

A Brief Guide to Crafting a Resume

Goals of a Resume

- 1) Concisely demonstrate your skills, experience, personality qualities, and value to a potential employer.
- 2) Show organization, communication, writing, and even self advertising skills.
- 3) Display positive personality traits and professional behaviors you possess.
- 4) Win an interview or phone call!

Gather Information for Your Resume

- 1) Decide a career, field, and even specific job target for the basis of your job search (and resume crafting).
- 2) Evaluate job listings and field research
 - a. Look for keywords in job listings – skills, experience, traits, etc.
 - b. Record what keywords keep coming up in listings and record for later use
 - c. Evaluate what they are looking for!
- 3) Evaluate yourself
 - a. Make a list of the skills, experiences, personality traits, professional behaviors, and specific achievements and projects you have completed
 - b. Generate examples of measurable achievements and projects that you have completed in the past that reflect positively
- 4) Combine the evaluation of yourself and your target job/field
 - a. Select specific skills, experiences and especially projects/achievements that demonstrate the skills and experience your target employers are looking for.
 - b. Focus on these selected traits in your resume while using the keywords you found earlier throughout your resume.
 - i. Using keywords will help your resume get past Human Resources departments and computer algorithms that focus on keywords when weeding resumes.
- 5) Networking
 - a. Do as much networking as you can with the goal of meeting/contacting the person who has the power to hire you.
 - b. Try to submit your resume to that person directly
 - i. Only do this when appropriate, ie when you have already networked your way to the hiring manager.
- 6) Craft a Resume
 - a. Utilize the information you compiled about yourself and your target employer or field.
 - b. Focus on the keywords you identified in your resume (best in Objective or Qualifications sections).
 - c. Create your resume specific to your target job. Focus on the skills, experiences, and qualifications that they are seeking that you possess. Mention any specific projects or achievements in your employment history that demonstrate the skills and qualifications the employer is looking for.
- 7) Value added section
 - a. You might consider creating a “Value Added” section to your resume. This section will be a direct ‘sales pitch’ for yourself. Here you can explain how you will specifically solve a particular problem or meet a certain goal of the employer. You will need to do some solid employer research to identify these challenges/goals. This is another chance to highlight specific examples from your work history that will demonstrate how you can achieve the things you claim you can do.
- 8) Send out your resume-Use quality paper and envelopes when printed.

Parts of the Resume

What to Always Include:

- 1) Contact Information – Name, address, phone, email (consider creating a separate email just for your job search/professional correspondence with a professional sounding name.)
- 2) Target Job Title
- 3) Employment History
- 4) Education
- 5) Accreditations/Licenses (if any)
- 6) Professional Affiliations (if any)
- 7) Professional Training (if any)

- 8) Publications (if any)
- 9) Career Summary/Performance Profile (especially if no target job title)
- 10) Keywords – not a section, but rather use keywords (skills, experience, etc. that employers are looking for that you have). This will in keyword searches of resumes and computer programs that filter resumes by keyword.

What You MIGHT Include:

(include only what demonstrates positive qualifications relevant to target job)

- 1) “References Available Upon Request”
- 2) Personal Interest and Activities if relevant to position
- 3) Written testimonials – “Available Upon Request”
- 4) Summary of Qualifications – handy for job seekers switching fields who may not have relevant employment experience.
- 5) Professional skills – Core Competencies

What NEVER to Include:

- 1) Title “Resume”
- 2) Availability
- 3) Reason for Leaving
- 4) Salary requirements
 - a. If requested, consider writing “Competitive” or “Negotiable”
- 5) Age, race, religion, nationality, sexual orientation – by law you do not have to provide this information. These traits can be used against you – discrimination.
- 6) Health/Physical description
- 7) Photos (discrimination possibility)
- 8) Weaknesses

Types of Resumes

- 1) **Chronological**
 - a. Lists employment history in chronological order with most recent employment listed first.
 - b. Most common type of resume – generally expected by employers.
 - c. Positive - can emphasize a strong career path
 - d. Negative – will reveal gaps in employment and a lack of experience. Makes you susceptible to age discrimination.
- 2) **Functional**
 - a. Lists employment history (and education or other qualifications) in order of most relevant experience to a target job first.
 - b. Positive – good for career changers as it de-emphasizes a lack of work experience and minimizes chance of age discrimination.
 - c. Negative – employers expect the chronological format.
- 3) **Combinational**
 - a. Uses a combination of functional and chronological to reveal employment history and qualifications.
 - b. Positive – still provides a largely chronological format that is expected.
 - c. Negative – can be repetitious if similar skills appear in more than one area.

General Tips

- 1) Only include information that will reflect positively on you. It is not necessary to include information that does not help your case.
- 2) Tailor your resume to a specific employer when possible, using identified keywords and focusing on the skills they are looking for that you have.
- 3) Mention specific projects and achievements you have completed that would be of interest/value to a potential employer.
- 4) Research an employer (especially goals and challenges). Try crafting a ‘value added’ section where you explain how you can specifically meet a goal or solve a challenge for the employer –cite your past experience to show you can do what you say.
- 5) Avoid white spaces in your resume but also do not make it too cluttered.
- 6) Avoid too many paragraphs and try to utilize bullet points.
- 7) Write in a clear and concise manner.
- 8) Always list contact information first, then target job title or objective – then usually employment history, or if you are right out of school list education.

- 9) Use consistent tense throughout resume.
- 10) Make sure there are no spelling or grammar mistakes!
 - a. Ask someone you trust to edit!
 - b. Utilize local resources that can help you edit (JobNow- <http://main.hobokenj.nj.brainfuse.com/>)
- 11) Utilize good action verbs in your resume – tends to make things concise and shows ‘action.’
- 12) Trouble expressing your successes? – try thinking in terms of scope – how big? How much? How often?
- 13) Usually put “References Available Upon Request” – by law employers are not allowed to check your references without your written consent. Putting this might give extra incentive to an employer – if they want to know more about you (references), they will have to contact you.
- 14) There is no *Correct* way to design a resume. In the end, try to craft your resume to focus on your skills and specific to your target employer.

Electronic Resumes

- 1) Create on word processing program like Microsoft Word
- 2) Save on flash drive (thumb drive), home computer, or email account
- 3) NEED email address (free)
- 4) Send out resumes via email
- 5) Upload resumes to online applications
- 6) Able to update and print your resume easily and quickly

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