

RESUME SUMMARY/PROFILE

In the 6 seconds that a potential employer spends scanning your resume, most of their time is spent looking at the top third of the first page. The summary serves as a hook to grab the reader's attention. Your profile/summary needs to be tailored for each specific job that you are applying for and must reflect the key words from the posting.

For example, let's suppose that you are writing your profile for the following job posting:

Guest Service Agent required for Burnaby based hotel. Position responsible for guest check in and check out, guest accounting, guest reservations and information.

Requirements:

1. Exceptional people skills, selling, accounting and familiarity with computers.
2. Previous hotel, retail or airline experience is an asset.
3. Must have a pleasant personality, professional appearance, ability to multi-task and attention to detail for this demanding position.
4. Frequent interaction with the public and other team members require excellent communication skills in English.
5. Fluency in additional languages is an asset. Candidates must be available on for a variety of shifts and days.

Look at the difference between this:

A hardworking, reliable and experienced customer service professional who works well with people. An excellent team player with strong communication skills.

And this:

Established Guest Service Professional with two years of experience in providing excellent customer service at a local hotel and a non-profit organization. Recognized for providing professional and pleasant assistance to people from various cultures and backgrounds. Fluent in English and Mandarin and confident at building rapport with the general public and co-workers. Flexible to work any shifts including evening and weekends.

Which summary contains keywords from the job posting? Which summary will draw more attention from employers?

Yes, the **second summary** matches the requirements in the job posting!

A Targeted Summary:

- is tailored to each application
- highlights 3-5 of your skills that are most relevant to the job and incorporate key words from the posting
- is more than just a list of skills
- is concise and easy to read
- is a paragraph or bullet points or both
- only contains information that is already in your resume



More Examples of Profile/Summary (with a Headline/Tagline)

A. Bullet Points

Program Assistant with Student Service Experience

- Over 2 years of experience as a student administrator with BCIT Student Association
- Degree in Business Administration at BCIT
- Excellent at switchboard duties and reception tasks
- Proficient computer skills in MS Office specifically Excel, Access, Word, Power Point, Outlook and internet applications with a typing speed 60+ wpm
- Possess a friendly, warm and positive attitude to effectively welcome, register, and work with a diverse client base

B. Paragraph

Client-Focused Accountant

Accounting professional with three years of accounting experience in real estate and marketing industries. Full knowledge of general accounting, payroll, budgeting, and journal entry preparation. Proven ability to implement innovative accounting practices and procedures to improve efficiency.

C. Combined

PROJECT MANAGER

Cost Conscious · Customer Focused · Results Oriented

Over ten years of successful project management experience in residential, commercial, and industrial building construction as well as in roadways and site development works. Strong skills in estimating, contract negotiations, strategic planning, and project coordination. Effective leader and motivator, performing at a high level of accuracy, productivity, and efficiency.

Core competences:

- Project Budgeting and Expense Management
- Problem Solving / Innovations
- Performance Measurement
- Quality Control
- Construction Management
- Team Building and Training
- Project Scheduling
- Project Presentation Skills

A Profile/Summary usually starts with an adjective or noun phrases. Some good examples are:

- Skilled in...
- Advanced user of...
- Advanced understanding of...
- Comprehensive understanding of...
- Thorough knowledge of...
- Strong knowledge of...
- Working Knowledge of...
- Highly capable in...
- Extensive background in...
- Proven ability to...
- Special talent for....
- Demonstrated ability in...
- Experienced in...
- Practiced in...
- Proficient in/at...
- Excellent at....
- Able to...
- Hands-on skills in...
- Effective in...
- Successful in...

How to Develop a Targeted Profile/Summary

1. Identify major key words from your target job posting
2. Identify 3-5 skills, experiences or qualifications. These must be skills, experiences or qualifications that you have
3. Find examples from your work history to justify each point. Answer the question 'how':
"Sales professional with direct marketing skills learned through front line sales positions"
4. Use a format (bullet points, paragraph, or combined) that works best for you
5. If there is anything relevant that will differentiate you from other candidates, make sure to include it