

CREATING A

Resume That Gets Results

CAROL ALLEN DESIGN SERVICES
RIDGEFIELD, CT

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01

Understanding Resume Basics

The Importance of a Resume

DESCRIPTION



What is a Resume?

A resume is a concise document that summarizes your **work experience, education, skills, and achievements.**

It serves as a **marketing** tool to showcase your qualifications to prospective employers.

PURPOSE



Purpose of a Resume

The primary purpose of a resume is to **secure an interview.**

It provides employers with a snapshot of your qualifications and helps them assess whether you are the right fit for the position.

TYPES



Types of Resumes

Common types of resumes include **chronological, functional,** and **combination** formats.

Each type serves different needs based on career history, job application context, and personal preferences.

Key Components of a Resume

01

Contact Information

Contact information should be prominently displayed at the top of your resume. Include your **name, phone number, email address**, and, if applicable, a **LinkedIn profile** or **personal website**.

02

Professional Summary

A professional summary is a **brief overview of your skills and experience** that align with the job you are applying for.

It should capture the reader's attention and set the tone for the rest of the resume.

04

Education

The education section should list your **degree(s), the institution(s) attended, and graduation years**.

Honors or relevant coursework can further enhance this section, especially for recent graduates.

03

Work Experience

Work experience should highlight **relevant positions held**, including job titles, company names, dates of employment, and key responsibilities.

Focus on **achievements that demonstrate your competencies**.

05

Skills

Include a skills section to showcase skills relevant to the job.

This section allows for **quick reference** for employers scanning your qualifications.

PAIGE TURNER

HUMAN RESOURCES MANAGER

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PROFESSIONAL SUMMARY

Results-driven Human Resources Manager with 10+ years of experience aligning HR strategy with business goals. Proven expertise in talent acquisition, employee relations, performance management and compliance. Adept at building collaborative work environments and driving organizational growth through strategic HR initiatives.

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SKILLS

HRIS: Workday, ADP
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Employee Relations

HR Policies & Compliance
Performance Management
Benefits & Compensation

Training & Development
Conflict Resolution
Microsoft Office Suite

02

Formatting Techniques



Layout and Structure



Choose the Right Format

Selecting the appropriate resume format is crucial. A **chronological** format is best for a **strong work history**, while a **functional** format may benefit those with **gaps or diverse experiences**.



Use Consistent Margins and Fonts

Maintain uniform margins and font styles to enhance readability.

Consistency conveys professionalism and aids the overall presentation of your application.



Use Headings Effectively

Clear and distinct headings help guide the reader through your resume.

Use **bold** or slightly larger fonts in section headings to ensure information flows smoothly.

Visual Appeal



The Importance of Fonts

Use a readable, professional font (10-12 points).

The right font **enhances readability** while maintaining a **sophisticated appearance**.



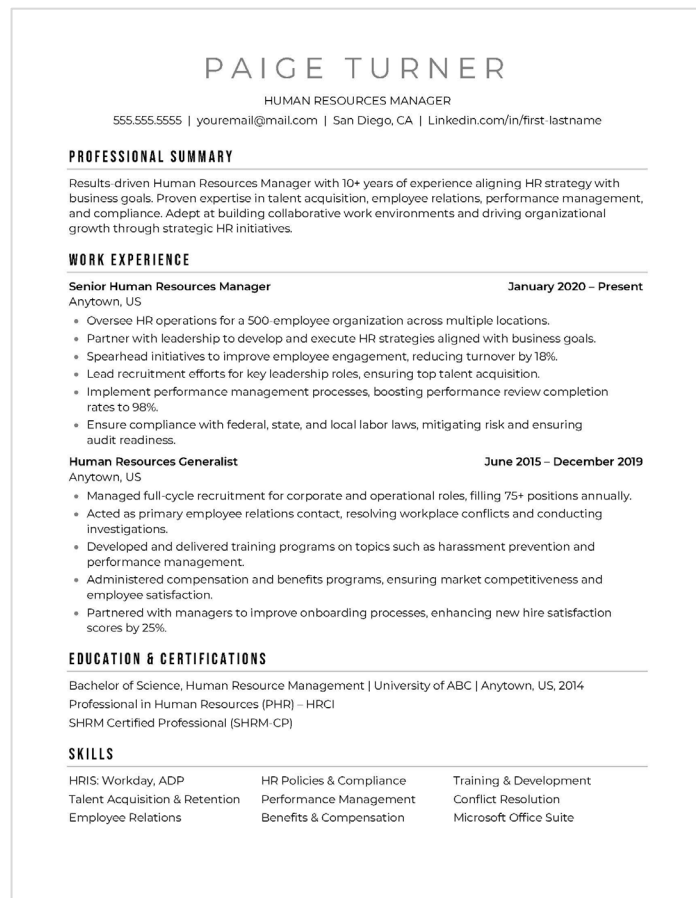
Incorporate Bullet Points

Bullet points effectively help organize **achievements, responsibilities, and skills** in a succinct manner, making it easier for readers to digest the content.



Use White Space

Incorporate white space to **avoid clutter**. This makes it easier for hiring managers to **identify key information** quickly.





03

Tailoring Your Resume

Customizing for Job Applications



Analyze Job Descriptions

Carefully review job descriptions and identify **essential skills and qualifications**.

Tailor your resume to highlight relevant experience that **aligns with the requirements** stated in the job ad.



Highlight Relevant Experience

Emphasize experience that **directly corresponds** to the job you are applying for.

Use **specific examples** to illustrate how your background makes you an ideal candidate for the position.



Add Keywords

Incorporate **keywords from the job description** into your resume.

This tactic helps ensure your resume passes through **Applicant Tracking Systems** (ATS) and captures the employer's attention.



Focus on Achievements

Quantify Accomplishments

Use **quantifiable metrics** to demonstrate achievements.

For example, stating that you “increased sales by 20% in six months” provides tangible evidence of your contributions and effectiveness.

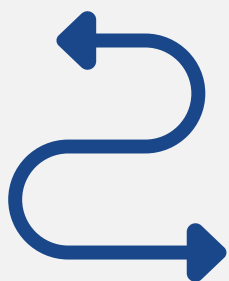


Use Action Verbs

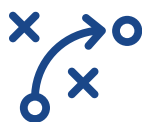
Begin bullet points with **strong action verbs** such as “developed,” “implemented,” or “led.”

These verbs convey a sense of initiative and accomplishment, strengthening your resume’s impact.





Addressing Gaps or Changes



Strategically Present Career Gaps

If you have career gaps, consider how to present this information strategically.

You might incorporate relevant **volunteer work** or **training** during those periods to show continuous professional development.



Highlight Transferable Skills

In cases of career transitions, **emphasize transferable skills** that apply to the new position.

Focus on **competencies** like communication, leadership, and problem-solving that are valuable in any role.

04

Common Mistakes to Avoid





Errors in Content



Grammar and Spelling Mistakes

Ensure your resume is **free from grammatical and spelling errors**.

Such mistakes can create a negative impression and may suggest a lack of attention to detail.



Misleading Information

Be **truthful** about your experiences and qualifications.

Misleading information can lead to serious repercussions if discovered, including being disqualified from consideration.



Formatting Errors



Inconsistent Formatting

Avoid inconsistent use of **fonts, sizes, and styles**, as it can distract and confuse the reader.

Establish a clear formatting style and stick to it throughout the resume, especially in bullets, dashes, dates, line spacing, and use of periods.



Overly Complicated Designs

Steer clear of **overly complicated layouts** or **graphics that may detract** from the content.

A clean and organized design **enhances readability** and keeps the focus on your qualifications.

Notes on the Word “I” and Past/Present Tense



Avoid Using the Word “I”

Avoid the word “I” in a resume to maintain a professional tone while keeping the focus on your skills and accomplishments, rather than personal narration.

Resumes are written in implied first person, meaning

it is understood that the achievements listed are yours without needing to explicitly state it.



Be Mindful of Past/Present Tense

Keeping the correct tense in your resume, (e.g., *lead* for present vs. *led* for past) ensures clarity and consistency, helping employers understand your current and past responsibilities.

Use **present tense for tasks in your current role** and **past tense for previous positions**, showing what you accomplished and what you are actively doing now.

05

Resume Enhancements



Additional Sections

1 Skills Section

Include a **skills section** to showcase skills relevant to the job.

This section allows for quick reference for employers scanning your qualifications.

2 Certifications and Professional Development

List any relevant **certifications, licenses, or professional development** courses.

This illustrates your commitment to continuous learning and enhances your marketability.

3 Volunteer Work

Volunteer work can highlight **additional skills** and experiences that may not be present in your work history.

It demonstrates a **willingness to contribute** and grow outside formal employment.

06

Finalizing Your Resume





Reviewing and Editing



Proofreading Techniques

Take the time to thoroughly proofread your resume **multiple times**.

Utilize spelling and grammar checker tools and have several others review it for errors.

Check for consistency in **date formatting, dashes, line spacing, bullets, and periods**.



Seeking Feedback

An objective review of your resume can provide valuable insights.

Ask for feedback from peers or career professionals to identify areas for improvement, proofread for errors, and ensure clarity.



Saving and Sending



Choosing the Right File Format

Save your resume in a commonly accepted file format, such as **PDF**, to preserve formatting and ensure easy accessibility for potential employers.

Always review the PDF before sending to **ensure all formatting and fonts are retained.**



Best Practices for Emailing Your Resume

When sending your resume via email, use a **professional subject line and a formal greeting.**

Also, include a brief message in the body, explaining your interest in the position before attaching your resume.



07

Checklist and Resources



Resume Checklist

- ☐ **Tailor Your Resume to the Job** – Customize your resume for each position by aligning it with the job description.
- ☐ **Keep it Concise** – Ideally, keep it to **1 page** (2 pages if you have extensive experience).
- ☐ **Use a Professional Format** – Use a clean, modern design with consistent fonts, spacing, and section headers.
- ☐ **Start with a Strong Professional Summary** – 2-3 impactful lines at the top summarizing your qualifications.
- ☐ **Highlight Key Skills** – Include a dedicated **Skills Section** with relevant hard and soft skills.
- ☐ **Use Bullet Points** – Describe achievements and responsibilities with clear, action-oriented bullets.
- ☐ **Quantify Achievements** – Use numbers, percentages, and metrics to show impact.
- ☐ **Avoid Generic Phrases** – Replace “team player” with concrete examples of teamwork.
- ☐ **Use Action Verbs** – Start each bullet point with powerful verbs like “Led,” “Developed,” or “Optimized.”
- ☐ **Show Career Progression** – Clearly illustrate promotions, added responsibilities, and growth.
- ☐ **Prioritize Recent Experience** – Focus most detail on the last 5-10 years.
- ☐ **Avoid Large Blocks of Text** – Use short, scannable bullet points instead.
- ☐ **Optimize for ATS (Applicant Tracking Systems)** – Use standard section titles like “Experience” and “Education” and avoid overly fancy design elements.
- ☐ **Focus on Results, Not Just Duties** – Emphasize achievements over listing tasks.



Resume Checklist (continued)

- ☐ **Use Keywords from the Job Posting** – Match terminology from the job description.
- ☐ **Include Relevant Certifications** – Especially if required in your field.
- ☐ **Emphasize Transferable Skills** – If switching industries, highlight adaptable skills.
- ☐ **Avoid Personal Information** – Skip age, marital status, or photos (unless culturally expected).
- ☐ **Use Reverse Chronological Order** – List most recent jobs first.
- ☐ **Be Honest** – Avoid exaggeration or lies.
- ☐ **Check for Typos and Errors** – Proofread several times and ask someone to review it for you.
- ☐ **Use Consistent Formatting** – Same date format, font size, spaces around dashes, line spacing, and style throughout.
- ☐ **Avoid Objective Statements** – Use a professional summary instead.
- ☐ **Keep It Professional** – No fancy fonts, colors, or images (unless in creative fields).
- ☐ **Use White Space Wisely** – Don't overcrowd; make it easy on the eyes.
- ☐ **List Relevant Education** – Especially if it supports the job you're applying for.
- ☐ **Add Professional Links** – LinkedIn or portfolio (if relevant).
- ☐ **Include Relevant Volunteer Work** – Especially if it adds value to your candidacy.
- ☐ **Update Regularly** – Keep your resume current, even when not job hunting.
- ☐ **Save in PDF Format** – Unless otherwise requested, PDFs preserve your formatting best.

Job Hunting Websites



Here's a list of some of the top job-hunting websites that can help you find opportunities across various industries.

Please do your own research on each site. This is not an endorsement of any particular job search website:

1. **Indeed** ([indeed.com](https://www.indeed.com)) – One of the largest job search engines, aggregating listings from various sources.
2. **LinkedIn Jobs** ([linkedin.com/jobs](https://www.linkedin.com/jobs)) – Great for networking and finding professional jobs.
3. **Glassdoor** ([glassdoor.com](https://www.glassdoor.com)) – Provides job listings along with company reviews and salary insights.
4. **Monster** ([monster.com](https://www.monster.com)) – A long-standing job board with career resources.
5. **ZipRecruiter** ([ziprecruiter.com](https://www.ziprecruiter.com)) – AI-driven job matching platform.
6. **CareerBuilder** ([careerbuilder.com](https://www.careerbuilder.com)) – Offers AI-powered job search tools and resume-building services.
7. **SimplyHired** ([simplyhired.com](https://www.simplyhired.com)) – Aggregates job listings from across the web.
8. **Ladders** ([theladders.com](https://www.theladders.com)) – Specializes in high-paying jobs (\$100k+).
9. **USAJobs** ([usajobs.gov](https://www.usajobs.gov)) – The official job board for U.S. government positions.
10. **Snagajob** ([snagajob.com](https://www.snagajob.com)) – Focuses on hourly and part-time work.
11. **Google** (<https://www.google.com>) – Google search the type of job you're looking for and Google results will provide curated list of jobs from various job-hunting websites.
12. **Dice** ([dice.com](https://www.dice.com)) – Specializes in tech and IT jobs.
13. **TechCareers** ([techcareers.com](https://www.techcareers.com)) – Another great resource for tech professionals.
14. **Mediabistro** ([mediabistro.com](https://www.mediabistro.com)) – Best for media, marketing, and creative jobs.
15. **FlexJobs** ([flexjobs.com](https://www.flexjobs.com)) – Specializes in flexible, remote, and freelance jobs.
16. **Idealist** ([idealists.org](https://www.idealists.org)) – Focuses on nonprofit and social impact jobs.
17. **Hired** ([hired.com](https://www.hired.com)) – A tech-specific job marketplace where companies reach out to candidates.
18. **Working Nomads** (<https://www.workingnomads.com/jobs>) – Focuses on digital nomad-friendly remote jobs.

Sample Resumes



If you need help formatting your resume or would like your resume placed in a new template, please visit carolallendesign.com.

Paige Turner

555.555.5555 | youremail@mail.com | City, ST | LinkedIn.com/in/first-lastname

PROFESSIONAL SUMMARY

Display your most impressive achievements right away. You can either type in paragraph form or use bullets. Instead, the hiring manager wants to get a glimpse of

Multi-faceted retail executive with 10+ years of experience in Project Management | Conflict Resolution | Communication | Process Improvement

EXPERIENCE

POSITION TITLE HERE

Company, Location

You can use this main paragraph to give a summary of your experience. Ended up there (e.g., a promotion), or a short description. You can also delete this paragraph and jump right in.

- Describe your achievements while in this position. Use "spearheaded" instead of the passive "responsible for".
- What did you do in this position that could benefit the company? Making money, saving money, or saving time? Include a description.
- List any accomplishments that are most impressive. Use numbers to quantify your accomplishments, use percentages.

POSITION TITLE HERE

Company, Location

- Re-read the job posting that you are applying to and requirements. These words are what the ATS needs to see. You need to include them in your resume to be successful.
- Applicant tracking software (ATS) usually eliminates irrelevant words and phrases being present. That's why targeting keywords is important.
- Since this template is completely ATS-friendly, you can use it in Word format or PDF format.

EDUCATION & CERTIFICATIONS

Master of Business Administration, Your University, City, ST
Summa cum laude, President of XYZ Club
Certification Here / Organization

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Talent Acquisition & Retention	Performance Management	Conflict Resolution
Employee Relations	Benefits & Compensation	Microsoft Office Suite

For a great-looking resume, help with PowerPoint presentation design, or complex Microsoft Word document formatting, please visit carolallendesign.com today!

Carol Allen Design Services

For professionally-design documents, presentations and more!

Carol Allen

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PowerPoint presentation design and formatting
Custom PowerPoint templates to fit your branding
Adobe PDF conversions and formatting

Please visit www.carolallendesign.com

Resume and cover letter formatting
PowerPoint charts and graphics
Proofreading, editing, and more!