

# The Art of the Resume: Do's and Don'ts



IMPACT  
RECRUITMENT

## DID YOU KNOW?

To streamline the hiring process, many organizations are using applicant tracking systems (ATS) to filter out unqualified applicants. These systems scan the resume for contextual keywords and phrases, mathematically scoring them for relevance and sending only the most qualified ones through for human review.

## SO, WHAT DO I DO?

Keep your formatting simple, include the right keywords and double check for spelling mistakes.

Your resume should demonstrate you have the specific set of skills, experience and accomplishments necessary to do the job. Make it easy to see why you're the right fit for the job!

## Contact Information

- Include your legal name, current address, phone number and personal email address.
- Optional additions: include the URLs for your personal website or LinkedIn profile.

## Professional Summary

- Short summary (one paragraph, 4 – 10 sentences) illustrating how your experience/skillset makes you a direct match for the position you're applying for.

## Skills

- Using 10 – 20 words, rack up those keywords! Be sure to include all the required skills mentioned in the job description (assuming you're able to perform those tasks, of course).

## Education

- Include degrees awarded, as well as certifications and/or licenses subsequently received.
- Do not include your high school education (unless you've just graduated) or any program or coursework you didn't complete.

## Employment History (or Professional Experience)

- The meat of the resume, where you'll create a snapshot of your professional life.
- Make sure each bullet point describes a skill the hiring manager is looking for, and quantify these points with hard numbers (eg: number of direct reports, size of teams you led, actual dollar amounts for increases in revenue, the number of products sold, etc.)
- Quantify soft skills, too! Don't just say you're an "effective communicator" and "skilled leader", show how you've used these skills successfully.

For example: "Developed and independently initiated mentorship program to alleviate high turnover of new staff members, resulting in the matching of 23 mentor-mentee pairs and a significant reduction in staff turnover following implementation."

- If you've moved up and around at one company, highlight your different job titles! It says a lot about you that you were promoted within an organization and/or were able to transition your role within the organization.

*NOTE: If you're fresh out of college or switching to a brand-new industry, you can help bolster this section by listing your transferable skills, volunteer experience, related side projects and relevant coursework.*

## ADDITIONAL TIPS

Don't Include "References Upon Request". It takes up room you could otherwise use for experience and skills.

Don't worry about keeping it to one (or even two!) pages. Don't cut out content/keywords to save space.

Oftentimes hiring managers will search by both title and technology (eg: Administrative Assistant and Excel), so don't remove the mention of skills because you think they are repetitive or "a given".

A good rule is that each software you have experience using should show up 2 times minimum, in the Skills section and again in your Employment History.