



## Keep Your Resumé Out of the Trash: 10 Tips for Today's Resumé

High competition, complex employer needs and electronic screening programs have left job seekers with a big challenge: How to make their resume stand out. Employers take only a few seconds to decide if your resume has what it takes. What does it take to make it to the next stage? Here are our top 10 tips to keep your resume out of the trash:

- 1. Provide accurate contact information and links.** The top of your resume should list your current address, email and phone number. If you have a LinkedIn profile, career-related website or other web profile, include those links in the contact section as well.
- 2. Remove your objective.** Objective statements are outdated. Instead, lead off your resume with a strong statement of where you've been and where you are going. Create a summary that demonstrates value, includes relevant keywords and provides proof of why you are the best candidate for the job.
- 3. Let numbers tell the story.** Employers want to know you have had success and they want to see evidence. Load up your resume with numbers and metrics that quantify your results. Include things like dollars saved, percentages increased or decreased, number of people trained, etc.
- 4. Customize your resume.** One resume does not fit all jobs. Tailor your resume to the job at hand. Make sure you cover all the job qualifications. Match the job requirements with your proven work experience and examples.
- 5. Use keywords.** Find and use keywords that apply to the job you want. Make sure you are using the same words as the employer. Speak their language. Avoid words that don't prove anything.
- 6. Make sure the robots can read it.** Most companies use screening programs to sort through, rank and search resumes. Make sure yours is found by using standard formats, section headers, skills and job titles. Include the keywords that the employer used in the job description for your best chance of being found.
- 7. Showcase your personal brand.** Your resume is a powerful selling tool. Give a potential employer a powerful snapshot of who you are and what you're all about: your personal brand. Infuse your style and passion into every word.
- 8. Make it readable.** Don't get too fancy with your resume, especially when submitting online. Keep the fonts simple and the font size in check. Use normal margins and conventional formats. Employers expect to see things in a certain format. Don't waste your 6 second review.
- 9. Put your best stuff up top.** Highlight your top features at the top of your resume, i.e. in a Qualifications Summary. When listing out items per job, list your best accomplishments first.
- 10. Sound current (and like a person).** Don't go too long between resume updates or you risk forgetting important accomplishments or sounding out of touch. Also, make sure your resume is a true reflection of you. Be clear, yet personable.

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