

How to develop a RESUME that WORKS

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Time to look for a job or apply to graduate schools – so what’s the first thing you need to do? Create your resume...right?

Not quite. But if you’ve been following the steps outlined in our previous Career Zone columns you’re well positioned to begin the task of developing your resume ‘the right way’. Here’s how.

What is a Resume?

The role of a resume is to tell the reader who you are, what special skills and background you bring to the table, and why you should be considered. Above all, a resume is your promotional vehicle with you as the “product” and employers as the potential “customers” you are seeking to attract.

The process of preparing a resume enables you to:

- clarify what you’ve done, your unique qualifications and assets
- clarify how your ‘offer’ aligns with positions you are targeting
- help you keep focused
- ultimately to shine during interviews

It is paramount to target your resume at a defined audience. If you don’t, it will have the same effect as advertising a product without a prospective customer in mind – no one will buy.

If you’ve completed a self-assessment, identified your strengths and the goals you are seeking to achieve and done your due diligence – researching and narrowing the various options that are a potential fit for you – then the exercise of putting together an effective resume will be much easier and the result more powerful.



DEVELOPING YOUR RESUME

There are many different opinions on what comprises an effective resume. Everyone you show yours to is sure to have a point of view, and there are hundreds of resume sites and books with samples to imitate. Based on our experience and ongoing evaluation of resume trends, we advise you to include the following key components in your resume:

‘Heading’ – Keep it Professional

While more resumes are now emailed, posted on line or cut and pasted into a job board format, how your resume looks remains as important as ever. A professional-looking heading signals you’re someone to be taken seriously. Don’t forget to include all your vital contact information, including an email address and website, if you have one.

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