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# OPTIMIZE YOUR RESUME

LAKEISHA MATHEWS, CERTIFIED PROFESSIONAL RESUME WRITER



# WHY IS IT SO HARD?



Resume not Autobiography

# TODAY'S FOCUS - OPTIMIZATION

- 1) Eight strategies for optimizing your resume
- 2) Focus on resume challenges vs. essentials

IS YOUR RESUME UPDATED?

Quick poll:

Is your resume up-to-date: Yes or No

# RESUME QUESTION #1

## Question

**How often should I update my resume?**



Career Directors International

- Every year - September
- Keep
  - Job descriptions
  - Performance Evaluations
  - Awards
  - Testimonials/Thank you cards
- Create a Credentials File

# RESUME QUESTION #2

## Question

**How do I make my resume stand out, pop, get noticed?**



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- Error free
- Prove you qualify
- Include value factor
- Leadership experience
- Show how you saved money
- Innovation
- Connections – professional affiliations
- Education/Training
- Awards

# RESUME QUESTION #3

## Question

**Do I need a resume and a LinkedIn profile?**

- Yes – it's recommend you have both!
- Robust LinkedIn profile

**Linked in**



# ARE YOU ON LINKEDIN

Quick Poll:

1. Do you have a LinkedIn account?

Quick Poll:

What's your profile strength?

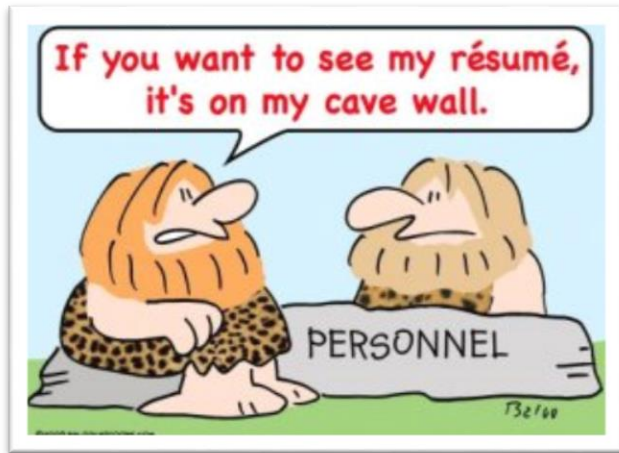
- a) All-Star
- b) Expert
- c) Advanced
- d) Intermediate
- e) Beginner



# RESUME QUESTION #4

## Question

**What's new with resume formatting?**



- Length
- Summary Statements/Professional Profiles
- Combo Headers
- Incorporating social media
- Modified contact information

# QUESTION – ADDING ACCOMPLISHMENTS

## **Quick Chat:**

Why is it so challenging to write about professional accomplishments in your resume?

# RESUME QUESTION #5

## Question

**How do I show my accomplishments**



- Declarative statements
- Key words
- Quantifying
- Explaining impact
- Accomplishments/awards sections
- STAR / CCAR

# STAR / CCAR

## STAR

- **Situation**
- **Task**
- **Action**
- **R**esult

## CCAR

- **Context**
- **Challenge**
- **Actions**
- **R**esults

Let's Practice

# RESUME QUESTION #6

## Question

**How do I optimize my resume for use online?**

**Apply  
Online** 

- Word or PDF formats only
- Applicant Tracking Systems – parsing tools work best with Word
- ASCII – plain text resumes/unformatted, best for pasting into online applications, eforms, etc. (use Word to convert to Plain Text/insert line breaks)
- Create a web portfolio to highlight creative works
- Create a website
- Upload your resume to a job board and make public—key words essential

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References: (1) <https://www.livecareer.com/quintessential/pdf-resume-pros-cons>; (2) Resume Magic by Susan Whitcomb

# RESUME QUESTION #7

## Question

**How do I show that I am not overqualified...or conceal the fact that I am?**



- Admit to yourself if you are overqualified
- Include a clear objective or goal statement
- Clarify why you are seeking the job – what's your goal
- Examine yourself
- Keep your skills up-to-date
- Focus on last ten years
- Remove dates – where possible

# DISCRIMINATION IN HIRING PRACTICES

## **Quick Chat:**

In addition to ageism, what other diversity factors are evident on resumes and may be susceptible to discrimination?

# RESUME QUESTION #8

## Question?

**What are key formatting tips to highlight special projects, collaborations, subject matter expertise**

[ATD Article: Resume Essentials for Instructional Designers](#)

- Technology/Software section
- Core qualifications/areas of expertise
- Certifications
- Clients/projects section or include projects section under each job
- Quantify impact/ROI





# QUESTIONS



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[www.rightresumes.org](http://www.rightresumes.org) | [Rightres@gmail.com](mailto:Rightres@gmail.com)

[https://www.linkedin.com/public-profile/settings?trk=prof-edit-edit-public\\_profile](https://www.linkedin.com/public-profile/settings?trk=prof-edit-edit-public_profile)

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