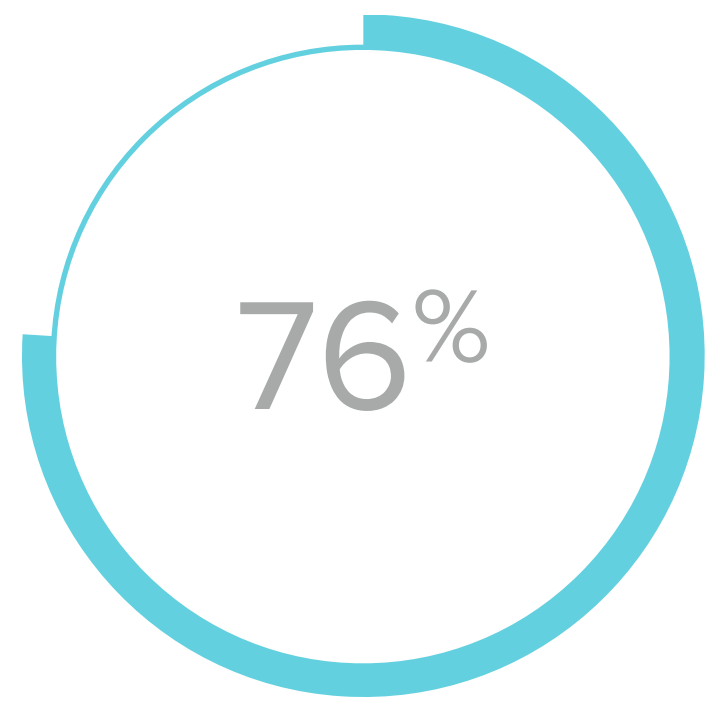


# Resume Guide

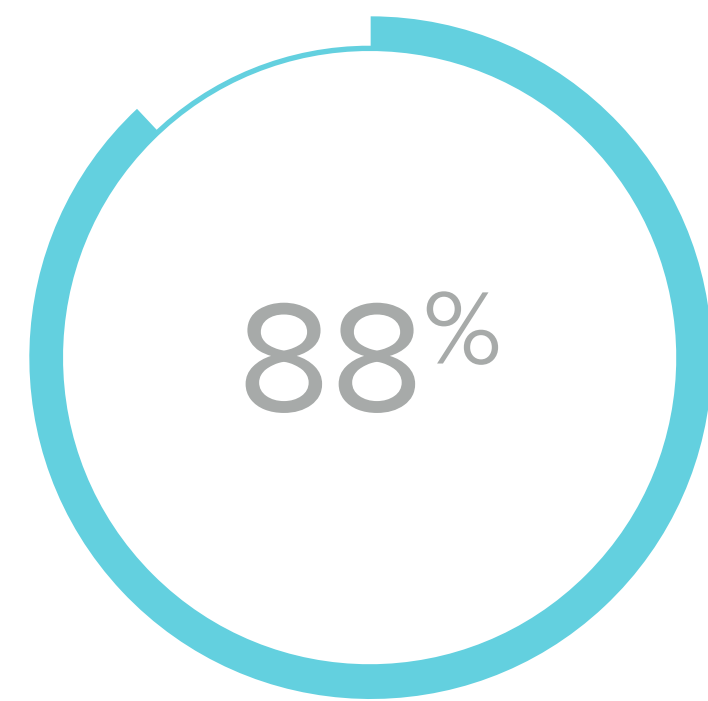




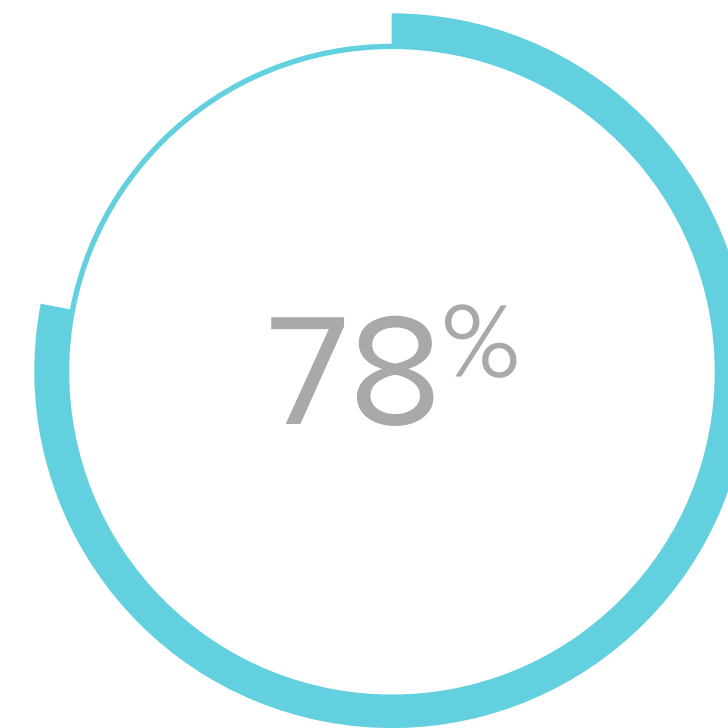
Get In The Know



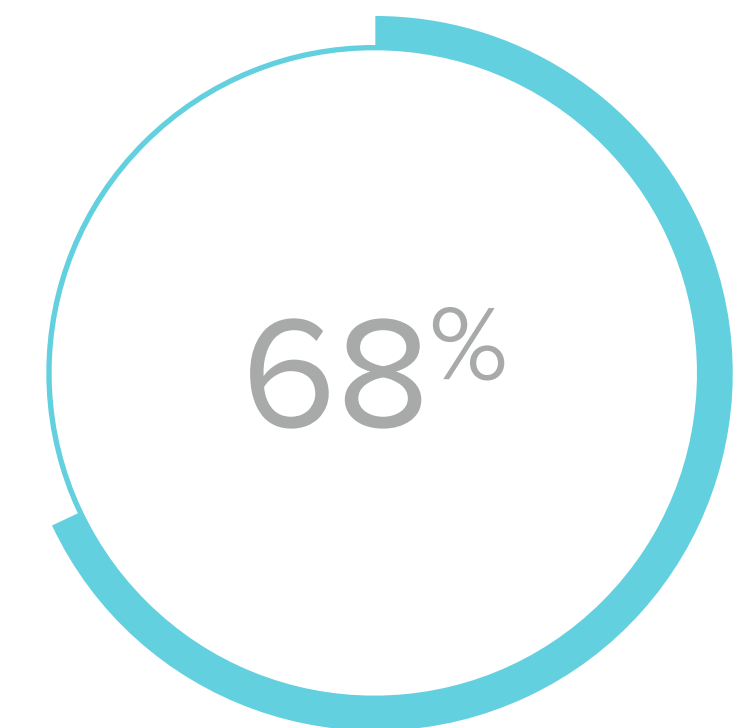
76 percent of resumes are disregarded due to an unprofessional email address



88 percent of resumes are disregarded due to a photo on their resume



78 percent of resumes submitted are misleading



68 percent of employers will find you on Facebook

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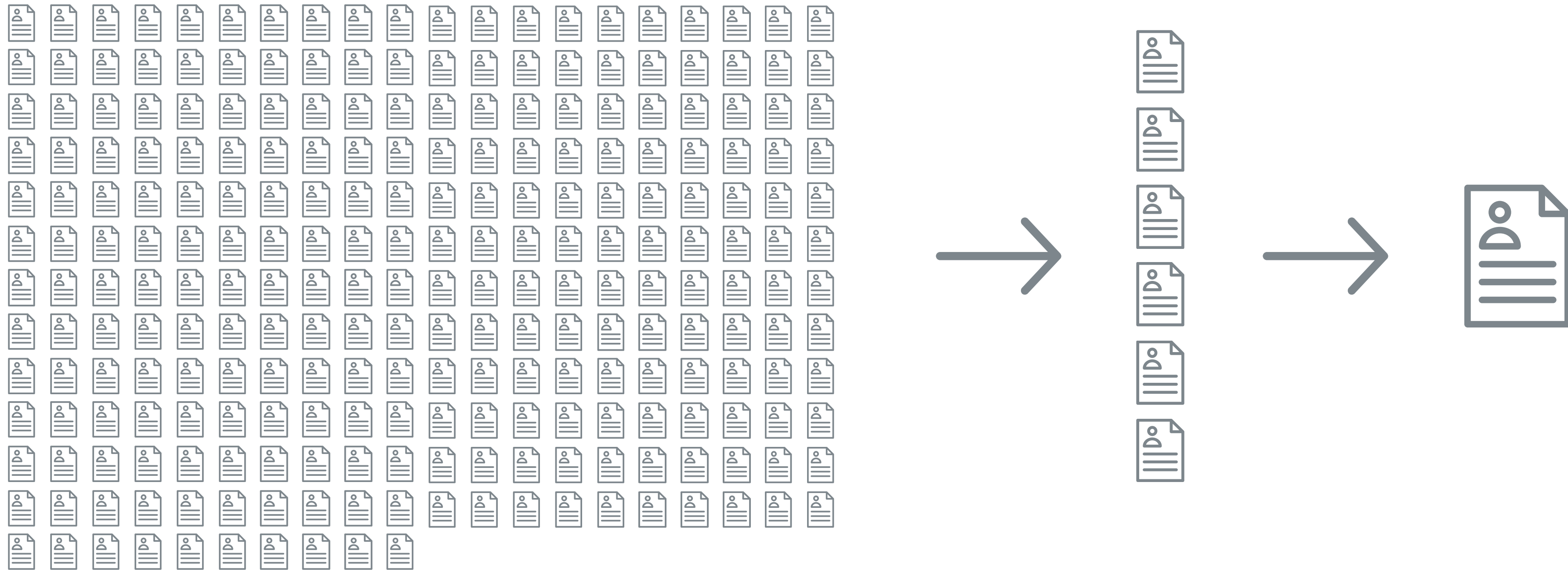
93 percent of recruiters are likely to look at a candidate's social media profile

## Only 10 seconds to impress

Recruiters spend an average of five to seven seconds reviewing a resume before taking next steps with a candidate.

Your resume should be designed in a way that is easy to read and makes a positive impression in less than 10 seconds.

On average, each corporate job opening attracts 250 resumes.  
Out of those 250, only four to six will be called for an interview and  
one is offered the job



Secrets To Success: Get Yourself Noticed

# 1

## HIRE-archy: Know the flow

Trim the fat to make it easy to skim! Here's the flow of a recruiter's eyeballs perusing your resume. In order, this is how we look at it:

1. Career Highlight/Professional Profile Sections
2. Current employer. Spoiler Alert: We only look at the company, title, and how long you've been there!
3. Previous employers: See #2 above. Same thing! We'll look at the companies, titles and dates of employment. (We're trying to weed out habitual job hoppers.)
4. Education

If we like what we see, then we'll take another pass to look at:

1. Results and impact listed in bullet points. Think clear, concise, and easy to absorb.
2. The numbers don't lie! Use as many metrics, stats, and figures as possible to illustrate your performance.



# 2

Tell us your story. Paint us a word picture.

We want to get a sense of who you are, what you've accomplished, and where you want to go. It's not bragging, so don't be shy. This is your chance to shine, so sell yourself. (There's a difference between confidence and arrogance. Be confident.)

# 3

## Customize it!

Each opportunity is unique; so don't be afraid to customize your resume to suit the prospective position or company. If you've got specific experience that relates directly to the position, make it known! Customizing your professional summary is a quick and easy way to highlight the info that dovetails oh-so-nicely with the job description.

# 4

## The power of the PDF

Preserve your formatting, fonts, and layout by saving your resume as a .PDF file. Make sure that your resume displays the way you want it to.

# 5

## Be consistent

Ensure your resume formatting is clean and consistent. Keep it simple and pay close attention to spacing (line, character, margins), indentation, bolding, italicizing, underlining, font type and size, bullets, punctuation, dates, etc. Make it easy for us to read. We see hundreds of resumes every day—don't make our job harder than it needs to be.

# 6

## Make it pop!

Numbers and symbols have tremendous visual impact; use them to tell your story. They can illustrate accomplishments and milestones to make sure they get noticed.

# 7

## You are your brand

Think of yourself—your skills, experience, and accomplishments—as a brand. Your resume should be a direct reflection of who you are as a creative and individual. We should be able to read it and glean the most important things about you and your professional achievements. Concentrate on highlighting your most impressive accomplishments, your most marketable skills, and what you can bring to the table. Consider how you want your brand to look and feel, then ensure that your resume reflects that.



# The Must-Haves: What To Include

It may seem obvious, but here's the Must-Have List of components to include on your resume:

- Contact Information  
(Represented By Creative Circle + local Creative Circle phone # for Creative Circle job postings)
- Professional Experience
- Educational Background
- Training and/or Certificates
- Achievements and/or Awards
- Online Portfolio or Website Link
- Software Proficiency

Optional: Professional Profile, Organizations or Affiliations, URL to LinkedIn Profile, Career Highlights, Industry Experience (If vast)



Job Is In The Details

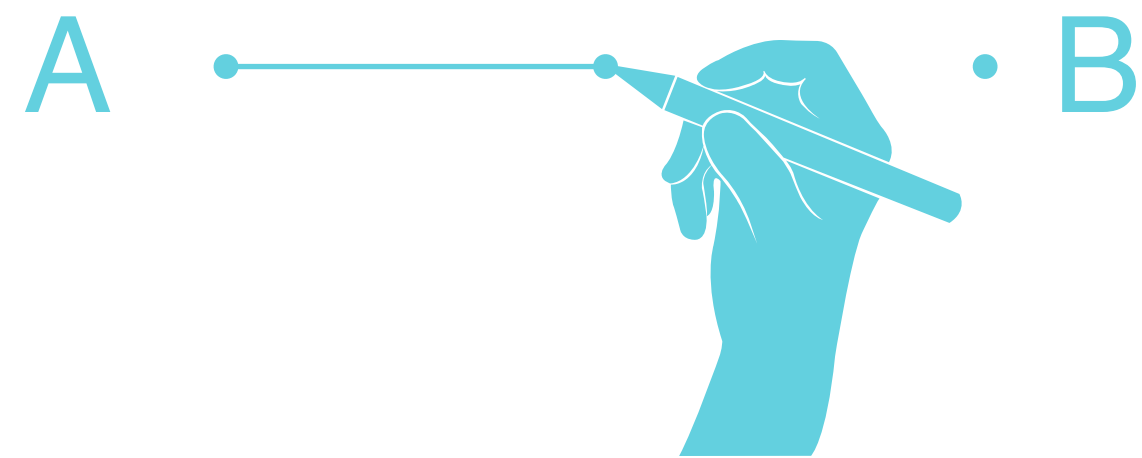
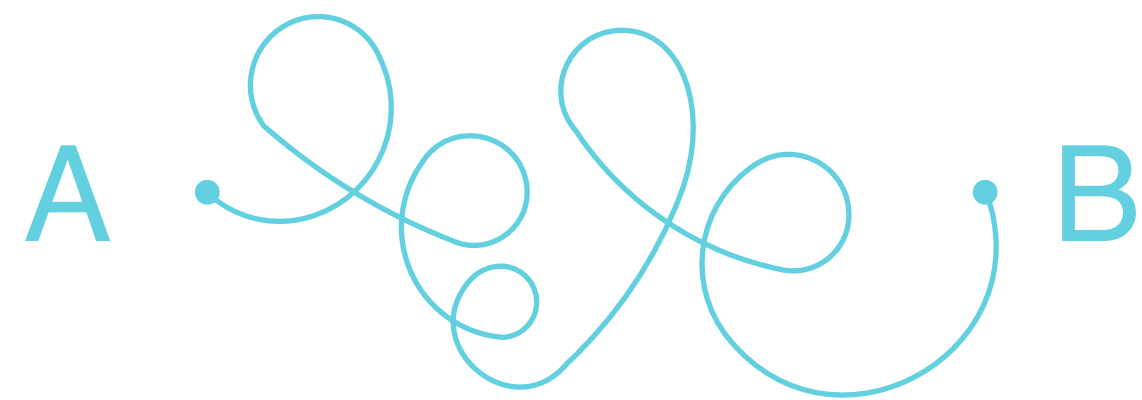
- Edit!
- Keep It Brief
- Proofread!
- Call Me, Maybe
- Live In The Now
- Consistency Is Key
- Are You Feeling A Little Tense?
- Forget The Fluff
- Say It Upfront
- What The Font?!?
- Paper Carries Weight



**The Ladders has determined that  
recruiters spend only  
6 seconds reviewing a resume.**

## Edit!

Once you've crafted your resume, the real work begins. Look at it. Is it easy to read and easy to navigate? Try reading it aloud and see how it flows. Make several more passes and edit out anything that isn't necessary. #NoFiller



## Keep It Brief

Simplify. Make sure the most vital information is prominently featured and easy to see at a glance. Important details take priority, and then include info that helps tell your story.

Avoid using distracting patterns, layouts, fonts, angles, colors, etc. Be unique, but make sure your resume is easy to read in a short amount of time. (Remember—10 seconds!) Here's a favorite quote we love: "Tell them what time it is, not how to build a grandfather clock."

## Proofread!

Use the spelling and grammar tools to triple check for errors. A simple misspelling or grammatical misstep could knock you out of the running—especially if you have the phrase “detail oriented” anywhere in your resume, because you’ve just disproven that claim. Get another set of eyes on it and ask friends, family, mentors, and/or resume writing professionals to proofread your resume before sending it out. Better safe than sorry.

“ A simple misspelling or grammatical misstep could knock you out of the running.”

## Call Me, Maybe

You've crafted a resume that represents you and tells your story. Make it easy for recruiters and prospective employers to get in touch with you. Your contact information should be easy to locate and read. Only include one phone number—make it the best number to reach you, usually your mobile phone. As for your email address, keep it appropriate and professional. In fact, we recommend creating an email to use only for job search purposes to ensure that any email about potential jobs don't get lost in your personal inbox.

“ Make it easy for recruiters and prospective employers to get in touch with you.”

## Live In The Now

Recruiters and potential employers want to know the current you, so only include recent information. A good rule of thumb is to limit it to the past ten years. This will help streamline your resume and allow you to highlight recent accomplishments, training, certifications, etc. Keep it fresh and up-to-date; give them the latest and greatest version of you. If you're a junior candidate, limit your resume to one page. If you're a more seasoned candidate, you may have more story to tell, so you can expand it—just don't exceed two pages.

“Keep it fresh and up-to-date; give them the latest and greatest version of you.”



## Consistency Is Key

As we mentioned earlier, you should think about yourself as a brand. Once you've determined the look and feel that best represents you, make sure that brand is consistent across multiple touch points. Your resume, portfolio, and professional social media platforms should all feel consistent in appearance, tone, and aesthetics.



## Are You Feeling A Little Tense?

Be mindful of the appropriate tense. Current jobs and responsibilities should be in present tense, while previous positions and accomplishments should be in the past tense. You can use plenty of action words; just make sure you're using the correct tense.

“ Current jobs and responsibilities should be in present tense, while previous positions and accomplishments should be in the past tense.”

## Forget The Fluff

Focus on keywords to describe achievements that can be quantified. Avoid using terms or jargon that are vague or overused, such as “go-to person,” “go-getter,” “team player,” etc.; these terms are subjective and don’t accurately describe your experience. The words you choose should add value and communicate what you have accomplished. Some examples include, “improved,” “managed,” “achieved,” “mentored,” and “trained.” These action words help tell your story in a powerful way. Fluff words and phrases have no place on your resume, so forget the fluff.

improved      mentored      trained  
achieved      managed      influenced  
                         negotiated

## Say It Upfront

Objective statements are often unclear, subjective, and monotonous. Instead, replace it with a professional summary statement. Think of it as your thesis statement; one or two sentences that clearly and concisely state who you are and the value you bring to the table. The rest of your resume should support this summary statement.

-  “Objective: Seeking to obtain a mid-level position in the graphic design space.”
-  “Professional Profile: Five years of experience in graphic design role specializing in digital design.”

## What The Font?!?

Don't get crazy with multiple fonts; keep it to a maximum of two fonts and use them effectively and consistently throughout. For example, one font could be for body copy, and the other could be bold for subject headings and titles to add emphasis. Keep the font size in the 10 pt. to 12 pt. range and choose fonts that are easy to read. Some great examples are Gil Sans, Calibri, Helvetica, Tahoma, Verdana, Georgia, and Avenir. Avoid fonts like, Brush Script, Comic Sans, and Papyrus—they don't convey professionalism. Find a happy medium; make sure your copy is not so large that it looks like you're trying to fill space, yet not so small that it is difficult to read.

Avenir

Calibri

Helvetica

Georgia

Gill Sans

## Paper Carries Weight

Your resume is going to be viewed electronically, but you may also have the chance to dazzle prospective employers and recruiters by producing a printed version. Give some thought to the kind of impression you want to make. Choose something that feels more substantial than standard printer paper. A paper weight that's less than card stock, but that feels different will help set you apart. When choosing color, stay away from bright or garish tones; you want it to be aesthetically pleasing. White, cream, grey, or light blue are solid choices that will help you stand out without looking like a nightclub flyer. Feel free to explore the options available and consult a professional print shop for recommendations on resume paper so you can select one that fits your needs and budget.





Thumbs Up. Thumbs Down.

## ✓ Thumbs Up

- Sell yourself and highlight any achievements
- Use bullet points to organize information
- Utilize white space
- Include relevant keywords
- Prioritize your content for maximum impact
- Ensure your resume is clean and unwrinkled if printed and presented in person
- Make your name part of the filename when submitting electronically  
(Example: John Doe Resume 2017.pdf)

## ⊘ Thumbs Down

- Include random and unrelated hobbies
- Say “References upon request”
- Overwhelm your readers with multiple pages and paragraphs of text
- Have your professional profile not align with the job you’re applying for
- Let a simple spelling or grammatical error earn your resume a spot in the “No” pile
- Save your resume with a generic filename  
(Example: Resume2017.doc)







# Resume Guide

