TIPS AND ADVICE

Writing an effective resume is important, as it is a tool that should effectively and succinctly sell you as a potential employee.

Similar to a career plan it will be continually updated, developed and reviewed. Whilst there are many schools of thought as to the perfect resume such as length and format, there is no perfect answer. However in our experience, there are a number of basic rules that you should stick to.

Here is our guide on how to write a resume.

Page 1 of the Resume:

What to include
The first page is a summary page. Assume the reader of the resume will only read this part. You want to capture their attention and encourage them to read on. You not only want to leave an impression of your experience, but also of your personality, who you are and, how you stand out from the pack. This is possible all in the first page.
This will include:

Personal details
Clearly displayed on the front page will be name, address, email, and contact phone numbers

Education
Relevant education including the course, institution and dates. If you haven't completed a degree, make sure you are clear with this on the resume. Any specific academic achievements are relevant such as distinction average, deans list etc.

Career summary
List in ascending order a summary of your career history including company name, role title and dates. How far back you go depends on you. Generally speaking the last 10 or 20 years only.

Interests, personal achievements and memberships
Give yourself some personality on the front page of your resume. If you have climbed to the summit of Mount Everest, played a high grade of competitive sport, or an active member in your local community, it is valuable. These types of non-professional appointments or achievements can demonstrate leadership, drive, teamwork etc over and above what you can read in a resume.

Relevant computer skills
It depends on the industry you work in. This may be best left for the end of the resume, but if you have specific skills such as SAP or for instance experience in a particular demand planning software, list them. After all, you are selling yourself.

Page 2 onwards

Career history
Here you will clearly list the organisation you work for including core business, customers, size, number of staff, brands etc. You need to sell the organisation and make it easy for the reader to make a connection to the organisation you work for. Never assume people know who the organsiation is.

Define your role and bullet point a list of responsibilities. Include how many people you manage, who you report to, revenue responsibility, specific customers you are responsible for etc.

List of achievements
Be specific with growth or KPIs. Use percentages and dollar figures and if it is appropriate, include numbers in your resume that define any success you have had.

Other Tips for Writing an Effective Resume

- A clear font such as Arial with size 10 is appropriate.

- Use Bold to highlight key words. In terms of key words, many recruiters or a hiring manager will scan your resume and look for 'hooks' or key words that relate to their needs. Make sure you use these.

- Don't pad the resume out with unsubstantiated claims. Be clear and concise and to the point.

- You don't need to list referees. Making a comment that on request you will provide these is fine.

- You don't need to list your reasons for leaving each role. Leave this to explain at interview.

- If writing a cover letter, make sure it is tailored for the role. A cover letter can draw out specifics of your experience related to the role that may not be in your resume.

- You may need to tailor your resume for different roles you are applying for. This will typically be in the responsibilities and achievements section, giving weight to certain achievements over others.

- Don't fabricate the truth. If you haven't finished your degree; make it clear.

- Be clear on dates.

- Learn your resume! Be clear on the examples and draw specifics from the resume. Practice makes perfect at the interview.