

Your resume is your marketing page. You are the product, so let's let your achievements shine!

Applicant Tracking Systems (ATS) & Strategy

Jana's Top 3 Tips:

- ☐ Assume a system sees your resume before a human does.
- ☐ Sourcers (often junior staff) might be the first person to see your resume and may not understand your field, so spell it out in simple terms.
- ☐ Keywords are important - use the job description as your guide.
 - What are keywords? Keywords are the words in the job description that matter most. They're the answer key to the test. Use the company's language—job titles, skills, tools, and responsibilities—so your search and your resume match what they're looking for.

Pro Tip:

The job description is the answer key to the test. They are telling you what they would like to see on your resume. Review the job description and use the company's words/language.

Layout & Design - Boring is Best

Jana's Top 3 Tips:

- ☐ Keep formatting easy for humans and systems to scan. Avoid over-design. Graphics can be unreadable.
- ☐ If possible, avoid text boxes or columns of information. Not all systems can read them. Keep it simple.
- ☐ Fonts: Stick to simple, dark fonts, clean lines, and minimal color. Visually clean.
 - Font size: No less than 10, up to 12. In most cases, 10.5 or 11 works well.
 - Font style: Calibri, Cambria, Georgia, Helvetica, Arial, Times New Roman, and Verdana are all good options. Pay attention to industry standards. For example, Times New Roman might feel outdated for some industries, but it remains more than appropriate for certain financial or legal roles.

Pro Tip:

One or two-page resume?

- *One page for under 5-7 years of experience.*
- *Two pages for more than 5-7 years of experience.*
- *Academic or government roles will go beyond two pages. Review application and institution guidelines.*

Checklist - Chronological Resume - Jana Day

Top of the Resume: Name, Address, and Target Role Section

SALLY SAMPLE, MBA

SallySample@gmail.com

(312) 123-4567

<https://www.linkedin.com/in/sallysample>

Jana's Top 3 Tips:

- ☐ Name + email + phone number + full LinkedIn URL (hyperlink).
 - It is okay to hyperlink your email and LinkedIn, but write them out as the hyperlink may not work. This allows the reader to copy/paste if hyperlinks fail.
- ☐ City + State: If you are relocating to a new city, you may want to consider leaving your current city/state off. Otherwise, it works!
 - You no longer need to share your street address.
- ☐ Add a bold target job title. This replaces the outdated "Objective" section. It provides instant clarity, and the reader will start to see you in the role.

Pro Tip:

- *Double-check your information. If your email address or phone number is incorrect, recruiters may not be able to reach you. It happens more than you would think.*

Summary Section

Results-driven business leader with 7 years of experience leading teams, launching products, and solving complex problems across consumer goods, nonprofit, and media industries. Recently completed an MBA to sharpen strategic thinking, financial acumen, and leadership impact. Known for connecting the dots between vision and execution, influencing across functions, and delivering real results.

Jana's Top 3 Tips:

- ☐ Optional for entry-level to supervisor levels. Managers and above should consider writing a summary.
- ☐ Keep it to 2–3 short sentences.
- ☐ Use action words, keywords from the job description, and metrics (if available).
 - Keywords are

Pro Tip:

- ☐ Consider writing your resume first and then asking ChatGPT to help, but guide it with your voice and the role you're targeting.
 - *Sample Prompt:* Using only the information from the resume, write a brief 2-3 sentence summary. The role is a brand manager in the entertainment industry. (You can copy/paste the job description to use their language, but be careful to edit it as it might add experience from the job description you may not possess.)

Checklist - Chronological Resume - Jana Day

Skills Section

SKILLS and EXPERTISE

Strategic Planning & Execution
Cross-Functional Leadership
Product Launches & Brand Growth
Financial Modeling

Budget Ownership
Marketing & GTM Strategy
Operations Optimization
Customer Insights & Market Research

Jana's Top 3 Tips:

- ☐ The job description is the answer key to the test; they are telling you what they need to see on your resume.
- ☐ Review the job description for keywords and skills the company has stated are important for the role.
- ☐ List your top eight to ten skills using their words.

Pro Tip:

- ☐ Use AI and copy/paste the job description.
 - Sample Prompt: "What are the top 15 skills in this job posting? Rank these skills by importance." Pick the top skills you have for your skills section.

Experience Section

EXPERIENCE

- Senior Brand Manager** Sunspot Naturals | San Diego, CA 2020 – 2025
- Owned P&L for a **\$30M** wellness product line, overseeing brand strategy, innovation pipeline, and omnichannel marketing.
 - Led launch of **5** new products that collectively drove a **28%** increase in category market share.
 - Streamlined supply chain coordination with ops and logistics teams, reducing lead times by **15%**.
 - Led a team of **15** marketing staff, increasing campaign efficiency by **20%** through streamlined processes and clear performance metrics.
 - Built cross-functional partnerships with sales and R&D teams to align brand growth strategies and accelerate go-to-market execution.

Jana's Top Five Tips:

- ☐ List the Company Name, Title, and Dates in Chronological Order
- ☐ How many bullet points per job?
 - 5-7 bullet points for your current role
 - Beyond 7 years of experience from your current role, you can use 3-5 bullet points and decrease the number of bullet points as more time passes.
 - List your most impressive bullet points first.
- ☐ Grammar: Use the present tense for current roles, the past tense for past roles.
- ☐ Use language from the job description.
- ☐ Think achievements over tasks. If possible, include measurable or "metrics" results.
 - See *Where to Find Metrics Information Below*.

Pro Tip:

- ☐ Front-load metrics and "wow" details. Try not to bury the in the middle or end of the sentence. Bold the key numbers, company names, or eye-catching achievements (e.g., **\$100M** budget, **150+ employees**, **60+ events**).

Checklist - Chronological Resume - Jana Day

*A note on ageism discrimination. How many years and roles should you put down?

- ☐ Try not to go back 10-15 years. Ageism is real.
- ☐ Summarize it in an "Additional Experience" section without dates. (See example)

Education

Education

Northwestern University

Master's Business Administration (MBA) May 2025 GPA 4.0

Indiana University

BA, Psychology • BA, Business

Cum Laude • Executive Board, Student Government • Study Abroad: Copenhagen Business School

Jana's Top 3 Tips

- ☐ List your education in chronological order, including School, Degree/Diploma, Major, GPA (If high)
- ☐ Include any awards and honors
- ☐ List activities and clubs if under 5 years from graduation. After 5 years have passed since graduation, include clubs that will help with your networking.

Pro Tip

- ☐ Include the year of your graduation if it has been in the past 5 years. It will show that education and learning are important for you.

Other Areas to Consider Adding (Chronological Order)

Certifications

PMP Project Management Professional

Community Engagement

AAUW Start Smart and Negotiations Program Facilitator for College Women

Technology

Microsoft Office Suite, Google Office Suite, Notion, Airtable, Tableau, HubSpot

- ☐ **Certifications**
 - List your certifications in chronological order.
- ☐ **Community Engagement or Volunteering**
 - Include Organization, title, dates
 - A brief description, if applicable, and if space allows.
- ☐ **Awards/Honors**
 - Include Organization, title, dates
 - A brief description, if applicable, and if space allows.
- ☐ **Technology**
 - List your technology skills. Be sure to review the job description for any additional information you may want to include.

Checklist - Chronological Resume - Jana Day

☐ **Speaking Engagements**

- List your speaking engagements and dates.

☐ **Publications**

- List your publications in chronological order.

☐ **Languages**

- Include fluency levels

☐ **Interests** - if space allows and appropriate

☐ **References**

- References Upon Request - no longer necessary.
-

Where to Look for Quantifiable Metrics:

When you are looking for metrics for your bullet points, consider a few of the topics below.

☐ **Volume & Frequency**

- How many clients served? Projects completed? Emails sent?
- How often did something occur — daily, weekly, monthly?

☐ **Time Saved**

- Did you streamline a process?
- Reduce the time it takes to do something (meetings, onboarding, report generation)?

☐ **Money & Budget**

- Did you cut costs?
- Manage a budget?
- Help secure funding or reduce waste?

☐ **Growth & Outcomes**

- Helped increase engagement, sales, traffic, retention, conversions, etc.
- Launched a new initiative that grew over time

☐ **Efficiency & Improvement**

- Reduced error rates
- Improved team response time, customer satisfaction, or NPS scores

☐ **Leadership & Influence**

- Number of people managed, trained, and mentored
- Cross-functional teams or stakeholder groups worked with

☐ **Before vs. After**

- What was happening before you got involved?
- What changed as a result of your work?

Google XYZ Formula

Try the XYZ formula for resumes by Google, which is a good way to structure achievements to highlight your impact and quantify results. "Accomplished (Action word) **[X]** as measured by **[Y]** by doing **[Z]**",

Checklist - Chronological Resume - Jana Day

- X: What you achieved: This is the outcome or result you are claiming. It should be a concise statement of the impact you made.
- Y: Measured by: This part focuses on the quantifiable aspect of your achievement. It provides the metrics that demonstrate the success of your action.
- Z: By doing: This section describes the actions, processes, or methods you used to achieve the result.
- Example: Instead of saying "Improved customer satisfaction," the XYZ formula would be used like this: "Improved customer satisfaction scores 15% by implementing a new customer feedback system and providing targeted training to customer service representatives."

- ☐ AI is a great tool to help you take a task bullet point and turn it into an achievement-based bullet point.

- *Sample Prompt:* "Help me rewrite this task bullet point to be more results-focused."

Still don't think you have any metrics? You may not, and that is okay. Focus on your achievements.

Wrapping Up

Jana's Top 3 Tips

- ☐ Use AI as a checking tool: Ask it: "Using the job description and the resume (without any identifiable information), what does this resume do well and where can it improve?"
 - Be kind to yourself if you use this prompt. AI will review everything, and you may not have everything it asks.
 - Remember the 60% rule - you will most likely not have everything in the job description. If you hit most of the requirements...Hit Send!
- ☐ Keep a "Master Resume" to pull data from as you tailor your resume for each job description.
- ☐ Edit, edit, edit
 - Double-check spelling on everything.
 - Keep formatting the same (Dates, bolding, use of periods, etc.).
 - Ask someone to proofread it.

Pro Tip

- ☐ Save your resume with a clear file name: FirstName_LastName_CompanyName

Final Thoughts

- Perfect resumes don't exist. Just get it done.
- The goal is visibility, not perfection.
- Use AI to help you - work smarter, not harder.
- Boring is best when it comes to format. Keep it simple.

You've got this!