

RESUMES THAT HACK THE JOB HUNT:



Write Resumes That Get Results
Right Now!

Erica **Golden**, M.A.

A three-step guide to writing resumes that get real results in today's job market, from an expert career coach, experienced HR professional and recruiter who has helped 5,000+ clients make career transitions in the modern workplace.

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by Erica Golden MA

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STEP 1: WHO ARE YOU?

Let's start at the beginning...

The first thing people want to know when they look at your resume is: *WHO* are you?

They want to know this fast, because they're usually trying to figure out as quickly as they can if you're someone who can help them out.

Simply put, people hire other people to *help them solve problems*.

That's why "Help Wanted" signs exist!

So, readers are usually scanning the very first part of your resume to see if it's worth their time to continue reading the rest! In other words, they want to know immediately, **"WHO is this person, and are they going to help me solve my problem?"**

In fact, from those very first moments of looking at your resume, they're primarily looking for "What's in it for them" (WIIFT).

In order to answer this question for them, you need to explain WHO you are and the help you can provide as quickly as possible, to entice them to continue reading for more specifics.

This is the whole purpose of **Step 1** on my Resume Template: to quickly explain **WHO** you are *at a glance*. That's accomplished in the **CONTACT & HEADLINE SECTIONS** at the top of your resume.



Take a look at the next page to see exactly what belongs in these sections...

CONTACT

The **CONTACT** section simply tells the resume reader your name and the best ways to contact you. *That's it!* Really. No more, and no less. It should be short, and include only professionally relevant information. If you can believe it, often this is precisely where many job seekers knock themselves out of consideration—simply by listing inappropriate information right up front in this section! Be aware of how you present yourself, and make sure your **CONTACT** section includes:

NAME—Your first and last names only, please. Most of the time there's no real need to include "Jr." or "III", etc. Just keep it simple, and give people the information they need to be able to contact you with the name you respond to professionally. You can use initials or a "nickname" for your first name, if that's how you're professionally known. You can add degrees or designations if relevant (PMP, PhD, SPHR, etc.) Just be thoughtful about whether it enhances your qualifications. Also, if you've changed your name at any point, put your prior name in parentheses or hyphenate. Be sure to use **Bold** or all CAPS for your name, and make sure the font is one or two points larger than the rest of the resume.

EMAIL—Use a professionally appropriate email account. Period. If you're currently employed, DON'T use your work email account! It's bad form, and makes you look disloyal. Who is going to hire someone who looks disloyal? Get a Gmail or other free account, if you don't already have one. Also, *please no* funny emails here. Seriously. Minniemouse17@gmail.com or Ironman2@hotmail.com isn't appropriate for a job hunt! Keep it clean, and appropriate. Enough said.

MOBILE NUMBER—Have an appropriate outgoing message recorded. Please don't mumble, or try and be "cute" on the out-going message. Don't put friends or kids talking in silly voices on your message and think an employer is going to leave you a voice mail! Believe me...I've heard it all...and hung up on many odd ones! After all, if that's how you'll act on your own voicemail, how will you act while at work? The simple choice to not record an appropriate outgoing message can lead to missing out on a call back, interviewing or getting hired! Don't be that person.

LINKEDIN—Today, it's expected that you'll include a link to your LinkedIn profile. If you're not on LinkedIn yet, get on now! It's where employers want to see you, and recruiters are searching for candidates. So, show the URL in this section for quick clicking! If you'd like you can also edit and customize the link so it reflects your name, makes you easier to find, and isn't too long at the top of the page.

ANYTHING ELSE—There isn't a lot more room on the top of the page, so only include anything else that's an appropriate way to contact you and reflects **WHO** you are professionally. For example, if you have a blog, include a link *only if* it demonstrates your relevant skills. Also, include social media links (Twitter, Facebook) IF they *show a body of work* that the employer would find pertinent. Otherwise they don't belong!

ADDRESS UPDATES!!!

FYI...it's no longer standard to include your street address on your resume.

If you do, it shows you're a bit "behind the times." Think about it...***your house number and street are not job-related information, and just take up valuable space on the resume.*** In fact, it's even possible that someone may "screen you out" vs. "screen you in" based on what address you put on your resume.

Plus, it's an unnecessary risk—in today's job market, where digital versions of your resume are floating around online, on job boards, or from person to person via email, having your address on your resume is frankly a privacy gamble. You can easily provide your address to an employer on an application or by email when they want it, so there's no need to use up precious "real estate" on your resume for it!

Your city, state and zip are also optional. Today, telecommuting, remote working, and long commutes are common. Truly, employers are rarely focused on the precise town you live in. Instead, they just want to know IF you can get the work done when and how you need to. If you're open to commuting, working remotely, or even relocating, you can just leave location-based information off your resume completely. The only time you might want to include city, state and zip code is if you're looking for work based in a specific geographic location, and want to clarify the region you want to stay close to. Otherwise...

Focus your resume on telling the reader only what they want to know fast!

HEADLINE

The next part of the resume you'll complete is the **HEADLINE**. A headline on a resume is similar to one for a newspaper article or a blog post. It titles your document, letting the reader know WHO you are and the help you're offering. A headline can be written in a specific position title, or it can be extended slightly to read more like a positioning statement—explaining your fit for the role you're targeting. Here are some examples:

CUSTOMER SUPPORT PROFESSIONAL

TECHNICAL SALES LEADER IN THE CYBER SECURITY INDUSTRY

SPORTS INDUSTRY PUBLIC RELATIONS

MECHANICAL ENGINEER WITH AUTOMOTIVE MANUFACTURING EXPERTISE

**NON-PROFIT EXECUTIVE WHO DRIVES DOUBLE-DIGIT GROWTH
IN GRANT FUNDING**

Until recently, this section was sometimes called the resume's "Objective," but employers don't actually like to see Objective statements on resumes anymore.

Why? Because, Objective statements are often all about what you want, **not** what the employer wants! They tend to focus on your goals as a job seeker, and what you want an employer to do for you.

For instance, Objectives often look something like this: *"To obtain a growth oriented role, that allows me to use my organizational and communication skills..."*

Here's the problem...these words are all meaningless to the person reading the resume, because there's no focus on what you can do for them or how you can help them! In fact, your resume is NOT actually about your objective, or *"What's in it for you,"* (for short, I call this, WIIFY) because you are not the one making the hiring decision! The employer is.



So, your resume really needs to be about addressing their objective!

Which, in this case, is to hire someone who can help them solve a problem.

That's "*What's in it for them,*" (WIIFT).

Really, if you can't tell them WHO you are and how you can help them right at the start of your resume, why should they take the time to keep reading to figure it out??

So, drop the Objective, and use the Headline instead.

This way you can quickly tell a resume reader WHO you are, and the work you want to help them with.

Also, don't be too concerned about locking yourself into anything by using a specific HEADLINE. There are a million ways to describe yourself and your preferred target roles! *You can easily change the headline as needed for each job you're targeting.*

In fact, you should tailor it to each role you're pursuing, to make sure you're using the appropriate terminology and words that employers want to see.

You can also be somewhat creative with headline styles.

You can use just a simple job title to describe yourself, or a phrase, and you can even include a subheading or "tagline" to emphasize key knowledge, skill areas, or special qualifications.

Here are some examples of different kinds of HEADLINES with taglines, to highlight key qualifications for employers:

BROADCAST MEDIA MARKETING

TV & Film Production • Content Acquisition & Distribution • Event Planning & Promotion

HUMAN RESOURCES PROGRAM MANAGER

Specializing in Talent Acquisition, Employment Branding, and Internship Programs

FINANCIAL SERVICES PROFESSIONAL

Internal Audits • Risk Modeling • Asset Liability Management

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