

# Tell Your Story. Build a Resume That Actually Gets Read



## Your Resume Is Your Personal Brand

It should clearly communicate: Who you are, what you've done, where you're going

## Use the Top Third Strategically

Your resume gets scanned quickly. The top section should immediately signal fit. Include: Name, Contact Information, a short summary, key skills + licenses

Goal: Make it easy for someone to say: *"This person is relevant for the role."*

## You Have Two Audiences

- 01 Recruiters: Scanning for keywords, credentials, alignment
- 02 Hiring Managers: Evaluating technical skills and team fit

*Your resume must work for both.*

## Tips

Dates should add up sequentially; make it easy to follow your career journey.

The Real Test - Ask yourself:

- Does this tell a clear story of what I actually do?
- Can someone visualize me in the role?
- Does this align with where I want to go next?
- What would someone search to find you?

## Suggested Resume Structure

### Contact Information

- Name, city/state, phone, email (hyperlink)
- LinkedIn profile (hyperlink)

### Professional Summary (3-4 sentences max)

- Make it sound like you, not generic, not AI
- Who you are, what you've built or focus on, what you're looking for next

### Key Skills (Up to 12 bullets)

- Technical skills (CRM, planning tools)
- Functional strengths (client service, advising)
- Licenses/designations (Series 7, CFP)

### Key Highlights/Accomplishments (Up to 5)

- Use data + metrics whenever possible
- Focus on impact, not tasks

### Work Experience

- Tell a story - what impact do you make in your role. It should be clear who you work with regularly, what processes or tasks you own, outcomes your drove.

### Education

- Degrees, certifications, relevant coursework

### Hobbies Activities (Optional)

- Add if it shows personality, discipline, or alignment
- Keep it concise and intentional

**The goal isn't to list your experience; it's to make the right people quickly understand your value and see your fit.**