

# GEER UP NEWSLETTER

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UPLIFTING PROFESSIONALS



## THE Résumé ISSUE

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### 01 ---- WELCOME! ----

GEER UP stands for **G**overnor’s **E**mergency **E**ducation **R**elief, **U**plifting **P**rofessionals.

Stay up to date with taking a class/classes, earning your certification or license, and making your next career move.

### EARN YOUR CERTIFICATION OR LICENSE TODAY!

- Our Goal is for you to get **certified/licensed** to support your career search
- We have resources to support you earning your Certification or License
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*Please note: That while the GEER program has ended, much of the information in this newsletter is helpful to anyone who wishes to get a job.*

## **02 ---- Resume Writing Strategy ----**

Written by Sean Wright

Here are my six keys to writing a strong resume that increases your odds of getting a call back and a request for an interview. You must... 1.) be qualified for the role, 2.) get past any Application Tracking System (ATS), 3.) have your resume mirror the job posting, 4.) put your skills and work experience in rank order, 5.) consider the best order for the sections of your resume, and 6.) keep your resume focussed on accomplishments and contributions in your previous work (or school).

First and most obvious is to make sure you are qualified for the positions you are submitting your resume for. No job seeker meets 100 percent of the requirements and qualifications for a given job, so don't be too hard on yourself. If you are meeting 70 to 80 percent or more of the listed requirements and qualifications then you are qualified and should submit your resume and application. If you are meeting more than 80 percent of of them, then you are well qualified and should feel confident. Any role where you meet under 70 percent of requirements is more of a long shot and you should expect less responses, but should probably still take a shot if you're close to 70 percent. Those call backs for a phone screen interview do happen.

Pass the ATS and maintain visual appeal. More and more large and medium sized companies are relying on automation to support their screening of potential employees. When they receive a large number of applicants for multiple positions they want to find ways to save time and effort, so they use an Applicant Tracking System (ATS). This is software that can scan your resume to see if you are qualified for a position and pass your resume on to the hiring manager. These systems are not good at understanding tables, logos, columns, or headers and footers. With this in mind, it is a good idea to create an ATS friendly version of your resume along with a more visually appealing stylized version. There are ATS friendly resume templates out there you could use, or model your resume after. When you are submitting a resume through a job board or online portal you can assume it will go through an

ATS screening. Save the more stylized version for emailing directly to a hiring manager, or bringing in person during an interview.

Have your resume mirror the job posting that you are responding to. Review the job posting, then reread your resume, you should see a lot of the same language describing your skills and accomplishments from the posting reflected in your resume. If you don't, then look to see how you might be able to adjust the wording so that it is a closer match. This will help your resume do better when an automated tracking system (ATS) is screening it, and make it easier for the hiring manager to spot what they are looking for.

Regardless of the version or format of your resume your strategy should be to put your experience and skill bullet points in rank order with the most important being first. To understand which of your accomplishment or skill statements are the best all you need to do is mirror the order of skills, requirements, and qualifications in the job posting of the position you are applying to. When posting a resume on your job search site profile (like Indeed), it will be used for multiple positions. You can strategically base the best order of your accomplishment and skill bullet points on your observations from all of the job postings you have been looking at.

In terms of the order of resume sections, you want to put your strongest qualifications towards the top of your resume. Recruiters only look at your resume for an average of 11 seconds or less. Since they are skimming from top to bottom and left to right, the information towards the top of the page is where you want them to see, in that brief amount of time, that you are qualified for the position. Your resume will always start with your name and contact information followed by a professional summary / profile, but the order of your skills, work experience, and education sections can vary based on what is most recent and most relevant to the work you are applying for.

When writing your bullet points about your previous work experience you want them to focus on accomplishments and contributions you made rather than just your duties or responsibilities on the job. Don't stop at talking about the work you did, also talk about the impact of your work. Ideally you will have numbers that describe the impact of your work (ex. Increased customer satisfaction to 95 percent), but if you don't have the numbers you can make qualitative statements about the impact of your work (ex. Increased customer satisfaction). You may have improve efficiency, saved the company money, increased sales, developed new leads, completed projects the supported a company goal, etc.

For more information on writing your best resume see the resources linked in section 3.

### **03 ---- RESOURCES FOR A STRONG RESUME ----**

[Beating the ATS \(Applicant Tracking System\) - https://www.visualcv.com/blog/how-to-beat-the-applicant-tracking-system/](https://www.visualcv.com/blog/how-to-beat-the-applicant-tracking-system/)

Career Changer Resume <https://www.thebalancecareers.com/career-change-resume-writing-tips-4134292>

How to Read a Job Description <https://www.themuse.com/advice/how-to-read-job-description-keywords>

How To Turn Duties Into Accomplishments <https://www.themuse.com/advice/resume-revamp-how-to-turn-your-duties-into-accomplishments>

Nine Videos on Resume Writing (& Cover Letter)

[https://www.youtube.com/playlist?list=PLpQQipWcxwt9Cld\\_I9aJfSLFAytSslmCC](https://www.youtube.com/playlist?list=PLpQQipWcxwt9Cld_I9aJfSLFAytSslmCC)