that incorporates a format that has worked well for my clients.

You can download this document and others so you can incorporate your own information. In addition, I have a sheet with questions I asked my clients to ensure they are including experiences that will incorporate their transferable skills and other information important to prospective employers, a resume checklist, a transcript that includes my process for the resume overhaul, the last segment of this episode and then finally, if you were starting from scratch, I will include a detailed questionnaire to help you build a resume that's been years since you had one or if this is your very first one.

Why resumes are important

First, let's talk about why resumes are important. Resumes are the cornerstone of a successful job search. They are an extended movie trailer that's meant to pique the interest of a hiring manager and encourage them to want to know more about you and meet with you to discuss your experience and the requirements of the role. Resumes help you secure the interview and the interview helps you get the job offer. It's not enough to have experience, you have to show it to potential employers in a way that is easy to read and clearly demonstrates your impact.

Resumes are also useful when applying to schools, joining an organization as a volunteer or when you are being considered for board membership or an award. When networking, your contact may request your resume to pass it along to a hiring manager. For consultants and entrepreneurs, it can be helpful to have your updated resume as a resource for when you're crafting your pitch to potential clients or investors or when you're updating your website and the company's marketing materials.

I once read that recruiters spend roughly 10 seconds scanning a resume. At the time I was upset after thinking of all the work that job seekers put into that document. Once I was a recruiter, I got it. When you post a job on LinkedIn and suddenly you have a stack of resumes in your inbox, that 10 seconds make sense. Plus, it's referring to the initial resume scan that overview that invites you to want to take more time to learn about this candidate.

It should be noted that while recruiters may initially give your resume a quick glance, that doesn't mean that they will gloss over mistakes. Be sure to prove your document thoroughly. When working with my clients, I noticed the majority of them had already done the hard part and that's getting the experience. It seemed the biggest barrier was how they were communicating the experience and expertise that they have. That's why formatting your resume is so important, and making sure your content is focused on your achievements.

Each section of your resume should inspire confidence in a hiring committee by demonstrating that you have the experience and the skills both hard and soft to do the job. I will go through each section of the resume to help you create one that gets results for you.

Quick Tip

Before every episode I like to begin with a quick tip. Today's suggestion is to have a resume buffet. I've noticed that clients and students that I work with, often get so caught up in the right page length for the resume that it stifles the process and can make it frustrating for them.

I recommend having a long master version of your resume, a resume buffet so then nothing you have done is forgotten and you can pick and choose the most relevant items for every job to which you apply. Simply take the master version of the resume, save as and then create a second version that is two pages and tailored to the job to which you're applying. It may take a little longer on the front end to create this master document with everything formatted properly, but it will make your life easier in the long run.

I also recommend that at the end of each month or quarter, you return to this master document and add your wins for term. You don't have to format it or take a lot of time, just five minutes to get the main points down and you can format it later. It's too easy to forget stuff so jotting down the details of your projects will make it easier the next time you need your resume.

When it comes to resumes, there are many opinions. Four out of five dentists may agree on the commercials, but that's not always the case. When it comes to career coaches, recruiters and human resources professionals. There are various ways to correctly format a resume, it's not a one size fits all situation. Instead, it's how you are demonstrating the impact you've made along your journey, and how your skills are relevant for one particular job. The following tips and strategies are what I have been taught and have found to be effective for my clients.

There are many ways to do a resume. The advice below reflects my personal experience. Keep in mind that even with an incredible resume, you're not guaranteed an interview. You never know the strength of the candidate pool, if there's an internal candidate in line for the role, or a funding has been cut in lieu of recent events. When applying, be sure to diversify your job search and apply to many positions and track your progress to keep everything organized, and provide yourself insights about what's working, and how you may need to tweak your approach. Tailor your resume to each position and network. See episode nine, where I speak with expert networkers about how to effectively cultivate meaningful connections.

How I can you with your resume

I'm often asked if I write resumes or overhaul them for clients anymore, and the answer is "No," at least not in the same way. For the past 10 years, I updated and wrote over 1000 resumes for clients as part of my side business, TJF Career Coaching.

As of April of 2021, I have pivoted my services, so I will have time to create and produce this podcast. Now I focus exclusively on career coaching zoom meetings. During these meetings, I will listen to the specifics of your situation and what you are seeking during this particular job search. I can help you with every aspect of the job search from career exploration, and identifying opportunities to resumes, cover letters, LinkedIn, applications, interviewing, evaluating and negotiating offers, professional development and career transitions. If you need additional help with your resume, I have a limited number of one-on-one appointments a week.

First, there's the 30-minute resume critique, you can book directly on my website, www.tjfcareercoach.com. I will provide guidance on how you can improve the format and content of your resume. This will be on zoom and I can have your resume open in word and share my screen while making the comments. Then I will email you the version with the comments and tracking at the end of our session for you to implement the changes on your own.

For more hands-on help, I recommend booking a one-hour coaching session, and I can get your resume overhaul started. Just as in the 30-minute session, we will connect via zoom, and you send me the word version of your resume in advance. During the meeting I'll share my screen and toggle back and forth between your old resume and the new resume starter page I create for you.

I will show you how to format each section and get you started on the resume overhaul process. Throughout the session, I will ask you questions to help me leverage the breadth and depth of your experience. At the end of the session, I will send you what we have accomplished for you to implement the rest of the changes on your own. If you want me to check your progress, we could book a 30 minute session for a later time. If you want us to pick back up and complete the resume together it will take additional one hour sessions. Some clients find that one session will give them enough direction to make the changes on their own, while others multiple sessions to finish the resume together.

Variations of resumes

Let's talk about the types of resume styles. There's the reverse chronological, which is the list of the most recent items first within each section of your resume. Under each job, you will include bullet points describing your achievements. That's the most common format of a resume. Functional resumes are organized by skill areas, and then have a listing of the companies and job titles at the bottom but without all the description.

They are not as common and can be confusing for the reader. A hybrid version is a combination of the two resume styles the reverse chronological and functional. Basically, it's the reverse chronological resume with an additional section, areas of expertise, where you have a few key skill areas that you pull out and highlight your experience across jobs. It's a great option when you need to highlight older yet relevant experience, one particular aspect of your role, or when you've had time away from the workforce.

Detailed formatting info

I'm often asked how long should the resume be? You want to fill up either one whole page which is best for current students and recent grads, or two pages, which is ideal for most professionals. Avoid half pages, because it just looks unfinished. Once you've been out of school for a few years, you really need two pages to convey all the experience you have. For professionals with extensive experience, sometimes three pages can be appropriate. If it's used with restraint, you don't want to go back too far or list everything you have ever done.

For project management professionals, three pages may be useful and provide a snapshot of the various projects they lead for their employers or their own companies. CV's for academic roles can be much longer. For the purpose of the show, I am focusing on resumes for industry roles. What about formatting? Use a common font such as Colibri, Arial, Times New Roman, Cambria, Georgia or Palatino in 10. to 12. size. Don't cram too much information in or use fonts smaller than 10 points.

You want to use whitespace and bullet strategically to help guide the reader's eye to the most important information. Margin should be between one half inch, to one inch all around. I prefer one half inch, and in the Layout tab in Word, just go to margins and narrow. Use portrait orientation. Microsoft Word is my favorite tool for formatting resumes. Although I have done some in pages. In the show notes at tjfcareercoach.com under the Podcast tab and Episode Four, I will have both a word and a pages version of the resume starter page for you to download.

Do's and Don'ts

Let's go over some do's and don'ts. Do quantify as much as possible. If you can answer how much, how many, how often, then it's an opportunity to quantify and it's expected that you will include numbers. For example, how much revenue have you generated? How big was the budget you managed? How many people do you oversee? How many clients or accounts? How many customers?

What about social media analytics or other numbers? If your job isn't as easy to quantify, then maybe you could mention something about how big the company is, or something else to give us a sense of the scope of what you do. When I was a recruiter, I noticed that many resumes said the same types of things, being a good leader, a good communicator, etc. but it's so much more impactful to use numbers to demonstrate the scope of your experience and skills. It's one important way to differentiate yourself from other candidates. For example, spearheaded, global cross functional team of 20 for \$50 million project that accelerated revenue growth by 10%.

Keep in mind any non-disclosure agreements you signed to ensure that it's permissible for you to include certain numbers on your resume. Be consistent with your format. There's no one right way to format your content. I will show you the resume starter page in the show notes on my website with a format that has worked well for my clients. In your contact information. Make sure your email address looks professional. Pick one phone number and one email the list on there. Too many contact numbers makes it confusing. Plus in the middle of a job search, you will know to check that phone and email first.

Make sure your voicemail is accepting new messages that can change when you update software or switch to a new phone. If you haven't received a voicemail lately, get a friend to send you a test message. Check your email spam folder every day during a job search. Interview requests have gone into these folders and those are time sensitive messages. Include your LinkedIn URL at the top of the resume, and be sure to customize the URL for your LinkedIn so it does not have random numbers. I will include a link with instructions in the show notes on how to do this.

Use a PDF version of your resume when emailing it to a contact, so they see the format you intend. Use strong action verbs in your description. You want to check out a helpful verb list for ideas so just google, resume verb list and you will have many that come up from you to choose from. You want recruiters to visualize you in action. Includes your tech skills and list specific software. Microsoft Office may seem obvious, but it's listed in many job descriptions so that's why you should incorporate the tech skills.

Continually update your resume and add achievements once a month so you don't forget. Include your relevant certifications, professional development courses and classes, honors and volunteer experience, at least for your Master Long version of the resume. Use bullet points in your descriptions to make it easy to read. Now, here are the don'ts. For resumes in the United States. Do not include personal information, such as date of birth, marital status, social security number, number of children. This information does not reflect on your ability to perform the job to which you're applying. Don't use personal pronouns. Before each bullet point, the I is implied but not written in the document. Don't use articles in a resume, such as the, a, or and. These filler words only slow recruiters down. Remember, typically a recruiter spends less than 10 seconds reviewing a resume. That being said their eyes will be drawn to mistakes. Besides the career summary at the top of the resume, you want to avoid having paragraphs in the resume, because it can be easy to have too much text. This is not a paper for your English class and you want to avoid flowery language and big blocks of text.

Don't include everything you have ever done on your resume. This document should be a way of providing a guided tour of your experience focusing on your most recent experience. Try to limit it to the past 15 years and avoid having any dates from the 90's or before on your resume. If you have something super relevant to a target job, but it's from a long time ago, you can allude to it in the career summary bullets without mentioning the date. For example, launch career as management consultant at ABC firm, don't use templates, they are too limiting. Instead, type in a Word document so you will have complete control over how you present your information. You can make a plain word doc look visually appealing.

Don't use tables or graphics. They are style over substance and can really limit the information you present since it has to fit into prefab boxes. Plus, they are not always read properly by applicant tracking systems. That is the ATS may process the table as an image rather than register the content and keywords inside the table.

Portfolios

Now let's talk about portfolios. If you're in a creative field, portfolios are everything, when I worked as a recruiter with UX Designers, Graphic Designers, Creative directors and information architects, my client companies would often ask to see the portfolio of a client before their resume. They wanted to see the projects the candidate had worked on and their design aesthetic. The portfolio is where you can shine and showcase all of your projects and be as creative as possible. I recommend including a link to your portfolio or

if you're a software developer, computer engineer a link to your GitHub at the top of your resume with your contact information.

General Resume Tips

Let's go over some general resume tips. Proofread your work multiple times. Do this for every resume you send. Use spell check, but remember, sometimes a word may be spelled correctly, but not used properly. Read it to yourself a few times, but also have a friend look at it, since your brain may autocorrect mistakes after reading it so many times. In addition to reading it the regular way, try reading the document from bottom to top one time. Sometimes reading it out of order may make a mistake stand out that you missed before. Email your resume, both the long master version, and the two page PDF ready for an employer to yourself so if you're away from your computer, and need to send your resume to someone, you can access it from your phone or tablet.

Most people list their technical skills at the bottom of a resume for professionals in the tech field, such as IT, Software developers, UX designers, Computer engineers, you will list your technical skills much higher on the resume, usually on the first page. Remember, you are much more than your resume. Yes, the resume is an important step of the job search process and you want to take the time to present your best self but it does not encapsulate all that you are or that you bring to the world. If you feel your resume is weak in comparison to others, it's most likely a formatting and marketing issue that can be addressed with best practices.

If you do have limited experience, that's okay, as well. We all had to start somewhere and perhaps you're not including all the transferable skills that you bring to the table. If you have a big time gap in your experience from life events, or being a caregiver, there are things you can do: getting a temp job, taking an online class, enrolling in a full time degree program or volunteering to gain experience.

Sometimes it's a matter of working one job to pay bills and then working towards your dream job in your spare time. Everyone has unique challenges and strengths that they bring to the job search process, you are not alone and have more going for you than you realize. I will devote a future episode to this topic. The most important resume tip that I can give you is to tailor your resume to each and every job to which you apply. If you need to shorten your master resume, include information that is relevant to the target job that is recent, and items in which you have been deeply involved.

Applicant Tracking Systems

You don't have to have all three of these, but at least try for two of the three and make sure that relevance is on there. Let's turn to applicant tracking systems and why they are important. Applicant tracking systems are software that most large and medium sized companies and organizations use to parse through applicants resumes based on keywords, the ones with the highest match scores to a specific job description, move to the next round and into the hands of a human decision maker. Basically, you have to optimize the resume with keywords to get past the software, but you also have to make sure it looks good for a human.

Since I first started career coaching at Drexel, I encourage students and clients to tailor their resume to each job to which they applied and weave in keywords. Now there's a tool to help you do that. Jobscan is a website that emulates the applicant tracking systems and helps you understand which keywords and other optimization practices to incorporate in your resume to increase your odds of getting invited for the next step of the screening process.

I will have a link to Jobscan in the show notes, which can be found on my website tjfcareercoach.com under the podcast tab and Episode Four. This is an affiliate link, meaning I will earn a small commission when you go through that link. Before I ever set up this affiliate link in May of 2021. I had referred over 300 clients and students to Jobscan. It's something I believe in and have used myself. You can also try to get free scans featuring Jobscan to get a limited number of scans if you send someone a referral link. It's a great way to test the site and see if you find it helpful for your job search.

Keep in mind that when you first compare your resume to a job description, it's often a 20% to 30% match, and you want to try and get it to an 80% match. Don't be discouraged and think that you shouldn't apply. I've used the job scan guidelines and I've taken many resumes from the mid 20's to the mid 80's. Just follow the system prompts, and see how to raise your match score by weaving in keywords, soft skills relevant to that job, and ensuring all dates have a month in them.

Just listing a year will lower your match score within ATS, it's really important that all the information on your resume is truthful, don't embellish. I would rather stop at a 60% match score and be truthful. Your reputation is more important than a match score and anything on your resume is fair game for questions in the interview. Jobscan often encourages you to have one inch margins. I have found that even if I use one half inch margins, it may lower the match score a little but the extra resume real estate from the smaller margins allows me to get in more keywords so it's a tradeoff I'm willing to make.

You can only compare your resume to one job at a time in Jobscan, just as in regular applicant tracking systems. I have found that when my clients use Jobscan and tailor the resumes based on keywords, they tend to double the rate of interview requests. That is not hard data but what I have noticed anecdotally, even with a completely optimized resume, there are no guarantees. There could be an internal candidate or the company may have taken funding away from that role. Plus, you don't know the strength of the candidate pool. The best strategy is to cast a wide yet strategic net and apply to an array of positions that match your skill set.

Data Analytics and the Job Search

Some reaches and some better align with your current experience. You want to mix because you never know. Data analytics in your job search. Sometimes when scanning a resume through job scan and comparing it to your target job. The suggestions will say to avoid clichés like using results driven or overused words, but then that exact language will be in the job description as one of the keywords you need to use. In these cases, I try scanning it two ways, one version of the resume with results driven, and one without that phrase.

This is a split test to see which one scores higher and most of all, which one makes the most sense when you read it. Keep the user experience in mind for your reader. As you go through this optimization process, a split or A, B testing, it's just trying something two different ways to see which way works better. This is a trial and error method and you learn as you go and adjust your strategy accordingly.

Track your progress with applications and networking with a spreadsheet so you can gain insights into the results your efforts are yielding and adjust accordingly as you go, basically do more of what works. Companies are always gathering data on their processes and looking at that to drive their strategy. It's time you do the same for yourself. You want your job search to be as efficient and effective as possible.

For this spreadsheet include the name of the company, the job title, the date you sent in the application, which version of your resume you use. Did you use Jobscan and what was the score? Did you send a cover letter? Did you attend a career fair? Did you network with any contacts? There are not enough hours in the day to do everything for every job you are interested in if you are casting a wide net. So select the jobs you want the most and direct the most effort towards those. After sending out 20 applications, see which ones result in an interview request or any communication from an employer that signals you are moving forward in the process.

Evaluate what you did for those apps and do more of that. If utilizing Jobscan helps you secure more interviews do more of that. If it's attending career fairs and networking, try that. The best combination is optimizing your resume and utilizing connections within your network. Check out episode nine of the podcast, where I have networking experts walk you through ways to make meaningful connections that will help you with your job search. My process for overhauling resumes.

My process for overhauling resumes

Back when I used to do resume overhauls before my new way of helping clients with resumes during a zoom coaching meeting. I had streamlined the process after 10 years of practice. Here are my main steps below as I mentioned before on the show notes at tjfcareercoach.com under the Podcast tab for Episode Four, you will find a checklist where I demonstrate this process.

Remember, other career coaches may have a different approach, but this has worked well for my clients and me personally over the years.

First, gather your old resume, or more than one if you have a few versions and have your LinkedIn profile open.

Step 2, click on the resume starter page and save as with your name and the date. That will help as you update over time and need the most recent version.

Step 3, go section by section and cut and paste items from your old resume into the resume starter page, for example, the schools into the education sections, and the past jobs into the professional experience section.

Step 4, update the contact info, your name, phone number, email, LinkedIn URL. I will often add a static QR code at the top of the resume that's linked to a client's website, portfolio or LinkedIn profile. I liked using the site kaywa.com to create that free code, just copy the code, paste it in the resume at the top, right click it and then you can make sure to put that picture in front of your text, make it smaller, and move it over to the side. That way, it'll be a little square at the very top right. It stands out for being a little different and all they do is scan it with an app on their phone that reads QR codes and it will take them right to your portfolio or website or LinkedIn.

Step 5. Once everything from the old resume has been transferred to the new resume, I then go to LinkedIn and copy and paste each section to the new resume. Skip this step if you don't have a LinkedIn, or if your LinkedIn profile is just a copy of your resume, then of course, you don't have to do that. The reason I do that is because sometimes people are better about updating their LinkedIn profiles instead of their resume, and there could be valuable info that you want on the resume. However, when doing all of this copying and pasting, only pull jobs and experiences from the past 15 to 20 years, there should not be any dates from the 90's or before that on your resume.

If there's a job from the 90's that is relevant, we will include it in a different way as a bullet at the bottom of the career summary. For example, launch career as Management Consultant for XYZ firm and specialized in information technology within the healthcare sector, providing solutions for 30 plus clients. You will bring over all of your education but not include dates for that section if you graduated before 2000.

When pasting from LinkedIn, remove the formatting so it's just plain text. When you paste something in a Word document, there's a little clipboard at the bottom right of the paste text, right click on that and paste as text only. There will be some duplication this way. I have found quite a few pivotal details when doing this, so it makes it worth it for me. In step eight below, I remove all the duplicate info. This technique also highlights if you have inconsistencies between your resume and LinkedIn profile.

While they don't have to be duplicates of one another, key details such as dates and job titles should be the same. I like to think of them as cousins where you can see the similarities. In most cases, for clients with old resumes that were one to two pages, I needed to expand upon their experience so that's why it made sense for me to draw content from old resumes and LinkedIn, and then get rid of the duplications and clean everything up from there.

However, it's a totally different story if someone has a four page resume going in, or if it's an academic CV to industry resume conversion, where I may be taking a 30 page document and converting it to a three page summary and those cases, I'm not going to format a bunch of content I'm not going to use. Instead, go through the resume section by section and only copy what you need. For instance, the schools you attended, clean that up and then move to another section. It's almost the old resume is a buffet and the new resume is a clean plate that you are only adding content to in a sparing manner, you can definitely do that for your whole resume.

For shorter ones, I found it was just easier to get everything in one document, and then go through and clean it up but it's whatever is easiest for you. Resumes typically took me between three to five hours to overhaul depending upon how complicated they were, and how strong the initial document was at the start of the project. It usually took me a few days in shorter time blocks and that allowed me to bring a fresh perspective when I got stuck on a section.

I also jumped around when editing the resume and worked on whichever section appealed to me at a given time. That made it go faster and it wouldn't be as tedious for me. After I would finish one section, I would highlight that section header pink to show me that it was finished. Then at the very end, I would take out all the highlighting. I saved the career summary for last and that was usually harder for me and it helped to do that after I had learned as much about the clients experience as possible. Use whatever tricks work for you to streamline the process.

Step 6. Select all text for the document. I like to make mine Calibri, 10. size but you can use the font types and sizes I mentioned above as long as their standard. I do make the clients name 16. font size and bold it.

Step 7, make the whole document have one half inch or narrow margins all around to get your resume to fit into one or two pages and maximize the space.

Step 8. Go through what you have paste it and format each job, so company names, job title, location, and then the date and month year to month year format. Make each sentence a separate bullet. See the resume starter page in the show notes. For an example of a format you can use or find another one you and just be consistent. By this point, the foundation or outline of the resume should be coming together. Review each job and school description and remove any duplicates from when you paste it, LinkedIn info.

Step 9. Now that you have streamlined all the info on the resume, and combine key points from your various resume versions and LinkedIn, it's now time to make each job description concise and impactful. Be sure each bullet point starts with a strong action verb, Google that resume verb list for ideas. You also want to vary your verbs and do not use the same verb twice within a single job description. It gets really boring for the reader. Remember, while I is implied before each bullet, there are no personal pronouns in your resume.

Step 10. Quantify when possible in each of your descriptions and write the number, for example, orchestrate it transition from legacy software system to AB software that impacted 1100 internal stakeholders in 15 countries. Manage global team of 10 and administered \$20,000 budget during eight month project that save 20% operating cost. So you're really focusing not only in the scope of what you did, but what was the extent of your impact.

Step 11. Make sure that each of your job descriptions is not just a laundry list of duties. You can include some duties for context, but make the focus of your description the impact you made. If you were having trouble of thinking what to put, look at some of your performance reviews and allude to your wins.

Step 12. Check the supplemental question sheet in the show notes and see if you have content to add for additional sections, technology skills, volunteer experience, there could be transferable skills here, honors and awards, leadership and activities. That's a big category for students, publications, speaking engagements, professional development, teaching experience and more.

Step 13. Decide if it makes sense to create a separate heading and divide your work experience into separate sections. For example, consulting experience, teaching experience, marketing experience. Within each section, you will list experiences in reverse chronological order and include job descriptions under each company.

It makes sense to divide your experiences this way when you have worked in multiple industries or roles and you want to group your experiences accordingly. For example, if you taught classes at a university, while also working in industry and had private consulting clients, as more people hold multiple roles and diversify their experiences, a straight reverse chronological list of all their experiences can be bulky. Plus, if you need to pull an experience from five years ago, or longer on your resume. This is one way to make it appear higher up on the dock.

Step 14. Find your target job description. You need to tailor your resume to every job to you apply to. I know I've said that many times, but I can't overstate that point.

Step 15. Paste the shell of your resume so far into Jobscan and then also paste your target job description, just the job description, not the company description. Run a scan and see all the keywords you need. There

will be an X under the resume column for the keywords you don't have. There may be 60 of them, but that's okay. Just copy and paste these on the bottom of your resume and remove the formatting.

Remember tense counts and using a different version of a word can change whether it's considered a match. Remove any skills you don't have. Now that you have this list of words, we're going to try and figure out how to weave it into the resume in a natural manner.

Step 16. Create a key skill section of your resume and highlight around 12 of your key skills. See if any from the job scan list are appropriate here, but be sure you are listing them the exact same way that job scan does. Examples are leadership, communication skills, client account management, operations, marketing and sales, business process optimization, data analytics, change management, mentoring, delivering presentations, the list can go on.

Step 17. Look at the Jobscan list and remove any words you used in key skills. See what's left, paste them below your career summary at the top. See if you can incorporate these skills into the career summary. In the career summary include about four to five sentences that speak to your experience.

Typically, I like to think of it like you're a tour guide, providing recruiters or any reader of your resume, with a detailed look at your experience and clear insights into the value you will deliver based on the competencies you have developed. Another way to look at it, it's the opening arguments in a court case. Through a brief summary paragraph, you are giving the reader a snapshot of what to expect and then backing it up with the rest of the resume, basically the lens through which you want them to look at the rest of your experience.

I'd to start with that career summary paragraph followed by a few bullets of your main selling points, and then have a separate key skill section with around 12 main skills usually in three columns. From there, I typically launch into the reverse chronological listing of your experience. I like this because these three sections career summary, key skills and professional experience, offer a snapshot of what you have done, launch into the details and give a little variety for the reader to look at as their eyes jump around the page.

There's often a lot of debate about career summaries and if they're even necessary. The career summary is not necessary for college students, and they should start their resume with the education section. With a career summary. You also want to avoid having a bunch of clichés and sentences that are so generic, they could be on anybody's resume and apply to any job. Some prompts to help you could be “accomplished

professional with blank years of experience”, don't list more than 15 because of ageism so you could just say 15 plus, specializing in blank.

You could start another sentence with “skilled in”, or maybe “proven success in” blank, “excellent communicator known for leading cross functional teams of” blank. Think about what are your greatest hits here. You need more details here to differentiate your resume and your expertise. You don't have to put in the number of years of experience, in fact, many people don't so that's up to you.

Here's an example of one career summary paragraph. Dedicated consultant and project management professional with 15 years of experience leading cross functional teams and delivering solutions to complex business problems for clients and health care and education sectors, specialize in diverse technology initiatives, including system migrations, software implementation, skilled in collecting and analyzing data to deliver recommendations to senior leadership, excellent communicator with proven success, collaborating with multiple agile teams to coordinate and deliver projects from inception to rollout within tight budgets and timeframes.

So you see how that's impactful and it gives just that snapshot of what the person does and then below in the resume, we will show that in action. After that I usually add a few short bullet points with the arrows below the summary to highlight your five key selling points your greatest hits, for example, spearheaded 10 major, multiyear projects for Fortune 500 clients throughout career. Oversaw staff of 150, located in three countries. Served as keynote for five national and regional industry conferences. Published 10 articles and top tier journals, and then maybe a bullet about where you earned your MBA if your education is at the bottom of the second page.

Step 18. We're getting close here, with any remaining keywords left from Jobscan, see if you can naturally weave them into the job descriptions, perhaps wording things differently. Remember, the goal is for a real person to read this at some point. Don't keyword stuff to the point where the language is awkward or does not follow the proper rules of grammar.

Step 19. Over the past few years, I have started advising clients to add soft skills to the resume since they are in most job descriptions. You could put this at the bottom or maybe you could just have a general skill section and then divide into technical colon and then below that it could be additional or you could even say soft skills.

Step 20. Scan your resume again and see if the match score is any higher. Again and 80% matches great but keep the info truthful.

Step 21. Proof your resume, then proof it again and have someone else look at it. Your eyes may autocorrect mistakes after reading the same thing over and over. Even though recruiters may only spend seconds reviewing your resume, mistakes have a way of jumping out at them. Keep in mind that when multiple people look at your resume, they may give you contradictory advice. Look for patterns in the advice from a few people and then try that split test method to see which version gains the most traction for you.

If someone is passing your resume along in their company, consider their advice for that version, as long as they are adhering to best practices such as strong action verbs and quantifying but remember, it's your resume and you have to do what's right for you. Ask yourself, are you getting interviews from this resume? Do you think it accurately and most of all effectively represents your experience? If you need to cut down the long master version to two pages, look at each item and ask yourself. Is this relevant to the target job? Is it recent? How deeply was I involved in this activity? Was it a day or for two years.

Items don't need to check all three boxes to appear on the resume but they should at least be relevant and it helps to focus on experience from the last decade, in particular the last few years. Next, omit any information or quantification from your resume or LinkedIn profile that would violate any nondisclosure agreements that you have signed over the years. Check with your attorney if you're unsure of the terms. The first few resumes take a while but once you start applying to similar jobs within the same industry, there are fewer changes needed between versions.

If you were applying to a few different industry verticals, then you would have basically one master version for each vertical and then you would tailor it from there to each job. Finally, keep applying. This is a marathon and perseverance matters. Just diversify your search network and keep adjusting the process as you go.

Conclusion

Thank you so much for listening to Job Search Strategies with Tiffany Franklin. I really appreciate you and hope this was helpful. For more career tips, please subscribe on Apple Podcasts, I Heart Radio, Google Podcasts, Spotify, or wherever you get your podcasts.

If you would like additional support, go to my website tjfcareercoach.com to book a 30-minute resume critique via zoom where I can look at your resume and make suggestions for how you can maximize the impact and market yourself effectively. Stay tuned for Episode 5, where I will talk about how to get promotions and level up in your career with Zachery Jones. Thank you so much.

[END]