

What does your resume say about you?

We see a lot of resumes and perhaps 10 or 15% stand out. First impressions matter and if your resume does not attract the reader's attention in the first 10-20 seconds then your chances of getting an immediate interview are slim.

Let's start with personal information. Make sure you include all current information. Name, home address, home phone, cell phone and email address are critical information to include in your resume. We see resumes without an email address. Don't think that if you send it via email that is sufficient because resumes and emails always get separated.

Moving on to the content; what Kenton Group and any employer, really wants to know is why they should interview you. The only compelling reason is that you appear to be a good fit for the position we are trying to fill. And your resume has to clearly say that. **EVERY resume must be tailored specifically for the opportunity you apply for.**

Also, the most pertinent information needs to be in the top 1/3 of the resume which, is about 10-20 seconds worth of reading.

If you ask 10 people to give you an opinion on resume formats, you'll get 10 different answers. So at the risk of offering contradictory advice, this is what works best based on our experience.

First, seriously consider whether or not you need an objective. An objective can be a waste of space and a waste of the interviewers reading time. Our recommendation, don't waste your 10-20 seconds.

A resume should begin with a professional summary identifying your capabilities followed by a bulleted list of your core skills. Then build a second bulleted list of your major achievements. **The combination of these lists should match as closely as possible the job you are applying for.**

For example - If we are looking for a Project Manager who has at least 5 years experience with planning and executing a multi level project and working with many levels of management, doesn't it make sense to tell us up-front that you are an experienced Project Manager with that knowledge?

One area that is often missing on resumes is specific computer skills and computer skills are a critical part of almost every job today. If the job requires the candidate to have an expert level in Excel, make sure your resume indicates that. In fact, it would be to your advantage to identify ALL your computer knowledge

and your knowledge level; beginner, intermediate or advanced. Even if that computer knowledge is specific to one of the companies you have worked for.

Next, consider your resume format. We find that the following format works best for us when submitting candidates to our customers.

- 1) Personal Information
- 2) Professional summary
- 3) Bulleted core skills
- 4) Bulleted achievements
- 5) Computer experience - include experience level
- 6) Experience (include all experience pertinent to the job you are seeking)
- 7) Education (include all education - do not indicate year of graduation)
- 8) Professional references

Work experience is a very important piece of your resume and should contain some standard information. Needed are

- 1) Name of the company you worked for – if that company was a contract company, make sure to include the name of the company you were assigned to.
- 2) Dates you worked. Include the month and year that you started and ended the job.
- 3) Job title
- 4) A brief summary of the work you did
- 5) If you held several jobs with the same company, we find it helpful that you identify all the years employed then under that, break it down to years within the jobs held.

Next, avoid the fluff and over generalizations that accompany many resumes. After every sentence ask yourself, will someone pay me for this?

References are important on your resume, not only personal but professional references. Make sure the contact information is current and correct and that your references know they may get a call from a prospective employer.

A general statement is “Make sure that you’re really qualified for the position you are applying for.” And we need to agree with that if you are applying for a specific job we have posted.

However, at Kenton Group, we invite your well written and up-to-date resume anytime. We will add your resume to our extensive data base and we search there whenever new opportunities arise.