

Make Your Resume FAT: Focus, Accomplishments, Tailored

by Quintessential Careers

Expert Tips for Enhancing Your Resume, Obtaining Job Interviews

Want to obtain that job interview of your dreams? Increase your chances of being invited to a job interview? Update your resume following the FAT guidelines by enhancing the focus of your resume, highlighting key accomplishments, and tailoring your resume to each job opportunity and employer.

Enhance the Focus of Your Resume

Just like your job-search, your resume has to be sharply focused. In an instant -- which is all you have to impress a hiring manager reviewing your resume -- your resume must clearly identify the job you want and why you are qualified for it.

Two excellent tools for adding focus are a branding statement and qualifications summary. Think of a branding statement as a headline for your resume (and positioned at the top of your resume, directly after your personal information). If you used an objective in the past, replace it with your branding statement: "Customer-centric brand manager with proven turnaround success record."

Your qualifications summary is a 3-4 bulleted list of your most important accomplishments -- ones that related directly to the job you seek. Think of this section as the executive summary of your resume.

Highlighting Key Accomplishments

Every bullet point on your resume describing your work experience should be accomplishments-driven, not descriptive of your duties and responsibilities. How did you make the job your own; how did you go beyond what was expected of you? Did you increase revenues or cut costs? Did you develop "best of" or "first" or "best" processes? Did you improve performances from prior years? Are you doing the job of two people?

Whenever possible, quantify accomplishments. Instead of saying "supervised a staff," state "supervised a staff of 25 workers."

Tailoring Resume to Each Job Opportunity and Employer

Employers love job-seekers who have researched the organization. You probably already know of the importance of researching employers for the job interview, but it's just as important -- heck, even MORE important -- to do so when applying for a job.

When applying for a specific job, use the job description -- including some of the same keywords the employer uses -- to adapt your resume, stressing/modifying your key accomplishments to match the job description's top qualifications.

You can also use the employer's Website (and corporate literature), independent news sources, and your network of contacts to learn more about the employer and tailor your resume.