

What an Award-Winning Resume Looks Like

The fast paced world we live in: dealing with social media and our own work-life balance, it's important to take your next step with an understanding of everything at play.

We all have a personal brand whether we like it or not!

When it comes to our career journey and growth, the '**employment market**' has become so competitive that we must '**sell ourselves**' the right way to be noticed.

Online resume templates don't work anymore - resumes have developed so much in the last 5-10 years; your resume's job isn't to get a job... it's to get them to call you and lock in an interview – that's it.

By using a generic one-size-fits-all resume template, it may look pretty but everyone else thinks that too. Unfortunately the recruiter has seen them all.

Format vs Design

Format is the structure of the resume; it's the sections you include, in what order and where those sections appear in relation to each other.

Design is the aesthetic element. It's about style: the fonts you choose, and visual elements like images/colour.

At the end of the day, content is king!

Career Storytelling

Resumes are not a laundry list of your career history. Today, your resume is for the reader to see how you can help them. They don't need to be boring or full of clichéd phrases no one wants to read.

A resume is a beautiful document that shares your very best stories in relation to the job target....

1

IMPACT

Clear, concise and easy to read name and contact details? Make sure they are not in a textbox or the header. Is your email address professional? Shared your LinkedIn profile URL? Sections clearly defined with headlines? Consistent format; not template-based?

The reader needs to see how you meet their role and what skills/experience match the job needs within a 30secs scan of your first page.

2

HOOK

Targeted headline for the role/ job title you are after and a career statement 3-6 lines describing: **Who** you are, **what** you specialise in and **who** you help. The benefits of hiring you based on achievements and/or quotes from others.

Hook them in by using their job title (advertised role or the industry name) to show what job you are going for. Then the career statement = (5) benefits is how your experience matches their needs.

3

KEYWORDS

Approx 9-18 bullet points of key skills highlighting your expertise in that specific field – think technical language, industry lingo. Some will match job vacancy keywords and **must** be adapted for each application for different industries.

Open 4-5 similar vacant jobs up and you will start to see the same industry key words or skills required. These can go in a section for the reader to skim – be aware that these words need to be repeated and backed up in the Work History section.

4

STORIES

Your career stories based on achievements, challenges, and a short outline of what you were hired to 'fix' - think of what you did better than others in the same role, how you saved money/time (**never** a laundry list of job duties, or what you are expected to do).

Before putting your resume together – sit down and write out your stories, think of the days from hell or awesome results. Paint the picture of how many people were involved, quantify results of money saved/made, time reduced or things improved.

5

BENEFITS

The first section of your resume (the summary) needs to be written last! Adapted to meet each job application's key needs, you're offering them the **sizzle** - what makes you **different** to everyone else who's qualified and can do the job - **WHY** they need to pick up the phone and call!

Remember the career statement at the start – look at the job ad of the person they are after and build your summary from there... it may need to be changed for each role.

You've been competing against these types of targeted resumes since 2012:

<https://careerdirectors.com/learn-grow/awards/toast-of-the-resume-industry-awards-tori/resume-award-winners/>

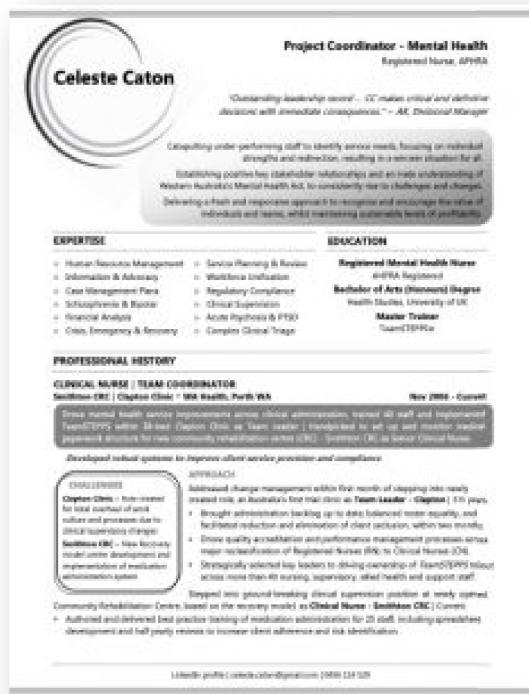
Marlene Cole – New Generation Careers

Triple Winner of Toast of Resume Industry (TORI) Awards

Company restructure client reached out prior to job being dissolved. Design was key to new resume as recruitment agency specialising in industry was targeted.

- ✓ Bold, unusual layout using colour orange to match recruiter's business profile and also current 'in' colour.
- ✓ Century Gothic font selected, as updated 'hip' look.
- ✓ Photos show project snapshot prior to interview/full portfolio presentation.
- ✓ Quote is a motto she lives by and believes is key to successfully collaborating with clients.
- ✓ Short and sharp key role highlights project management, leadership and innovative design skills.
- ✓ 'Name drop' key client/project names, bringing out award-winning accomplishments and contract growth.

Outcome: Gained recruiter call and interview within 24hrs. Quickly reverse marketed to client (one of top 100 Australian international companies), and accepted key role to reignite low-performing division prior to being advertised. The client was impressed by her resume too: *"modern, bold and driven!"*



Client identified private hospital falling into disarray from manager's stress-related absenteeism. Keen to get resume on the right desk, she wanted to ensure professionalism and depth of knowledge would shine.

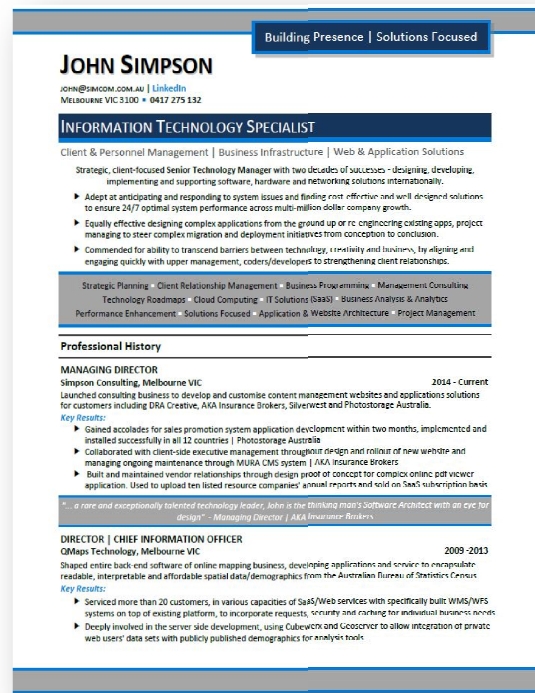
- ✓ Overhauled 'duties' history to focus on problem-solving, as every job she walked into was going through difficult periods.
- ✓ With no job being advertised, we took a Challenge/Approach strategy - matching current organisation issues with strong past testimonies.
- ✓ Within two weeks of new resume placed on desk of CEO, she had a direct call: "thanked for being proactive but said that at this time the matter is being dealt with in a confidential manner and they didn't really know what direction things would take" - That's all
- ✓ Two weeks later, invited for a discussion which was an interview with senior management. They said that they had NEVER seen a resume that looked like this and were so impressed, they just had to meet her... offered a more senior role, created especially for her.

Outcome: Started in her 'dream job' two months later and was told to create her own job description - her original hope was to get an interview for the Clinical Manager role, if it ever came up!

Keen to relocate back to Sydney, a few past employers were requesting an updated resume. Open to new opportunities and he wanted the resume to reflect his leadership and solutions focused brand.

- ✓ Working for past 6 years on contract, as well as for family business, gleaned past project info was challenging.
- ✓ Requested to not over-emphasise results as target market knew workmanship and didn't want to brag.
- ✓ Identified brand colours - a pop of bright blue showed bit of 'coolness' as self-confessed nerd he loved socialising.
- ✓ Used LinkedIn recommendations for others to say how good he was (testimonies) from past employers.
- ✓ Reinforced personal brand: Building Presence | Solutions Focused leadership on complex internal/external systems.

Outcome: Gained clarity for interview and the perfect role interstate with one of his past employers.



Would you like your own 'winning resume'? Reach out to learn more about New Generation Careers - **Career Accelerator** package – marlene@newgenerationcareers.com

Session 1: Career Storytelling | dive deep into your professional and private stories - mission, purpose and values, explore your challenges, wins and life journey to uncover/unlock your true essence. Gain clarity into who you are at this stage of your life and what you love.

Session 2: Career Clarity | find your super talents, strengths, and learn to 'sell' your stories to the reader/listener. You will have lots of 'a-ha' moments where you get to see yourself in a new light. Work through these stories to share your value and ability to be able to solve their pain-points.

Session 3: Application Tools | work through your new resume and cover letter, uncover your strengths and lots more details about each role you have held. It's imperative to share career stories and quantifiable bullet points to highlight your value to the employer - and that the resume is targeted to the reader's needs.

Session 4: Job Hunting | identify current and best practices of effective job hunting; build an understanding of online job boards like Seek/CareerOne pitfalls and challenges. Learn new ways to approach the job search process strategically and with confidence; explore the 'hidden job market', work with recruiters, and focus on key industries/roles which are best suited to your expertise.

Session 5: Digital Footprint & Efficient Networking | reviewing and establishing an understanding of the power of social media in job search and career development, we review your social media and make sure there are no issues, as well as how to use LinkedIn for research and reaching out to key decision-makers.

Session 6: Interview Coaching & Career Development | reviewing the job description and organisation, practice common interview questions and get the interviewer off your resume and excited to work with you. Strong questions at the end of the interview are imperative, as is following up after.

Career Accelerator package investment = \$1250 (saving of \$250)