



RESUME SUGGESTIONS

I. COVER LETTER

Your email to a prospective employer will serve as your cover letter to which you will attach your CV ([curriculum vitae](#)). The email should demonstrate your knowledge of the company by providing a quick overview of what you have to offer them and how that applies to their needs. In short, you want to tell the reader why you are a candidate worth interviewing. It should also "tease" your reader by including a couple of your best accomplishments to draw them in - be brief and don't cut and paste bullet points from your CV. Make the reader want to know more about you.

II. CV GUIDELINES

A CV is nothing more than your personal sell sheet with the singular purpose of getting a meeting (video or in-person) with a Hiring Manager. Your CV should serve as your personal branding document. The typical Hiring Manager will spend only [six \(6\) seconds](#) with a CV before deciding to read on (potentially leading to a meeting) or discard your CV as not being interesting enough to do so. Almost five (5) of those seconds is spent scanning (in this order):

- Name of candidate
- Current position/company
- Current position start and end dates
- Previous position/company
- Previous position start and end dates
- Education

This means your CV needs to be concise and focused. Some tips to accomplish this are below:

A. Omit the Introduction/Summary/Objective Section.

1. These are not necessary elements for a few reasons:
 - a) An introduction is too general, anything specific should be in a cover letter.
 - b) Everything you might say in a summary should be evident in the CV itself and demonstrated by your achievements.
 - c) An objective is inherently self-serving; what you are seeking in a job is not as important as what the Hiring Manager needs for his/her organization.
 - d) It is a waste of valuable space.

B. Pay Attention to Design and Format.

You need to treat the design and formatting of your CV with as much care as you use in crafting your responses to interview questions. Hiring managers expect you to have a professional presentation of yourself because they expect you to give a professional presentation to customers and vendors if they hire you. Mistakes in formatting on your CV would certainly lead Hiring Managers to think you are sloppy, which would potentially be a bad reflection on them if they were to hire you. Some suggestions are below:

1. 9pt font is generally fine for bullet points, 10pt for company/title/contact info, 12pt for name.
2. [Sans Serif](#) fonts are easier to read on a screen (we suggest Arial, in which this document is written).
3. Include the URL of companies for which you have worked.
 - a) If they no longer exist, or are not well known, a brief description is useful.
4. It is important to clearly label the company, title and timeframe of each position
5. Make sure your dates match up...whether professional or personal, all time should be accounted for (potentially in a section at the bottom of CV called "other experience"). And be sure that your dates are in complete alignment with your LinkedIn profile.

C. Focus On Results.

Be sure your CV is result-based and not task-based. Make sure your statements list what you achieved,



not what you did. Include specific, measurable and quantitative results in every part of the CV. A good rule of thumb is to have more numbers/percentages/bullet points for more recent/relevant positions. Numbers and percentages will stand out to a Hiring Manager whether for a sales/revenue position or a non-revenue producing position.

D. Leave Some Mystery.

Don't give too much information on your CV. Remember, the CV's purpose is to get a meeting or a phone call...nothing more. If you give too much info on your CV, you eliminate the reason to meet with you. For example, if you are an operational manager who implemented a process that resulted in 30% savings for your department, and then you explain how you did it, you have just taken away the reason to meet with you...include the achievement but not the how. Make them meet you to find out.

E. Watch Your Language.

Be careful of word redundancies. For example, don't start every sentence with "Manage." When the reader skims the CV (and only glances briefly at the beginning of the job descriptions), she/he should get a dynamic message - and hopefully be motivated to continue reading. Focus on "[action words](#)."

F. Don't Take 4 Years To Explain Your Education.

1. Include the school, year, major(s) and honors on one line.
2. Include any extracurricular activities (sports, organizations, affiliations) on one line.

G. Explain Gaps.

If you have gaps in your work history, include a section called "Other Experience" and account for any time off (children, travel, etc.).

H. Be More Than Your Work.

Include a list of outside interests as it will give people a way to connect with you personally. Be specific; as an example, "travel" or "reading" is not as interesting as "adventure travel" or "reading biographies of American Presidents."

LINKEDIN SUGGESTIONS

These suggestions, provided by LinkedIn, are specific to the platform. The suggestions above don't necessarily apply since the format and utility is very different. One aspect of the LinkedIn profile to pay special attention to is the bio section. Your bio can be an effective way to create a narrative around your experience and also act as a basis for your cover letter when sending out a resume. If you have made changes in company, role or industry it can help walk the reader through your decisions and progression. In addition, the bio can explain any time off between jobs (travel, children, etc.) as well as expand on your interests outside of work. This is also your opportunity to demonstrate your writing skills and ability to cohesively connect thoughts.