

RESUME & COVER LETTER WRITING

By Connect+ | Sign Up Business Consultants

Empowering Careers,
One Resume at a Time

PRICE:
AUD 40/
₹2200

RESUME WRITING

Our Resume Writing Service isn't just about writing—it's about positioning your career story to open real opportunities. We provide:

- ✓ ATS-Optimised Resumes (for India, UAE, Australia, UK, US, etc.)
- ✓ Industry-Specific Customisation
- ✓ Country-Specific Formatting
- ✓ Keyword Integration for Job Targeting
- ✓ Optional Add-ons: Cover Letters, LinkedIn Profile Optimization, etc.

Why Your Resume Needs to Be ATS-Optimised (Not Just Pretty)

In today's competitive job market, over 90% of medium-to-large companies use Applicant Tracking Systems (ATS) to screen resumes before they're ever seen by a human. These systems scan and filter applications based on keywords, structure, and formatting—automatically rejecting resumes that don't meet the criteria.

▪ So, What Exactly Is an ATS?

An Applicant Tracking System (ATS) is software used by employers and recruiters to collect, scan, rank, and store resumes. It's designed to help employers manage large volumes of applications efficiently.

▪ The Problem with Design-Focused Resumes

While beautifully designed templates with infographics, columns, icons, and fancy fonts look appealing, they are often unreadable by ATS systems. These visually rich formats may:

- ❌ Break apart when scanned
- ❌ Hide crucial keywords inside graphics or text boxes
- ❌ Use fonts or structures ATS can't interpret
- ❌ Lead to formatting errors and missing information

In short, your beautifully designed resume may never even make it to a recruiter's screen.

The Power of an ATS-Optimised Resume

Our ATS-compliant resumes are created with strategy, clarity, and smart formatting in mind. Here's what sets them apart:

- 🔑 Strategic Keyword Placement – Matches job descriptions to increase shortlisting
- 📄 Clean, Logical Structure – Easy for both ATS and human readers to navigate
- 💼 Industry-Specific Language – Speaks directly to hiring managers' needs
- 🎯 Impactful Yet Simple Design – Ensures clarity without compromising readability

These resumes are designed to pass the system, impress the recruiter, and land you more interviews.

▪ Still Want a Visual Element?

We get it—presentation matters too. That's why we offer ATS-friendly templates that maintain aesthetic appeal without compromising functionality. Clean lines, professional formatting, and subtle design touches ensure your resume looks great—and gets through the system.

A resume isn't just a document—it's your first handshake with your next employer. Choose function with finesse. Choose ATS-optimised.



Why We Don't Share Resume Templates or Designs Upfront

At Connect+, we often get requests from prospective clients asking to see resume "templates" or "designs" before availing our service. While we understand the curiosity, here's why we don't share or promote fixed templates:

- Resumes Should Be Personalized, Not Standardized
- Every individual's career story is unique—so their resume should be too.

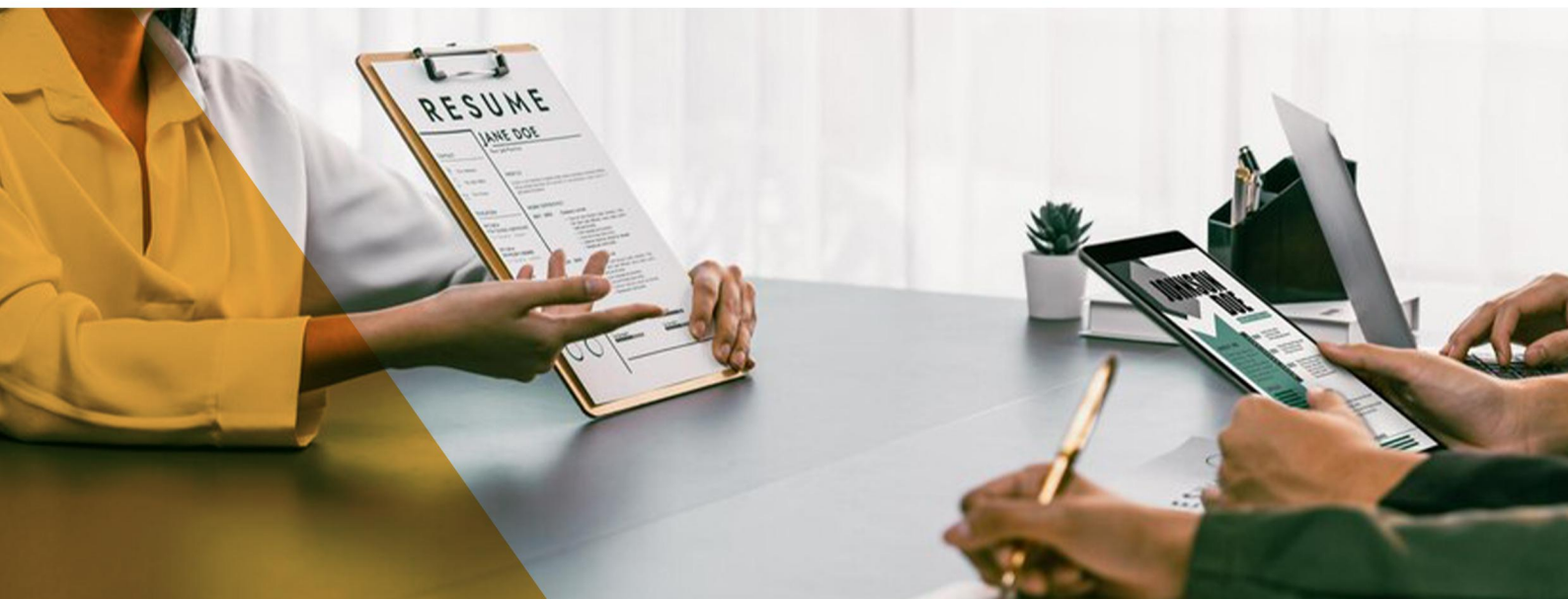
A resume for a graphic designer won't look like one for a finance analyst. A fresher's layout isn't suitable for a mid-career professional. An Australian job application differs from one in the UAE, UK, or India. That's why we don't follow a "one-size-fits-all" template.

Templates Can Limit Personalization

Pre-designed templates often:

- 📊 Restrict content flow and storytelling
- 🧩 Force different profiles into the same mold
- ❌ May not align with ATS requirements
- 🧩 Don't consider the recruiter's expectations in a particular industry or region

Instead of focusing on design first, we focus on strategy, content, and compliance—so the resume works, not just looks good.



COVER LETTER WRITING

A cover letter is more than just a formality—it's your personal introduction to an employer, showcasing why you're the right fit beyond your resume.

We offer professionally written:

- ✓ Customised Cover Letters for any industry, role, and country
- ✓ Covering Emails tailored for job applications sent via email
- ✓ Dual-format Delivery: PDF and Word
- ✓ Tone & Language Matching the company culture and role type
- ✓ Targeted Messaging aligned with your resume and job description

Why a Good Cover Letter Matters

It's often the first document recruiters read—sometimes before your resume.

A great cover letter:

- ✓ Highlights the "why" behind your application
- ✓ Connects your skills to the employer's specific needs
- ✓ Shows your communication skills, attitude, and motivation
- ✓ Makes you stand out, especially when others don't send one

Our Process:

- We study your resume and the job description
- We research the company (if provided) and identify key themes
- We write a compelling, concise, and professional letter that:
 - > Connects your profile to the job
 - > Mirrors the employer's tone and culture
 - > Encourages them to read your resume

WE ALSO HELP WITH GENERAL COVER LETTERS IF YOU'RE APPLYING TO MULTIPLE COMPANIES OR PLATFORMS.

- 👉 ATS & Email-Ready Format
- 👉 We use a standard, ATS-friendly format for letters submitted through portals
- 👉 Our email versions are mobile-friendly and professionally worded, suitable for direct emails to HR managers or recruiters

Why Trust Connect+?

- 📌 Registered with ASIC – Australia and MSME – India
- 📌 ISO 9001:2015 Certified, Accredited by EGAC & QRO
- 📌 Writers with global hiring expertise across multiple domains
- 📌 Serving clients across India, Australia, UAE, UK, and more

*Ready to Make a Lasting Impression?
Let your introduction speak volumes. Let us craft it for you.*