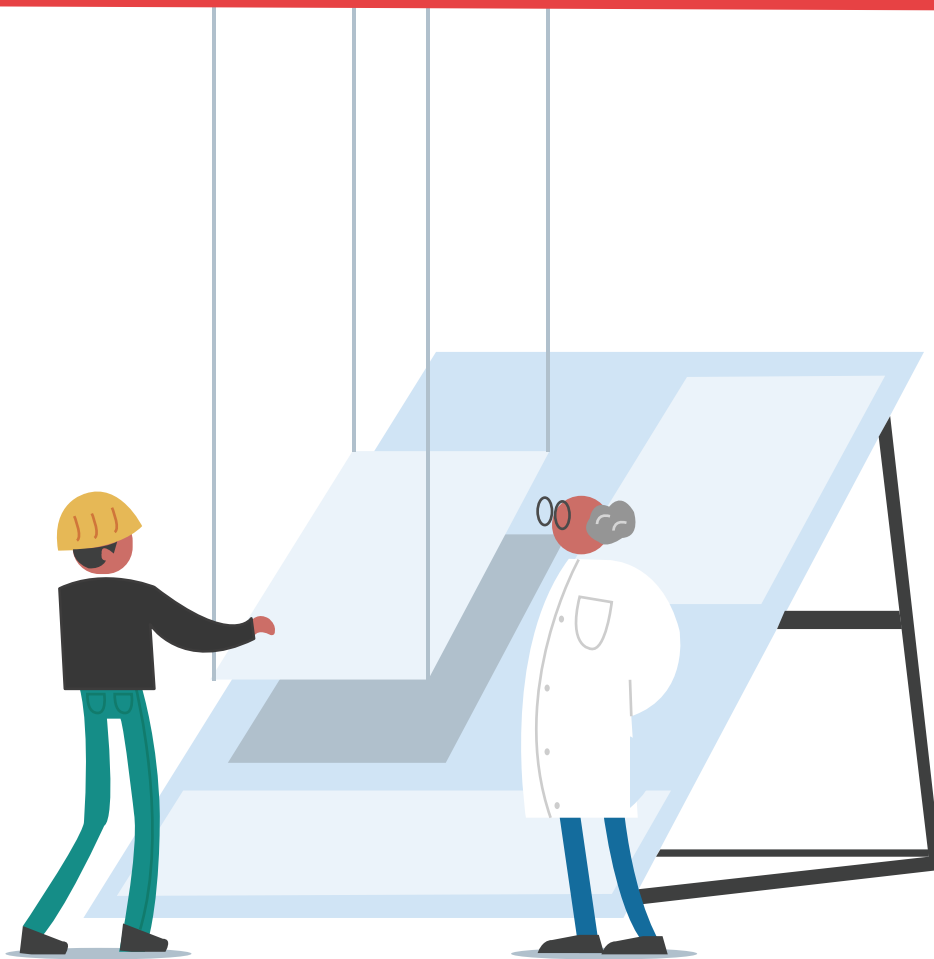


A Winning Resume Kit

The 2020 Basic Resume Writing Guide



ResumeCoach

1. Getting Started

An introduction to your basic resume writing guide by ResumeCoach to help you get acquainted with what you need to create a winning resume for your job hunt.

2. Type of Jobseeker

Find out what jobseeker profile you have so you can adapt your resume accordingly.

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2.2. Entry-Level

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3. Format

Choose the right resume format for your profile and make the most out of the advantages each resume type has to offer.

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Last recap on what's really important to consider to make sure your resume and job application is optimized to the max!



1. Getting Started

WELCOME TO THE *RESUMECOACH* BASIC RESUME WRITING GUIDE FOR JOBSEEKERS OF ALL KINDS.

In today's ambitious job market, it is becoming more paramount and ever more difficult to stand out in the job application process. This is why we've compiled this guide to help you create a winning resume that will demonstrate your strengths and give you the tools you need to present the best application possible.

Use this resource in addition to *ResumeCoach's* online resume builder and HR-approved templates to make a resume worthy of landing the job of your dreams in just a few easy steps.

The following are the main steps that you should consider when preparing your job application:

1. Planning and research

Every jobseeker should begin by planning what they want to include in their resume and by researching the position or company they're applying to.

2. Identify the type of jobseeker and specific needs

As every candidate has a different background and profile, it's important to discover what category of jobseeker you are to know which type of resume format, style and content is most important for your ideal application.

3. Choose a resume format

Once you know where you stand as a jobseeker - whether you're a fully-fledged professional, a student or an entry-level candidate - you can move on to selecting the right resume structure for your needs.

4. Get writing

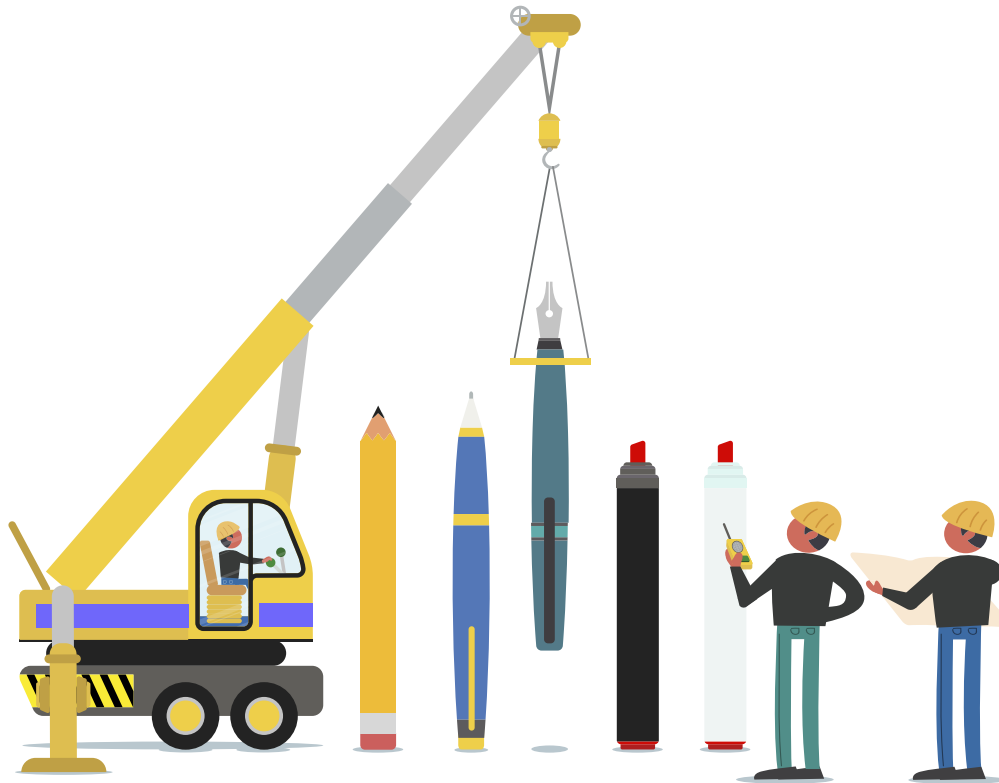
Finally down to business! Check out our tips for writing each section and compile a winning resume by including all the right details from your profile.

5. Proofread

Make sure to double check all aspects of your resume: spelling, accurate information, formatting, punctuation, etc.

6. Start applying

With your polished resume complete and ready-to-go, you can begin applying to your favorite job vacancies and companies that interest you on a professional level and prepare yourself for the interviews!



2. Type of Jobseeker

Professional

Within the competitive world of job-seeking, businesses look for **candidates who stand out and quickly catch their attention** with real examples of how he or she can contribute to the company as a vital team member.

So that a professional resume can stand out from the hundreds of candidates applying for any given vacancy, it is essential that jobseekers include various sections which catch the eye of the potential employer.

“ *To get ahead, today's professionals must have an up-to-date, easy-to-read and comprehensive resume!*

PROFESSIONAL KEYWORDS CAN INCLUDE:

- Verbs, nouns and even adjectives to describe tasks and responsibilities you have taken on in the past which could be similar to those in the new role;
- Skills which are required or desired for the vacancy; or
- Knowledge and expertise in a certain area that is necessary or preferred by the employer.

Entry-Level

When it comes to creating an entry-level resume, the case may be that the applicant does not have very much or relevant work experience for the position they're interested in.

There are many ways of catching the eye of potential recruiters through a **resume without work experience** by inviting the reader to get to know your character, skills, potential and achievements which make you the ideal entry-level candidate.

ASK YOURSELF THE FOLLOWING QUESTIONS BEFORE YOU GET STARTED:

- What work or projects have I done in the past that motivate me?
- In which field or profession can I see myself in 10 years?
- What skills do I have that can be applied to an occupation?

To complete a **winning entry-level resume**, applicants should demonstrate various marketable skills and relevant industry knowledge through the different areas they include in their resume, detailing the ways they've earned or developed these qualities.

Whether you're looking to go straight into work from school or **need a first resume for an internship or college application** or an entry-level position in a business where you'd then like to work your way up the ladder, a general rule to follow is **to use your unique knowledge and individuality to stand out** so that the potential employer gets a feel for what kind of worker you will be.

Student

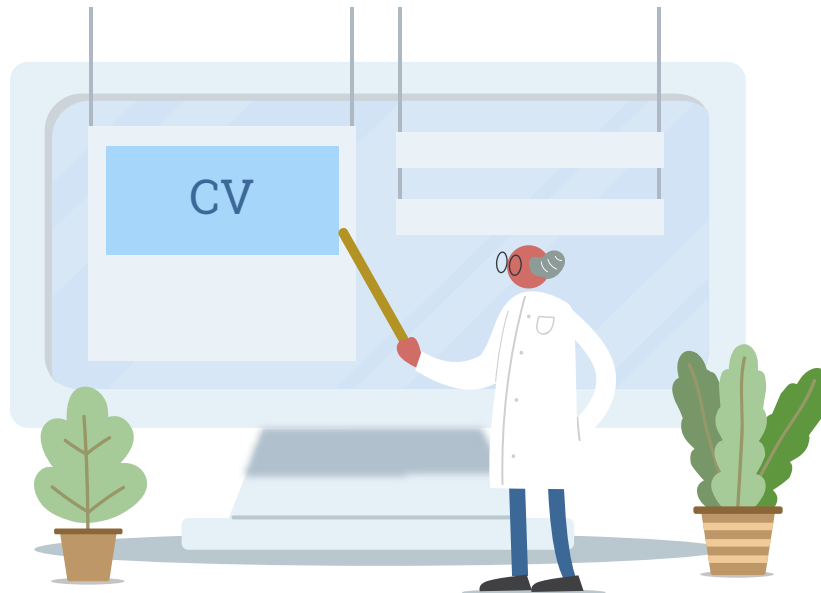
Although student resume writing may be a difficult task as candidates are just entering the working world, often applicants are pleasantly surprised by the **valuable experience and skills** they already have thanks to different events, extracurricular activities and associations they've been a part of as a student.

It is highly recommended to **add a description of the functions** undertaken in each activity and ensure to adapt the information to the role that is being pursued. It's important not to go overboard but to **tailor the details you include to the role**, company or sector of the vacancy.

“ *Making a resume that catches the eye of a potential employer is vital to taking that first step into your future career*

Among the various sections of a student resume, it is essential to **include any work or volunteer experience** you may have, your technical and practical skills and of course your academic profile.

Whether you are recently graduated from high school or college, looking for a part-time position to accompany your studies or a summer internship to help further your career, a student resume is the way to go.



3. Format

“ *Formatting a resume is incredibly important and can easily **mark the difference between candidates** who may have similar backgrounds and profiles.* ”

A potential employer has possibly hundreds of resumes from other candidates to look through and if your **resume format** is disorganized and unclear, he or she will not waste time trying to make sense of it and you will miss your chance for an interview.

To get started with your resume format you should first **decide on a general design that fits well with your field**, experience and the sector you're looking to work in.

THE GENERAL RESUME FORMAT ALSO INCLUDES ALIGNMENT, SPACING, MARGINS, FONT SIZE AND TYPE, ETC.

- **Use headers** to make essential information easy to find.
- Never use an illegible font - instead **use a common, formal font type** and size, such as Arial, Calibri or Times New Roman, size 10 or 12 to maintain a professional aesthetic.
- Use single line spacing and **justify all texts with a left margin**.
- **Use bullet points** to describe responsibilities and accomplishments in your work experience etc.
- Keep the same typeface and emphasizing features throughout for each particular detail. E.g. If you **put the company name in bold, italic or underlined** for one employer, all employers' names should maintain this style.

It is also vital to remember to **review the finished resume before applying** to any vacancy, to ensure there are no grammar or spelling errors, off-centered texts or changes in font size or type.

TYPES OF RESUME FORMAT

There are **three main types of universally-acknowledged resume formats** which include different styles of presenting the relevant information from your professional profile.

There is not one standard resume format that is correct for every sector, position and applicant due to the many variables such as the type of applicant, level of the position, the industry, etc. However, the following is a simple beginner's guide to the

different typical resume layouts that are available and most widely accepted by HR professionals.

You can find more information about each type of **resume format** and how to use them on our site.

Chronological Resume

The **most common** of the three types that can be used by anyone is the **Chronological Resume**. It is organized by experience in reverse chronological order, beginning with the most recent.

*Ideal for candidates who have a **career trajectory in the same field or sector** and are looking to continue along the same path.*

The main body of the chronological resume is made up of the **timeline of work experience of each candidate**, wherein it is useful to detail the responsibilities and achievements of each position.

Within the chronological resume work experience section, you will need to use:

action verbs, statistics and numerical facts to provide evidence of what you are claiming to have achieved in each position as well as including the skills you learned in that particular post.

Functional or Skills-Based Resume

With a different approach, the **Functional or Skills-Based Resume emphasizes skills and qualities** that the candidate possesses which make him/her the ideal applicant for that vacancy. Organized by skills or experiences and not necessarily in chronological order.

*Functional resumes are suitable for students who have little to no work experience or **applicants who may have gaps in their work history**. A resume template could help you conceal or even promote these periods of unemployment if they were possibly beneficial to the current vacancy like periods of traveling or volunteering.*

The skills mentioned on your functional resume should only **detail relevant abilities** which are required by the specific vacancy you're applying to.

Within these details you should attempt to **include at least one quantifiable point per skill**.

This means that you should show the potential employer how much you were able to improve or increase efficiency/budgets/funds/revenue/production etc. by using said skill.

Combination Resume

A blend of the two previous types, the **Combination Resume**, sometimes also known as the 'hybrid resume', uses both the chronological format for work experience and highlights the skills and abilities of each applicant.

*Perfect for jobseekers looking to **change careers** or for those who have worked in numerous industries but have the relevant professional skills.*

The combination resume employs information from all areas of a candidate's personal and professional profile to create a **well-rounded, inclusive and original resume**.

The emphasis of a combination resume is divided between the skills and abilities of the candidate and the work experience they can bring to the role.

It's also important to **add examples of how you have used your skills** to improve or increase productivity or another aspect of the company and ensure that this information is relevant to the position and unique to your abilities.

How to choose what resume format

The best way to help you decide what resume format to employ is by analyzing your individual needs and being aware of **which resume layout is suitable to tailor to your profile** or the vacancy in question.

4. How to Write the Perfect Resume

When you need to **prepare a professional, student, graduate or entry level resume**, a resume for a specific job role or if you're writing one for a first job, it is also crucial to remember that you are not the only person doing so. Therefore you need to put a lot of effort into **creating a descriptive and intriguing resume** which will stand out among the many hundreds of applicants.

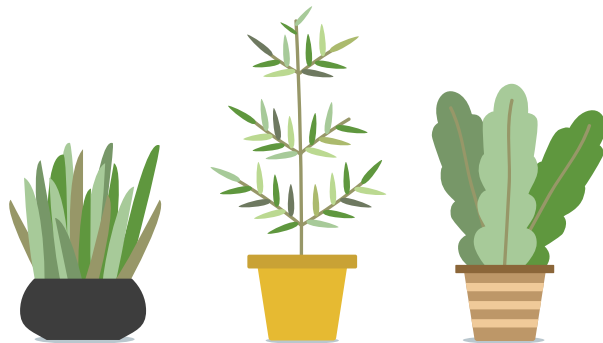
A **key top tip** for producing a winning resume for all kinds of profiles is to **focus clearly and specifically on the needs of the employer**.

This means using the job advertisement to tailor your resume and the information portrayed to fit the skills and experience that the specific post requires.

The **top third of your resume must be eye-catching** and intriguing because this is how you will grab the attention of the potential employer. It is vital to **demonstrate your worth as a business asset** by displaying why you personally would be the perfect fit for the role and the company.

THERE ARE FOUR MAIN RESUME SECTIONS THAT YOU CAN REVIEW IN THIS GUIDE. ADDITIONAL SECTIONS INCLUDE:

- Volunteer Work
- Personal Interests
- Honors and Awards
- Languages
- Internships
- Publications
- Certifications



Resume Objective

If you're looking for a new job, it is essential that your resume stands out of the crowd to guarantee you a spot on the shortlist. To do this, the **best way to catch a potential employer's eye is by providing an outstanding resume objective** right at the beginning.

“ A resume objective is an **introductory statement**, placed usually at the beginning of a resume, which briefly presents the applicant and the skills and achievements which make them the ideal candidate for the position available.

The resume objective should **include a convincing statement** explaining how the candidate can benefit the company and the objectives they can reach together thanks to the applicant's experience and knowledge.

TIPS FOR WRITING A WINNING RESUME OBJECTIVE SECTION:

- This statement usually consists of **3 short sentences** and is normally found at the beginning of the resume to serve as an introduction to the applicant's profile.
- The resume objective is a way for candidates to **present themselves to the hiring manager**. It is advisable to think of it as an opportunity to market your candidacy and offer an insight into your personal branding; what can you bring to the company?
- **For each different job, use a different resume objective!** This means, tailoring each objective to the sector and position you're applying for.
- The aspects you mention in your resume objective should **reflect core elements of your professional profile** and be referred to later on in other parts of the resume.

Work Experience

“ The work experience section on a resume is often the nucleus around which other sections are built.

For each jobseeker, their work experience section will be very different, some more complete than others but there are lots of ways to **ensure that your career history is inviting** for the reader.

As each candidate will have personal and professional circumstances that vary greatly, the work experience section will be unique to each resume, thus it must be optimized to show the full potential of that jobseeker.

TIPS FOR WRITING A WINNING RESUME WORK EXPERIENCE SECTION:

- Many prospective employers find that your career trajectory is a clear way to define if you will be a suitable applicant for the position. All the information contained in this section should therefore be **pertinent to the job** that you're applying to and only this position, company and sector.

- Your work history list should **begin with the most recent position** held and go backward in time, detailing the positions held between now and 10-15 years back.
- It is important to include information that provides evidence of the significance of hiring you specifically. This means explaining **how you have contributed in past roles** and how this has helped the company to grow or develop in a positive manner.
- **Using action verbs** such as performed; launched; implemented; spearheaded; coordinated; directed; increased; restructured; acquired etc. is the perfect way to **detail your responsibilities and achievements** in each position
- Each job post should detail the job title, employer/company name, location and dates of employment.
- If you have large gaps in your career history, it is considered appropriate to show why you have not worked in this time by giving a brief explanation; for example: Full-time parenting, study leave, traveling etc.
- **Do not overfill your work experience section** by repeating lots of the same tasks. In order to avoid this, you can group together similar experiences.

Education

“ *The **education section is one of the key parts** a potential employer will look for, simply to get an understanding of the expertise and background of each candidate.* ”

If this part includes other courses or training sessions in which the candidate has participated, the hiring manager will see more of what interests the jobseeker in his or her professional career.

TIPS FOR WRITING A WINNING RESUME EDUCATION SECTION:

- Depending on your personal situation you may want to list first your education section or the work experience part on your resume.
- Similarly to the work experience section, you should always write your academic achievements, diplomas and degrees in reverse chronological order, beginning with the most recent and going backwards.
- If you attended college and obtained a BA or BSc, it is not advisable to include your previous education or high school diploma information.
- For each entry in the education section of your resume, it is only advisable to include your GPA if it is superior to 3.0.
- Remember to **include any educational or extracurricular activities** that could prove you are equipped to deal with the pressures of the specific working environment.

Skills

When creating an effective resume, you need to know **how to write a skills section** because it is one of the first things a potential employer will look for to get a basic understanding of what you, as a potential employee, can bring to their company.

“ *Skills are categorized into two different types: **the hard and the soft**, encompassing all types of technical or social abilities that can be relevant to a working environment*

Soft skills is the name given to those capabilities that are either naturally present in certain people or are **developed through relations and experience** more often than through official courses.

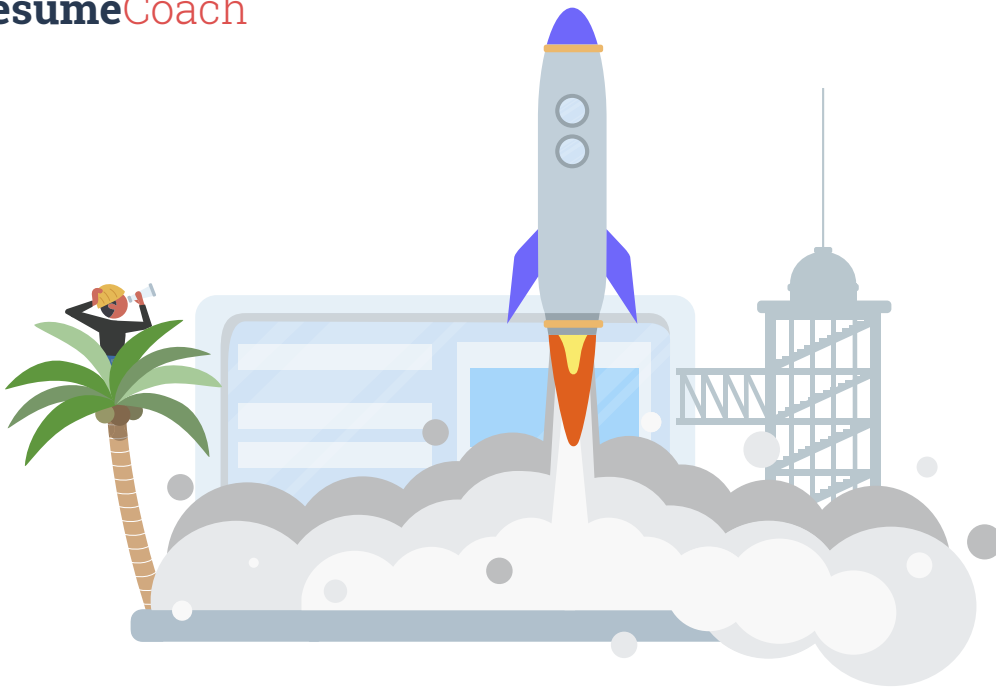
Hard skills, on the other hand, refer to more **technical, accumulative abilities**, usually more specific to certain positions or industries.

TIPS FOR WRITING A WINNING RESUME SKILLS SECTION:

- Highlight your strengths and provide evidence of how you have applied your skills in a professional environment to improve profits or operations.
- Consider how these attributes have either helped you to achieve something or have benefited your career in some way.
- As it can be more complicated to provide quantifiable evidence for soft skills on a resume, a tip to follow would be to research professionals in your industry or in the position you seek or even take a look at various similar job advertisements to see the desired or emphasized soft skills mentioned.
- Hard skills, also known as employability skills or technical skills, can be quantified by your level of expertise in the subject or years of experience using a certain technique or program.
- The key to attracting a potential employer to read your resume is to include a mix of both hard and soft skills in the section dedicated to skills.
- All skills that are mentioned on your resume must be tailored to your application.

“ *Nearly 80% of graduate employers search for mostly personal, soft skills as many applicants are likely to have the same technical skills if they're applying for the same job and coming from similar academic or career backgrounds.*

All your **core skills must be weaved into the basic fabric of your resume** in order to convince a hiring manager of your ability to do the job you're applying to.



5. Get hired!

SO, THE TIME HAS COME TO DOWNLOAD YOUR RESUME IN PDF AND START APPLYING.

Do not forget to complete your job application with an **effective cover letter tailored to the position** you're interested in. To get extra help with **writing a cover letter**, check out our online guide.

Also, it's vital to remember to **proofread** all of the documents included in your professional job application.

“ Small errors can make a big difference to some employers and a sloppy, mistake-ridden application will not get a second look!

Ensure you have not lied anywhere on your resume or given misleading information as this can be detrimental to your application.

Also make sure to **optimize it to suit the position** and company you're applying to, remembering to include keywords that will withstand any Applicant Tracking Software testing, which is becoming ever-more popular to weed out weaker candidates in the initial stages.

Candidates should be entirely satisfied with their resume and application documents before applying to any positions because **impatience can ruin your chances** of presenting the best profile to the hiring manager.

You only really ever get one chance to make that first impression so **make it count with a winning resume and perfect cover letter!**

Happy hunting and good luck!

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