Building a targeted resume.

The resume is one of the most important items in your job search tool kit. Think of yourself as the brand and your resume is a powerful marketing piece that sells your most important qualifications and how they relate to the position that you want. A great resume provides a summary of your most relevant accomplishments, experiences, education and training. It's not just a history of your previous jobs and education. It lets potential employers know what you have to offer and how you can make a significant contribution to their company or team. It clearly shows how your experience and qualities will benefit the employer.

Avoid these resume mistakes.
A common error that many make is to write a resume that is geared toward their own needs. To avoid making this error it is imperative that you clearly state how you can help a company. As you create your resume keep in mind that the purpose is to stimulate employer interest and open the door for an interview, showcase your relevant qualifications, skills, experiences and personal qualities that you have developed through your life work experience and provide a framework to keep the interview on track.

Before you embark on your job search or begin to write your resume you must first identify a focused job goal. Don't let a lack of focus prevent you from finding a good fit for your goals, skills and interests. Your focused job goals include the following: the type of work you ideally want to do, geographical location where you want to work and the type of organization or specific organization for which you wish to work. By choosing a specific job goal your job search will be focused and productive, you'll be able to look deeper into a narrow focus area and possibly uncover many unadvertised opportunities and your chance of finding what you really want is greater because you are only looking at companies and positions that really interest you. The tip to stand out is to be focused. If you're too flexible and open to anything, you will not stand out as the most qualified candidate. Targeting your job search will help you be competitive.

There are five things to remember. Keep these following pointers in mind when writing an employment experience section of your resume. Use bulleted sentences. This format makes it easier for your potential employer to quickly scan your resume while still absorbing the content. Use action words. This gives your statement strength and power and helps the resume to pop. Examples include developed, prepared, managed, created and presented. Use numbers, dollars and percentages whenever possible. This really helps your resume to stand out. Lead with your strengths. Resumes are typically reviewed in 30 seconds so put your best qualities first. Match the company language. Use keywords and phrases the match the company and industry. Many times resumes are reviewed by a gate keeper or computer that is not

familiar with the position requirements. They will scan the resume for keywords and phrases that match the description. In order to get called for the interview you must get past the gatekeeper. Don't forget that your volunteer experience counts too.

Some dos and don'ts.
Do customize your resume to each job. Do be concise. Use brief, powerful statements vs paragraphs. Do pay attention to verb tense. Use past tense for prior jobs and present tense for current jobs. Do be consistent with punctuation. Do use valid phone number with a professional greeting. Do include a valid professional email address. Do make sure your resume looks good and is printed on resume paper.

Some resume don'ts.
Don't lie, exaggerate or include something that you would not feel comfortable discussing in an interview. Don't rely on spell check alone. Have someone read over your resume for typos. Don't use the word I or other first or third person pronouns. Don't include personal data. Federal resumes are the exception. Don't use speckled paper that can be difficult to read once it's been photocopied. Some more don'ts include: Don't use exact dates on your employment. Month and year are sufficient. Don't include employer phone, salary information or reasons for leaving prior jobs on your resume. Don't use curly fonts that may be difficult to read and don't use large fonts or extra spaces to increase the length of your resume.

You can see some sample resumes on Career Services and Internships website by going to www.usi.edu/careerservices and click on Student Resources and then Sample Resumes or click the link provided in this presentation.

For additional information on how to build your target resume contact Career Services and Internships at 812-464-1865.