

Resume as a Marketing Tool

Resumes used to contain all sorts of historical information that read like a job description. Folks, NOTE: This is of no use in the selection process. CEOs and hiring managers want to know the skills acquired and the application of those skills through examples. It amazes me how many transitioning folks still come to me with that historical resume. It also amazes me even more the number of resources that they have used still recommending that resume style. So archaic.

Your resume is a marketing tool that is part of the overall strategy in the job search process. Focus on creating a skills-based resume. Provide the key skills that match the job requirements. The company's job description or job posting should outline these. List the skills that are appropriate to the job. If not relevant, don't include.

Next list the activities or events that are examples of what you did that match these requirements. Here's an acronym for easy remembrance of these examples – Circumstance, Action, Result – CAR. Tell the circumstance, the action and then the result. Include metrics such as dollars saved, budget managed, percentage saved, etc. This can be accomplished in two or three lines on the resume.

Once you've accomplished this provide your educational accomplishments. It is especially important that you provide your certifications. These certifications can open doors that, believe it or not, education can't. Employers value the specific training certifications affirm that education can't.

Finally, don't include any information that isn't relevant to the job search. As stated in previous articles, the resume is reviewed in 10 seconds or less. Make it impactful. Keep it focused on the requirements of the job. Good luck.

Kitty

Kathryn "Kitty" Meyers, LtCol USAF (ret), SHPR, SHRM-SCP
Transition Liaison Officer

