

HOW TO WRITE A GREAT RESUMÉ

A few simple steps to keep in mind while crafting a resumé that will truly reflect your skills

At GoBeyond, we have viewed thousands of resumés and written or reviewed almost as many. What we have learned is that like most of the job search process, crafting an ideal document involves focused research and preparation before you even begin your first draft.

Here is a summary of the steps we recommend you take to create something that will get the attention of the best hiring managers.

1 IDENTIFY A PRIMARY JOB TARGET

First, identify a specific and realistic target job. Your target should reflect a marriage of your interests, your professional experience and one based on your current skill sets, not your desired skill development. Consider all the jobs and types of positions for which you're qualified and settle on the one that will be the easiest for you to sell and the easiest for a potential employer to buy.

2 RESEARCH AND COLLECT JOB POSTINGS

Once you have selected an ideal posting or type of position, start researching. Start with companies that you respect and that appeal to you and see if they have a opening that fits. Once you find one or two ideal positions, use that as a guide to search the web. The goal with this exercise is more to identify trends, rather than to identify the perfect job.

3 GET INSIDE THE EMPLOYER'S HEAD

Review the job postings you have collected and identify the key words and phrases your target companies use when describing the core responsibilities and desired skills. Your objective here is to gain an understanding about how employers think, prioritize and express their needs for the job you want to land. Make a list of the common requirements that you can identify in these postings.

4 STAY THE COURSE

Don't get discouraged if the job descriptions for your target job require skills you don't have. The best positions are offered to candidates who possess some of the skills

AND have room for personal growth and some job descriptions can be vague or incomplete. Focus on the core responsibilities that are listed and begin to think about how you will communicate this on your resumé.

5 WRITE YOUR IDEAL JOB DESCRIPTION

Once you have identified and reviewed ideal job descriptions, write it as if you were the hiring manager, including relevant skills and experience you would want to see in an applicant. Then compare to those you found and note the differences and additions.

6 BEGIN WRITING YOUR RESUMÉ

Now that you have a thorough understanding of a specific target job, review your work history for those experiences that best position you for the target job. Starting with the most common requirements in the job postings, pull out the experiences that best reflect your ability to do the particular job that you found in your research. Quantify your results whenever possible.

7 EDIT AND EDIT AGAIN

Every great writer has an editor, and writing a resumé is no exception. At GoBeyond, we often have several members of our team review each resumé, looking for consistency, gaps, distractions, grammatical errors, style issues. Have an expert or some professional review your resumé. Then do it again.

8 BE HONEST WITH YOURSELF

Once you have completed your resumé, take a step back and reflect on the key messages. Review it and ask yourself, what are the three things a hiring manager would take away from this? Does that match your experience and your goals? If so, then you are one step closer to landing the right job. If not, be kind to yourself and start the review process again. Remember, your resumé is a living document and will always be changing, reflecting your personal and professional growth.