



# Ready Your Resume: Tips for Making a Resume That Stands Out

**Job Cast**  
by indeed

# Meet your hosts



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# Learning objectives

- + **Reframe the way you think about resumes**
- + **Understand how employers review resumes**
- + **Discover tools and resources available**

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**Reframe the way you  
think about resumes**



**Think like a business owner.**

# Questions your resume must answer

**01**

**Who are you?**

Summary/Headline

**02**

**How can you help me or solve my problem(s)?**

Work history, skills

**03**

**Why should I trust you?**

Experience, education, certifications

**01**

**Who are you?**

# Start with your summary

- + Get noticed faster
- + Highlight your key skills and experience earlier
- + Capture keywords

## Resume Summary

A summary is a short description of your qualifications that explain why you're a good fit for the role and can include your achievements, experience, education and skills.

Example:

### Maintenance Mechanic

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Analytically-driven Maintenance Mechanic with 5+ years of experience focusing on the intricacies of equipment and instrumentation.

Highly adaptable and dedicated to producing error-free results, safe working conditions, and quality service.

VS

## Resume Objective

An objective is a brief statement that communicates your career goals, such as the type of job or industry you want to work in or skills you want to build.

Example:

### Assistant Manager

---

Objective to be hired as an Assistant Manager position with an innovative employer in the manufacturing industry.

Preferably, said position has opportunity for advancement with demonstrated excellence.

**02**

**How can you help me  
or solve my problem(s)?**

# You've solved problems before

Use your work experience section to provide a brief history of your ability to help and make an impact.



# Work experience

- + Call attention to important achievements
- + Use numbers to measure your impact
- + Use active language
- + Use keywords from job postings





# Highlight the benefits of your work



Answered phone calls from customers

Organized inventory

Audited reports



# Highlight the benefits of your work



Answered phone calls from customers

Answered phone calls and provided excellent customer service to improve customer satisfaction.

Organized inventory

Organized and reviewed inventory to ensure efficient ordering, accurate reporting, and lean spending.

Audited reports

Audited reports to resolve discrepancies, improve accuracy, and increase compliance with regulatory requirements.



# Include measurable impact if possible

Answered phone calls from customers

Answered phone calls and provided excellent customer service to improve customer satisfaction.

Answered **100 calls per day** and provided excellent customer service, helping increase customer **satisfaction scores from 78% to 89%**.

# Include measurable impact if possible

## Organized inventory

Organized and reviewed inventory to ensure efficient ordering, accurate reporting, and lean spending.

Organized and reviewed inventory **valued at \$2M** to ensure efficient ordering, accurate reporting (**reduced errors by 25%**), and lean spending (**saved ~\$20,000 annually**).

# Include measurable impact if possible

## Audited reports

Audited reports to resolve discrepancies, improve accuracy, and increase compliance with regulatory requirements.

Audited reports to resolve discrepancies, improve accuracy **by 18%**, and increase compliance with regulatory requirements (**avoided \$15,000 in penalties**).



## Showcase your skills

Use a designated section to enter relevant professional or translatable skills.

### **Relevant Skills:**

*Mastery of Excel macros, pivot tables and vlookups, employee benefits administration, new hire onboarding, multistate payroll, employee relations.*

**03**

**Why should I trust you?**

# Education

- + Institution name and location
- + Degree obtained (if applicable)
- + Field of study
- + Optional
  - Graduation year (if applicable)
  - Your GPA (if > 3.4)
  - Relevant honors, coursework, or other achievements



# Put your skills to the test

Complete an Indeed Assessment to prove your top skills to employers and make your Indeed Resume stand out.

[my.indeed.com](https://my.indeed.com)

The screenshot shows the 'indeed assessments' website interface. At the top, there's a navigation bar with 'indeed assessments' on the left, 'Module library' in the center, and 'Case study' on the right. Below the navigation, the main heading reads 'Screen the skills relevant to your hiring needs.' followed by a sub-heading: 'We offer a comprehensive range of testing options — from job knowledge to video interviews — across a variety of roles such as sales, hospitality, customer support, and more.'

On the left side, there's a sidebar with a 'BACK TO HOMEPAGE' link and four categories: 'Cognitive & psychometric', 'Computer skills', 'Job skills', and 'Language'. A blue pill-shaped button labeled '26 MODULES' is positioned to the right of the 'Job skills' category.

The main content area is titled 'Job skills' and lists several assessment modules, each with a brief description and a 'View Details' link:

- Accounting compliance skills test**: The accounting compliance test provides insight into a job candidate's ability to understand information and financial data found in emails... [View Details](#)
- Bookkeeping skills test**: The bookkeeping assessment provides insight into a job candidate's ability to competently perform the daily responsibilities of a bookkeeper [View Details](#)
- Business goal alignment assessment for supervisors**: Comprised of 17 multiple-choice questions, the goal alignment assessment for supervisors requires candidates to listen to audio clips... [View Details](#)
- Business math test**: The business math test requires job candidates to assess information and numerical data found in statements, charts, and receipts that illustrate real-world scenarios. [View Details](#)
- Classroom management test for elementary teachers**: The classroom management test places emphasis on learning how a job candidate would react to a variety of real life... [View Details](#)
- Customer focus and orientation skills test**: The customer focus and orientation skills test provides candidates with a series of customer service scenarios. [View Details](#)

At the bottom of the 'Job skills' section, there is a blue button labeled 'View all assessments'. Below this, a white callout box with a blue border contains the text: 'Assessments Complete a skills test that showcases your top skills to employers and helps you stand out.'

At the very bottom of the page, there are two more assessment modules partially visible:

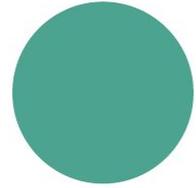
- Delivery driver vehicle maintenance test**: The delivery driver test and vehicle maintenance test assesses a candidate's knowledge of how to appropriately respond to... [View Details](#)
- Data entry test**: health care, customer service, and hospitality – the data entry test is specifically designed to... [View Details](#)



# Certifications

A certification is a credential that demonstrates that you have the knowledge, experience and specific skills needed for a specific field or job.

These can be especially helpful when changing roles if you haven't used the skill in your work history.



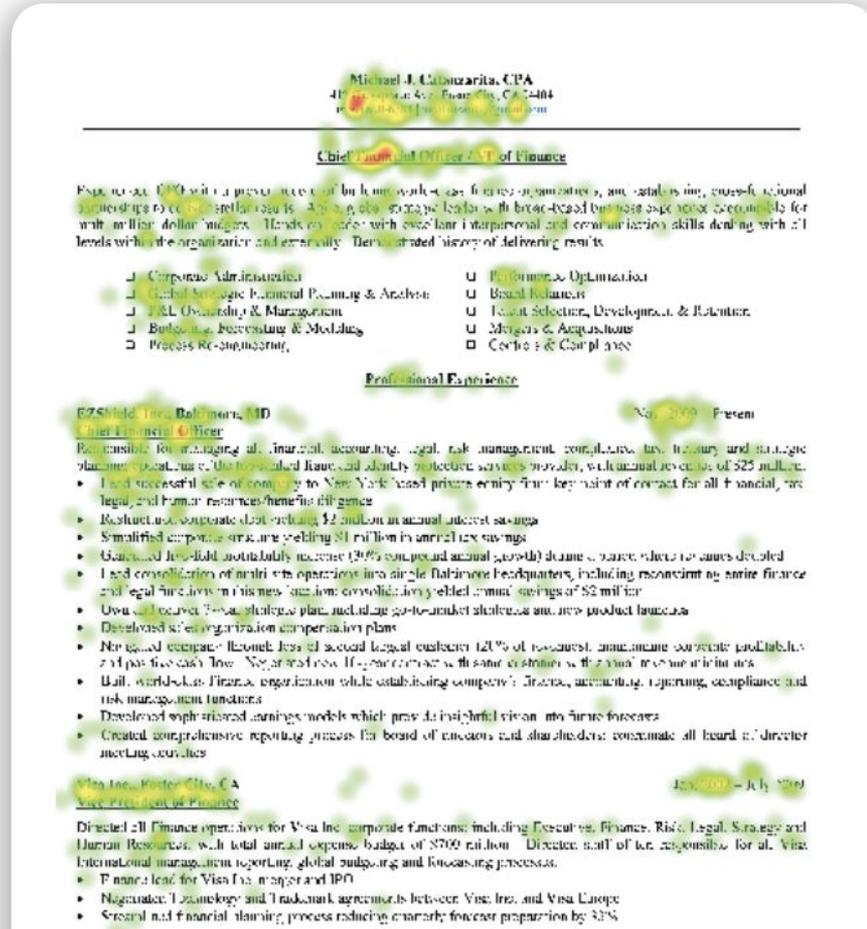
# **Understand how employers review resumes**



# You have 7.4 seconds to make an impression

- + Clear, simple layouts with clearly marked headers
- + Layouts that took advantage of F-pattern and E-pattern reading tendencies
- + A summary or objective statement at the top
- + Clear fonts

Source: Ladders, "Eye-tracking Study" (2018)



# Tailor your resume to be ATS-friendly

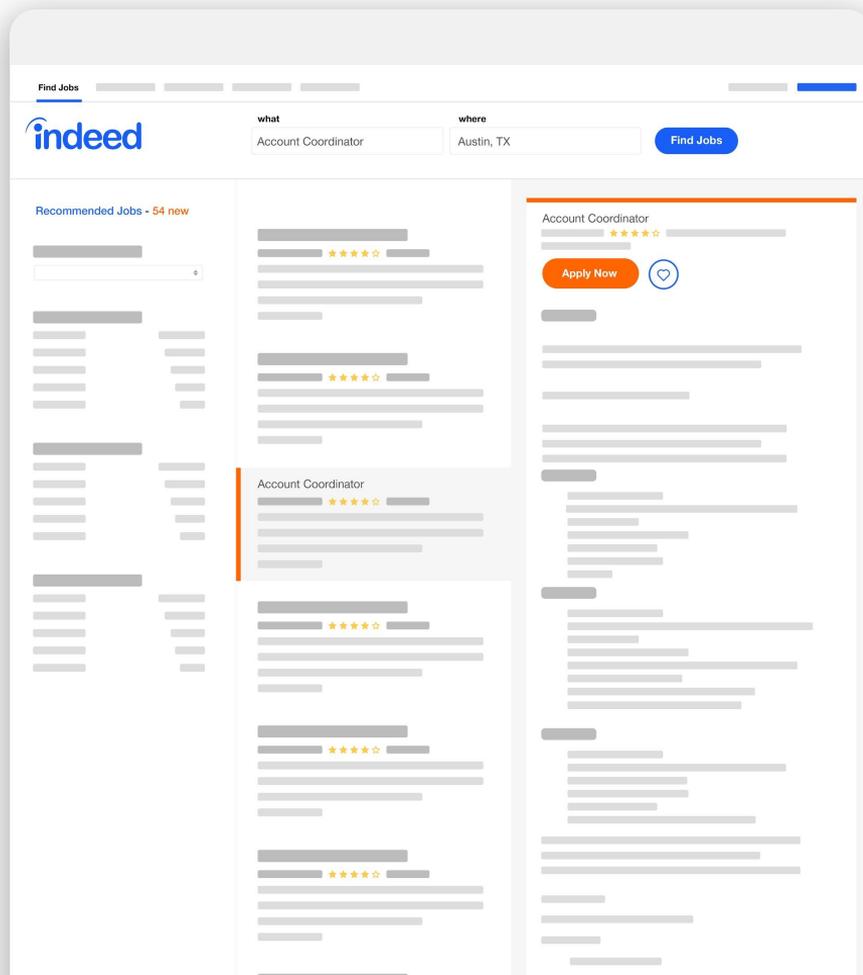
An applicant tracking system will:

- + Scan resumes and filter for qualified candidates
- + Compare skills listed on your resume with keywords and phrases mentioned in the job listing
- + Flag resumes that have overused, over-optimized keywords in an attempt to trick the system



# Match keywords from job postings

Find a few jobs you'd like to apply for and compare your resume to the job description.



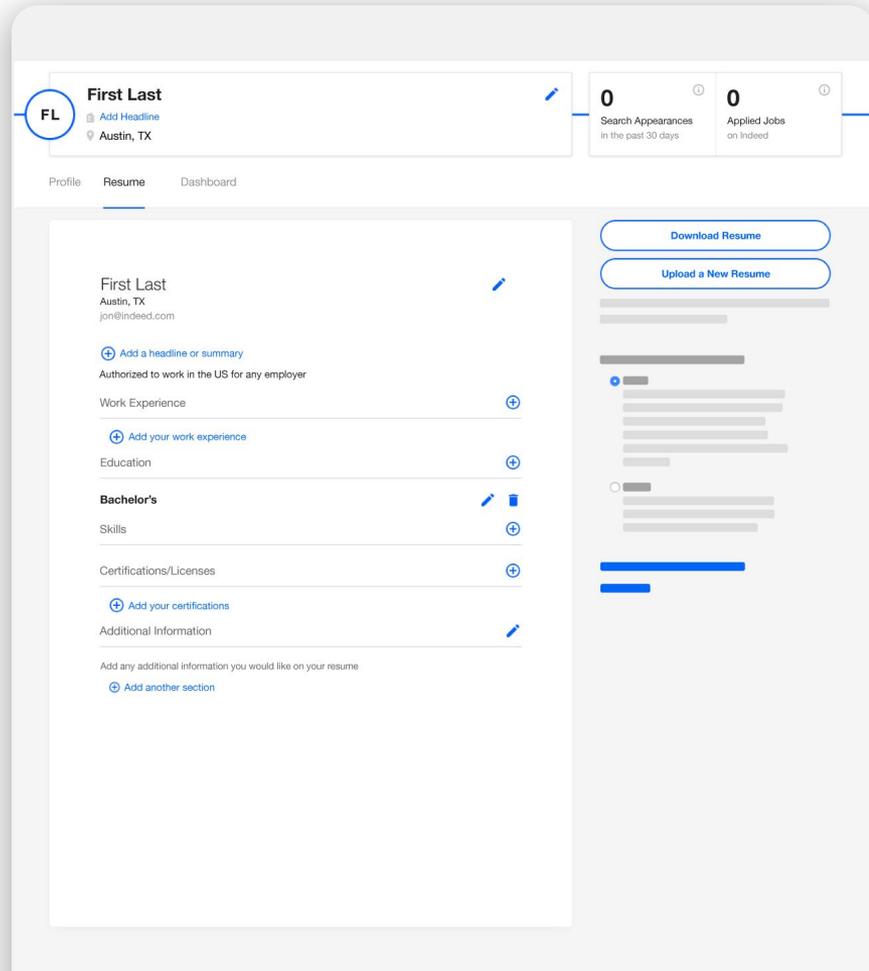


**Job seekers with an Indeed Resume  
hear from employers **4x more often.****

# Build your resume on Indeed

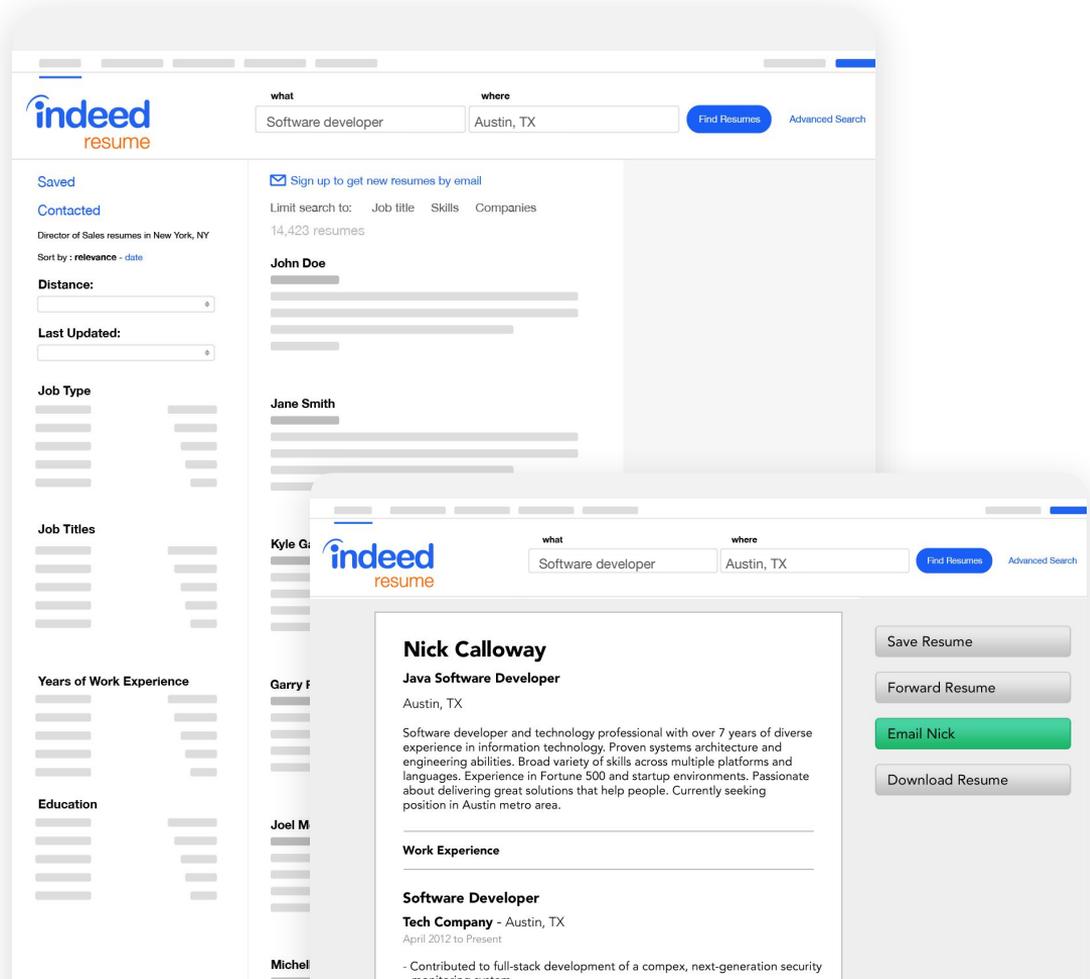
- + Simple formatting
- + Easily apply
- + Employer resume search

my.indeed.com



# Employers are looking for you

Employers search for resumes by role and location, using filters and advanced search techniques to refine their results.



# Indeed insider tip

Update your resume on Indeed at least **once a month** if you are actively looking for a new job.

Updated resumes get pushed to the **top of employers' resume search results**.

You're up to **3X more likely** to get contacted by employers if you updated your Indeed Resume in the last week.\*

\*Source: Indeed data (US)



**Discover tools and  
resources available**

# Use a template or format carefully

- + 1-2 pages
- + .5" - 1" margins
- + Easy-to-read font throughout, size 10-12
- + Headers in bold
- + Proofread!

[indeed.com/profile/resume-templates](https://www.indeed.com/profile/resume-templates)

## Professional resume templates

Don't create your resume from scratch. Use our free resume templates to kick start your search from the beginning.

[Build a resume with a template](#)

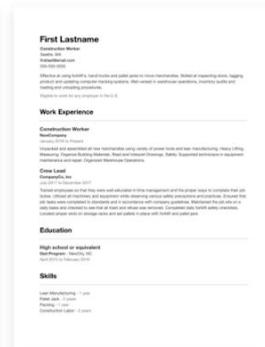
[Already have a resume?](#)

[Get help with your resume](#)

## Choose your template



Clean



Minimalist



Simple



## Indeed insider tip



Pay attention to **file format** and **naming**.

Save your application documents as **PDFs** to preserve the information and formatting.

Use your **first and/or last name** when saving the file so employers can easily locate it.

For example:

**FirstName\_LastName\_Resume.pdf**

# Browse resume samples

Indeed has resume examples for a variety of industries and job titles.

They are based on the resumes most contacted for that specific job title.

[go.indeed.com/resume-samples](https://go.indeed.com/resume-samples)

## Resume Samples

[COVID-19 Resources](#) | [Finding a Job](#) | [Resumes & Cover Letters](#) | [Interviewing](#) | [Starting a New Job](#) | [More](#)

Career Guide / Resume Samples

### Resume samples and templates to inspire your next application.

Writing a great resume is a crucial step in your job search. If you're looking for a well-written example resume for inspiration, we have a selection of resume samples to get you started.

We've put together a collection of resume examples for a variety of industries and job titles with recommended skills and common certifications. Each sample resume is based on the most contacted Indeed Resumes for that specific job title. We've also gathered the skills and certifications for each job title that appeared most often on resumes uploaded to Indeed.

Find a resume example for the job you're applying for by browsing by industry below, or [view all resume samples by job title](#). You can also read more on the best way to [use our resume samples here](#).

#### Ebony Moore

Product Manager

**SUMMARY**

Product Manager with 10 years of experience in product development, marketing, and sales. Proven track record in driving product growth and increasing customer engagement. Strong leadership skills and ability to manage cross-functional teams.

**EDUCATION**

**WORK EXPERIENCE**

**Senior Product Manager** | Jan 15 - Present

- Managed the product lifecycle for a key product line, resulting in a 20% increase in revenue.
- Collaborated with engineering, design, and marketing teams to launch new features and products.
- Conducted market research and competitive analysis to inform product strategy.

**Product Manager** | Jun 18 - Jan 15

- Managed the product lifecycle for a key product line, resulting in a 15% increase in revenue.
- Collaborated with engineering, design, and marketing teams to launch new features and products.
- Conducted market research and competitive analysis to inform product strategy.

[View all resume samples](#)

**Have your resume reviewed with a professional resume writer**

[Request a resume review](#)

# Take your resume to the next level, with expert help.

The screenshot shows the Indeed Resume Review service page. At the top, the Indeed logo is on the left, and navigation links for 'Find jobs', 'Company Reviews', and 'Find salaries' are in the center. On the right, there are links for 'Upload your resume', 'Sign in', and 'Employers / Post Job'. The main heading is 'Get help with your resume', followed by the text 'Professional feedback on how to improve your resume for \$19'. A blue button labeled 'Start Resume Review' is prominent. Below it, a small icon indicates a '10 min video review + notes' and a clock icon shows 'Delivered in 2-5 days'. A section titled 'You'll learn how to...' lists four benefits: 'Showcase your accomplishments', 'Highlight the benefits of your work', 'Demonstrate your value', and 'Optimize for essential keywords'. On the right side of the page, there are three profile pictures of women, a thumbs-up icon, and a speech bubble icon, suggesting a community or expert support aspect.



## Fast turnaround

Get an instant report today, or professional feedback in a matter of days.



## Expertise

Recommendations you can trust from the world's #1 job site.



## Fair pricing

Get a free resume report, or work with a professional resume editor for a fair price.

# Instant Resume Report

Make impressive improvements to your resume, today. Beyond best practices, you'll get a **free, comprehensive report** with tips from the world's #1 job site, to help you optimize your resume.

[resume-review.indeed.com/instant-scan](https://resume-review.indeed.com/instant-scan)

**Content** We found 1 potential issue

**Parsing Issues** We found 1 potential issue

**Appearance** No issues found

**Applicant tracking system (ATS) scan**  
See our tips below to help your resume pass employers' scanning software

## Updates to consider for your resume

- Content**
  - If you have less than 5 years of professional experience, consider including applicable internship experience or projects that showcase transferable knowledge or skills.
- Parsing Issues**
  - The ATS scan didn't find your first and last name. Consider adding these details so employers can contact you.

## See how your resume looks in an ATS scan

Many companies use resume scanning software called Applicant Tracking Systems (the "ATS") to review candidates when hiring. An ATS translates the content of your resume into specific data fields such as name, previous employer, and skills that can be searched and filtered. Your resume may look good to a human but may not be parsed accurately by the software. See results below of how a standard ATS software interprets your resume.

### How employers see your resume

Fields not found by the ATS may need to be edited or added to your resume. Or, consider using a simplified resume layout so these details can be more easily read by the ATS software.

#### Personal details

Full name	
Phone number	913-123-1234
Email	cindyjw@test.com

#### Education

Highest level	Bachelor of Arts in Psychology
School	University of Georgia
End Date	Not found

#### Experience

Total years	3.25
Most recent title	Family Resource Coordinator
Most recent employer	Lampasas Central School District

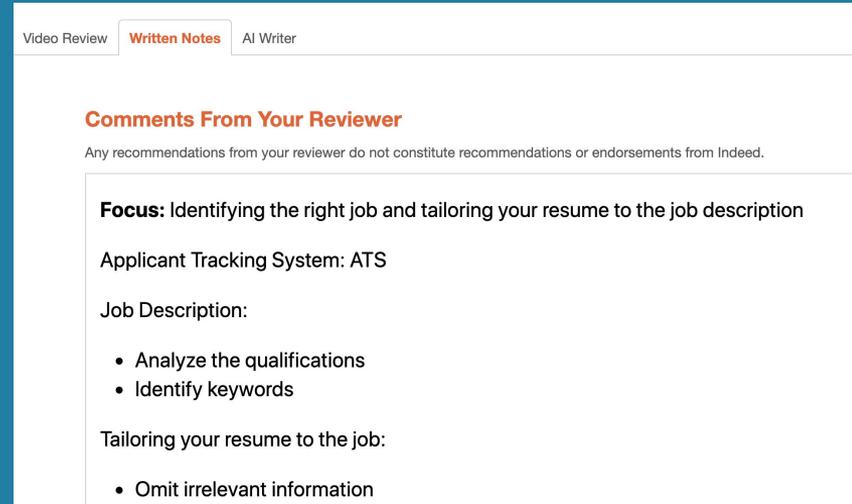
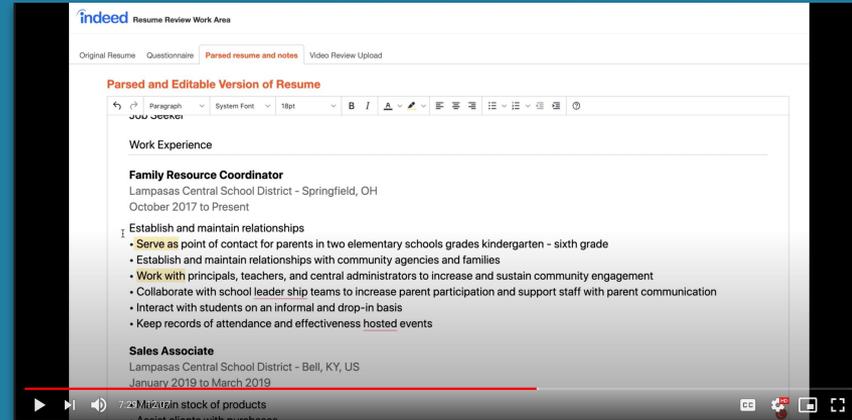
### Common ATS pitfalls

- Not using a simple single-column layout**  
ATS software generally scan resumes left to right. A multi layout resume can cause jumbled text that may be difficult to read
- Using photos and graphics**  
Automated systems may have a harder time reading this content, which may result in a bad scan
- Consider the file type for your resume**  
Some file types tend to be more difficult to read by ATS scan. Consider using more common file types such as MS Word or text files

# Resume Review

Optimize your resume with help from a professional resume editor. You'll receive a **10 minute video** that outlines specific, actionable advice to improve key areas of your resume.

[resume-review.indeed.com](https://resume-review.indeed.com)



# Resume Rewrite

Let Indeed take the stress of writing a resume off your hands. In a matter of days, you'll receive a **completely rewritten**, optimized resume so you can start applying with confidence.

[resume-review.indeed.com](https://www.indeed.com/resume-review)

John Smith  
Austin | 512 555 4444 | johnsmith@gmail.com

## Summary

Ambitious and passionate professional with 4+ years of experience and a well-rounded background in product management, employee engagement, training, and marketing. Driven and entrepreneurial product developer with a track record of creating, patenting, launching, and marketing products from inception to execution. Motivated and intuitive problem solver with a knack for anticipating roadblocks, identifying risks, and utilizing data to develop creative solutions.

## Experience

### Employee Experience Coordinator | October 2018 - Present

Confidential Company | Seattle, WA

- Coordinate, expand, and maximize positive employee relations efforts by continuously monitoring employee feedback through individual conversations, surveys, and focus groups.
- Assist product manager with new product launch by creating process and project tracking documentation, recruiting 13 new team members, researching market trends, and building pitch decks.
- Ensure clear communication and issue resolution by redirecting appropriate concerns to HR, managing escalations, liaising between employees and supervisors, and proactively identifying risks to leadership.
- Raised \$2K+ for Australian bush fire relief and doubled event engagement by executing local office fundraiser.
- Fostered connection during Covid-19 shutdown by coordinating a team of 13 to build and publish 125-page employee recipe book with submissions from employees worldwide.

### Training Coordinator | October 2018 - October 2019

Confidential Company | Seattle, WA

- Improved training program effectiveness and trainee engagement by testing and implementing data-driven personalization and coordinating across multiple departments to streamline materials.
- Decreased lodging costs 15+% by negotiating competitive hotel rates for trainees.
- Built project trackers for training department to assist in forecasting future project costs and schedules.

### Founder/CEO | October 2014 - October 2018

Confidential Company | Seattle, WA

- Founded fashionable hearing protection products startup by raising \$20K in funding through Kickstarter and investors.
- Drove sales of 35,000 of units by overseeing go-to-market strategy, forecasting and tracking product lifecycle, gaining coverage on GeekWire, and assisting in management of \$80,000 budget.
- Developed and obtained patent for three-dimensional attachment apparatus for customizable hearing protection devices by conducting product research and testing practices including A/B testing.
- Awarded 3rd place in OSHA's 2016 Hear and Now Noise Safety Challenge for hearing loss prevention products.
- Fostered collaborative relationship with the Hearing Loss Association of America.

### Marketing Coordinator | May 2016 - November 2016

Confidential Company | Bellevue, WA

- Developed strategic marketing initiatives, created branded campaigns, and conducted market research to identify opportunities in order to strengthen organization's overall brand.
- Analyzed user engagement by utilizing Google and Facebook Analytics and leveraged data to optimize marketing.
- Created content plan for 7 daily posts that doubled engagement rates on all marketing channels including Google, Facebook, and Instagram.

## Relevant Skills

Product Development & Management | Growth Strategies | Employee Engagement & Development  
People Management | Business Plans | A/B Testing | Digital Marketing | Content Creation | Technical Writing  
Data Analysis | Cross-Functional Collaboration | Google/Facebook/Twitter Analytics | Microsoft Excel/Office Suite

## Education

**Master of Science in Entrepreneurship**, University of Washington, May 2018

**Bachelor of Science in Speech and Hearing Sciences**, University of Washington, May 2016

*Additional Languages:* Mandarin Chinese (Beginner)

## Patents & Awards

**Otogear** - Patent number: 00000000 June 2018

**Hear and Now Noise Safety Challenge**, OSHA, 3rd Place Winner, August 2016

# You've got what it takes. We can help you get noticed.

## Resume Report

Instant  
*Same day*

Specific, data-driven  
resume advice in a  
comprehensive report

**\$0**

## Resume Review

Step-by-step video  
*2-5 day turnaround*

Actionable advice  
from an editor with  
expertise in your field

**\$19**

## Resume Rewrite

Full service  
*4-6 day turnaround*

Your resume, rewritten  
by an editor with  
expertise in your field

**\$89**



**Time for Q&A!**



## **JACKIE MITCHELL**

Certified Professional Career Coach  
**Jackie Mitchell Career Consulting**



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linkedin.com/in/jacquelinemitchell



www.jackiemitchellcareerconsulting.com



347-620-3436



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Job Cast by Indeed

## Virtual workshops that prepare you for work.

Register for our free webinars to learn helpful tips and expert advice on navigating the world of work. With a new Job Cast released twice each month, you can explore a variety of topics to help you lead a successful job search and beyond.



### Getting Organized for the Job Search

Looking for your next role can feel like a full-time job. Tune in for tips on orienting your career in the ri...



### Life After Layoff

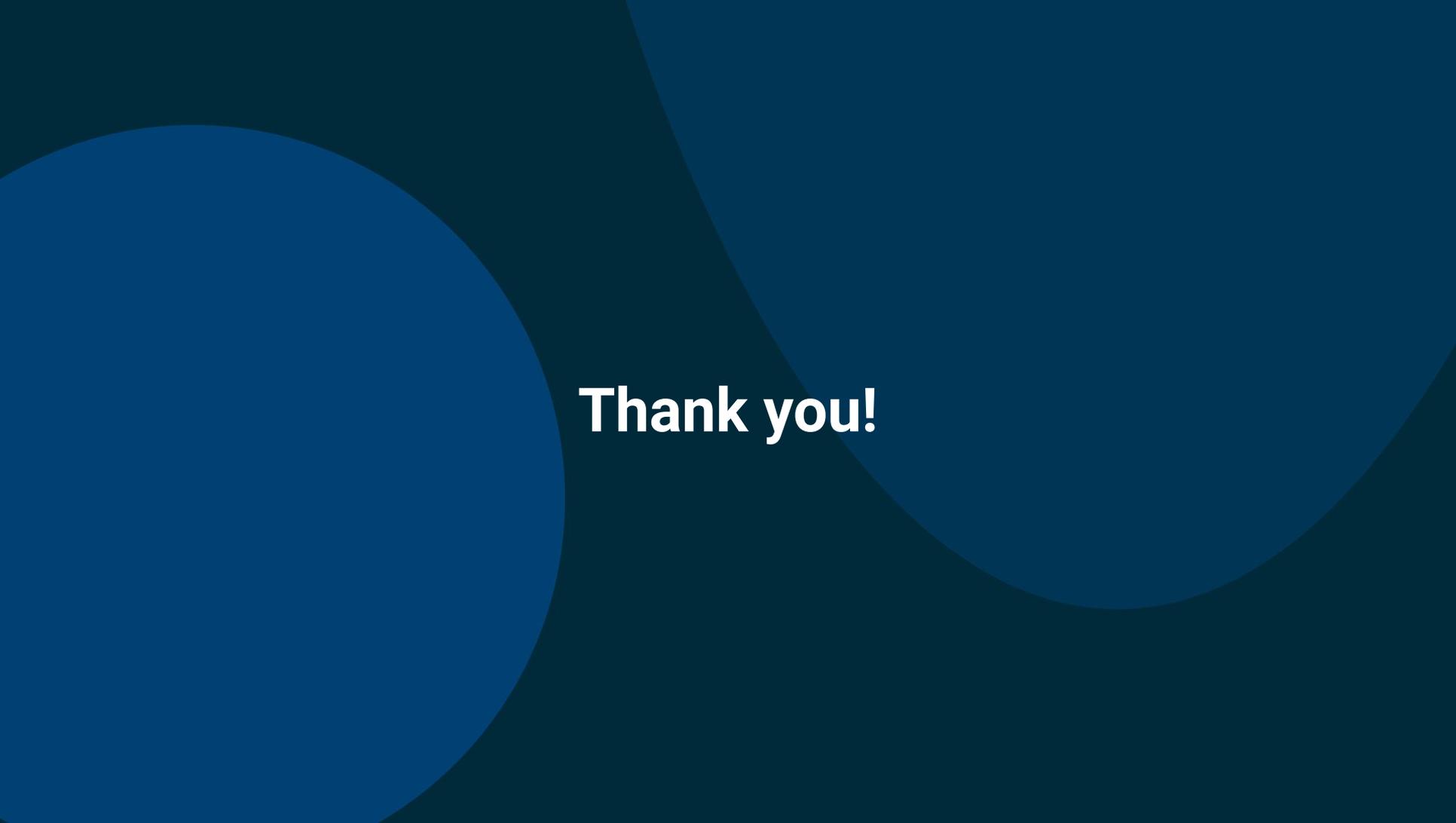
Suddenly laid off and feeling lost? Learn 10 steps to take to set yourself up for success when...



### Ready Your Resume

Employers will likely form their first impression of you based on your resume, but they may only revie...





**Thank you!**