

# 5 KEY CONCEPTS

## for Powerful & Effective Resumes



### REMEMBER THAT YOUR RESUME IS...

1. ...your marketing tool, not a personnel document

Sell yourself well! Give a glimpse of what you can offer the company you are applying for.

2. ...about you, the job hunter, not just about the jobs you've held

Talk about who you are, as an employee and as a team player in your previous companies.

3. ...focused on your future, not on your past

Give examples of your plans or directions so that your prospective employer understands what direction you are going based on the jobs you got into and the skills you acquired.

4. ...a magnifier of your accomplishments, not your past job duties or job descriptions

Give concrete examples of what major or minor contributions you made in your previous companies.

5. ...a documentation of the skills you enjoy using, not skills you used just because you had to

Include a list of skills that you enhanced because you wanted to perfect your craft. It's also worth noting which seminars and workshops you attended.

### Standard Parts of a Resume

**TITLE**  
**CAREER SUMMARY** - FOR THE EXPERIENCED  
**CAREER OBJECTIVE** - FOR THE FRESH ENTRANTS  
**EXPERIENCE**  
**EDUCATION**  
**ADDITIONAL INFORMATION**  
**PERSONAL INFORMATION**  
**REFERENCES**