

# How to Create the PERFECT RESUME

A resume is more than just an annoying job application formality. It's often your only chance to shine.

Hiring managers discard

**8 of 10**

resumes within



seconds

More than **HALF** of those get trashed within

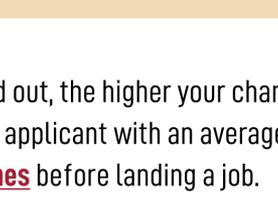


seconds



**2%**

make it to the interview phase



The more resumes you send out, the higher your chances are of landing a job. The typical applicant with an average resume must send out **30-50 resumes** before landing a job.

Beat the odds by putting time and effort into a resume that you can truly be proud of. Here's what you need to know in order to craft a resume that helps you land your dream job.



## Resume Formatting Basics

It's easy to get hung up on the latest resume trends—word clouds, photos, or unusual formatting. But the truth is that resume formatting matters less than whether the specific formatting you choose is readable and puts the most important information in a prominent location.

These tips can help you format your resume:



- Your resume should be scannable.**  
Assign a different heading to each job or employer, then list accomplishments in bulleted form. Do not write long narratives or create big blocks of text.
- Pick a standard, easy-to-read font.**
- Do not use unusual color schemes, puns, or other "creative" approaches because they can undermine your professionalism.**
- If you're new to the field, your resume should be a page.**  
If you have been in your career for many years, you can use two pages—but only if you need to.
- Your contact information should be prominent and easy to find.**  
Place it in the header, and make sure the font is legible.
- Save your resume as a PDF file.**  
This ensures that the formatting looks the same on every computer and prevents reviewers from accidentally deleting portions when they read it.
- Consider placing a Summary or Profile at the top of the page, especially if you have key objectives to summarize.**  
This allows reviewers to more easily scan your resume.
- If the jobs you seek require specific skills or proficiencies, place these in a prominent location.**  
A programmer might list the programming languages they can use, for example.
- You do not need to include a photo on your resume.**
- Do not include irrelevant information, such as social media handles.**  
Only include the details a recruiter would want to see and those that will make you a competitive candidate. A person applying for a marketing job who uses Twitter professionally might include social media, just as an artist might include a link to their online portfolio. Ask yourself whether each piece of information you include is relevant and helps the reviewer see you in a more positive light.

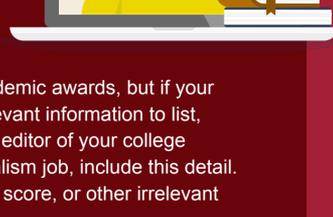
## What to Include in Your Resume

The location of each resume section depends on how you are formatting your resume and what you want to feature. In general, you should put the most impressive information first. For example, if you have many specific, demonstrable skills but a limited education or work history, put the skills first.

A basic resume should include at least the following:

### EDUCATION

List your educational credentials, including the institutions you have attended and the degrees or certificates you have achieved. New graduates should put their GPA or class rank only if it is impressive. If you have not recently graduated college, there is no need to include it.



In most cases, it's unwise to list clubs or academic awards, but if your resume is fairly empty or you have highly relevant information to list, you can put it here. For example, if you were editor of your college newspaper and are now applying for a journalism job, include this detail. You do not need to list your high school, SAT score, or other irrelevant educational details.



### JOB EXPERIENCE/WORK HISTORY

List job experience in reverse chronological order, such that your most recent job goes first. In general, you should only include job experience that is directly relevant to the role for which you are applying. Leave out your weekend dog-sitting gig or high school cashier job, but make sure you include any freelance work in your field.

Your job experience section should clearly demonstrate that you are qualified for the role you are applying for. Focus on specific accomplishments rather than job duties. Most employers know, for example, that a journalist writes stories and does research. Emphasize instead your work output, any awards you received, and specific achievements such as rapid turnarounds or exceptional reviews.

This section should rely on bullets and action verbs. Don't use empty descriptors such as "attentive to detail" or "highly motivated." Instead, show the reviewer how you possess these attributes. To show her attention to detail, an editor might mention that she caught a mistake that four previous reviewers did not notice, saving her employer \$x.

#### DON'T USE



### SKILLS

For some roles, it makes sense to have a separate skills section. This is usually a brief, bulleted column. Consider whether your job relies on different certifications or skills.



A law enforcement officer might mention their POST certification or recent training they have undergone, while a writer might mention the style manuals they have used for work. Only add a skills section if you have specific information that makes you stand out. Punctual, friendly, and cooperative are not skills; demonstrate them with specific achievements in your work history section instead.

### OTHER SECTIONS

It may be wise to include other sections, but only if these sections include additional information that makes you an attractive candidate. Never include a section solely to fill empty space. Some sections to consider include:



- Volunteer work.** Include this if you have volunteer experience in your field, serve on a volunteer board, or have especially impressive volunteer accomplishments.
- Awards.** List any industry awards you have received. If you only have one award, list it in your work history instead.
- Languages.** If you are fluent or proficient in other languages, list them.

## Resume Hacks and Tips

To write a truly exceptional resume, follow these tips:



- Draft the content of the resume before trying to format it.**  
This ensures you include the most compelling information rather than just trying to fill a template.
- Consider purchasing a template rather than designing the resume yourself.**  
Etsy has many affordable options.
- Spell-check the resume** in at least two different programs, as some programs will miss some spelling and grammar errors. Proofread the resume by hand, and have someone else look over it too.
- Run the resume through a passive voice checker.**  
You should always write your resumes in an active voice; don't use passive language that gives someone else credit for your achievements.
- Be mindful of the role of resume scanning software.**  
These programs look for keywords relevant to the job. Be sure to include keywords relevant to your ideal job in the resume. You can improve your chances by tweaking each resume for the specific job you're applying for.
- Maintain a consistent voice and style.**  
If you use complete sentences in one bullet, do it with each bullet.
- Be clear and succinct.**  
Don't add extra words. Keep your sentences short and readable.
- Avoid jargon and buzzwords,** unless you know there are specific buzzwords a recruiter will likely want to be included.
- Try turning your resume into a template.**  
Many word processors allow you to do this, so you can easily change information for each employer. This makes customizing the resume easy and seamless so you can quickly send out plenty of job applications.
- Don't repeat your entire resume in your cover letter.**  
Use your cover letter to speak to why you're a good candidate for this particular job.

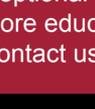
Your education shows that you're **qualified** for the job.

The right school displays your **commitment** to excellence.

**SNU is thrilled to help you transition into your dream job.**



For more tips, check out this other infographic, **How to Ask Your Boss for a Raise**



To begin your journey to an exceptional career and more education, contact us.