



HOW TO CREATE A KILLER RESUME

ABOUT ARROWHEAD TALENT SOLUTIONS

We help companies find talent and people get jobs.

It's hard to hire great people. We can help.

Many leaders struggle to hire employees who will transform their business. We help executives hire exceptional talent that will enhance their organization's profitability.

A job search is stressful and time-consuming.

A lot of people don't know how to promote themselves in today's job market. We provide individuals job search coaching while revamping their resumes and LinkedIn profiles to cut through the noise and greatly increase their chances of getting hired.

ABOUT CLARK HARVEY

Throughout his career, all of Clark's jobs have focused on people. Clark served in a variety of human resources management and talent acquisition roles at The Timken Company, Diebold Nixdorf, Kenan Advantage Group, and others.

He has over a decade of experience in talent acquisition, college recruiting, human resources, and project management in a variety of industries.

DISCLAIMER

The content and insight of this eBook is based on Arrowhead Talent Solutions' experience working with employers and employees during the hiring process. But remember, every employee, every employer, and every job is one-of-a-kind. So, while we believe the information here can help readers improve their resume, our lawyers told us to remind you that *Arrowhead makes no guarantees concerning the results of your job search or the success you may achieve utilizing this information.*



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WHY YOU NEED A KILLER RESUME

Thank you for downloading this e-book! I truly hope you find it informative and helpful. Since you've already purchased this product, you don't need me to convince you that you need a killer resume. However, the following bullet points will serve as good reminders of why you're embarking on this journey:

- The job hunt is challenging. And, even when you're not actively looking for a job, you never know when a great career opportunity will be presented to you! It's always a good idea to have a killer resume that stands out from the crowd, makes a strong impression, and reflects the professionalism and image you want to present to the marketplace.
- Studies show that recruiters are busy people who only spend, on average, 6 seconds looking at a resume. Your goal is to help a resume reader quickly see why you're a great candidate and persuade them to spend a couple extra seconds reviewing your background, hopefully leading to you getting into the "Yes" pile!
- Fair or not, your resume is often your introduction to a company's recruiters and hiring managers. With the advent of applicant tracking systems and online job applications, the front end of the hiring process isn't as personable as many would like it to be. But, knowing this reality, it is incumbent upon you to construct a document that clearly demonstrates your value to employers.
- There is no room for anything but a flawless, compelling document that reflects who you are and what you've accomplished in the most beneficial light.
- A resume is an opportunity to reflect your personality, skills, and unique background in a compelling format. It must tell the right story and help recruiters understand why you are a perfect fit.
- A resume is easily one of the most important documents you will own. Done properly, it can open doors of opportunity and take your career to new heights.



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SELF-AWARENESS IS KEY

Before putting pen to paper and creating a document that reflects who you are in the best possible light, it's imperative to understand who you really, truly are. A resume is much more than a list of your jobs, so take the time to get to know yourself on a deeper level.

Start by asking these questions:

Who am I?

Broadly speaking, this question seeks to understand what drives you, what you value, what makes you happy, and, in turn, what careers will align with you.

Gather clarity on this topic by asking yourself questions like:

- What are my personal values?
- When am I at my best?
- What work environment do I need to thrive and succeed?
- When am I most creative?
- What jobs did/didn't I like and why?
- When I'm going home from work at the end of the day, what constitutes a productive and satisfying day to me?

What am I good at?

Don't think you have any skills? Think again! Review past job descriptions of positions you've filled. Think about your accomplishments over the years. Include "soft skills".

Completing this exercise will help you clarify what makes you valuable, and why your next employer will be lucky to have you.

What do I want?

When crafting a resume and searching for a job, we often think about our goals from a very tactical standpoint. In other words, we often say, "Duh, I want a job!"

Challenge yourself to think more deeply. Since you already have a better idea of who you are and what you're good at, use this information to point you toward careers that match the holistic, complete you. If you've never taken the time to embark on some serious soul-searching, it's time to ask the big questions:

- What is my mission in life?
- Who am I meant to impact?
- How can I make the world better?

Asking yourself these questions may not land you your ideal job, but it will hopefully place you on a path toward it!



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A RECRUITER'S PERSPECTIVE ON HIRING AND RESUMES

As a recruiter myself, I can tell you that we are busy! Talent acquisition professionals spend their days attempting to fill dozens of jobs simultaneously while keeping many stakeholders happy (hiring managers, candidates, their managers, HR support staff, and the like) and remaining compliance with government regulations.

A recruiter may spend a day looking at 100 or more resumes. As previously noted, the average recruiter will spend about 6 seconds looking at your resume, meaning there is precious little time for her to digest vast amounts of information.

In short, there's no room for anything but a flawless, compelling document that reflects who you are and what you've accomplished in the most beneficial light.

If your resume's formatting is inconsistent, includes hard-to-read font, or is poorly-written, almost all recruiters will be turned off and your resume may go to the bottom of the pile.

However, if your resume passes the "eye test," meaning it is easy to read, well-written, and clearly highlights why you're the right candidate for the job, a recruiter may keep looking.

RESUME DOS AND DON'TS

These are some easy guidelines to follow. Remember that there are exceptions to every rule, but in my years of recruiting and hiring, these practices are a great start!

Do:

1. Keep the resume to 1 page if you are an entry-level candidate.
2. Keep the resume to 2 pages if you have 5 or more years of experience. Anything more than 2 pages runs the risk of leaving a recruiter restless.
3. Maintain consistent format and spacing throughout resume.
4. Make your resume visually attractive.
5. Break out your resume in "chunks" or sections of easily digestible information.
6. Use action verbs to begin your phrases.
7. Focus on strengths and accomplishments, rather than simply listing tasks you completed.
8. Use data to quantify your accomplishments and success stories.
9. Use a professional email address. Time to ditch the high school email address!
10. Tell the right story by treating your resume as a marketing piece that helps the reader understand why you are a great fit for the job.
11. Tailor your resume to specific companies and jobs.
12. Include Skills and Professional Summary sections.



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RESUME DOS AND DON'TS, continued

Don't:

1. Lie on your resume (or exaggerate).
2. Write an Objective Statement.
3. List experiences from high school.
4. Allow typos and spelling mistakes to sneak in.
5. Use incorrect grammar and repeat words.
6. Make it a forum for your artistic flair.
7. Use abbreviations or acronyms that only someone from your company or industry would understand.
8. Provide personal, family, or health information.
9. Include the names and contact information of references on your resume.

FONTS

Picking a font is just as important as the content on your resume.

Many candidates still choose fonts that are hard to read or not pleasing to the eye. Your goal is not to make your resume beautiful to *your* eyes. It's to make it extremely readable to the people doing the screening and hiring.

In addition, font size should not be smaller than 10 point. Any smaller than that and you run the risk of resume readers becoming frustrated.

Acceptable fonts

Below is a list of some, but not all, acceptable fonts:

- Arial
- Bell MT
- Century Gothic
- Bodoni MT
- Franklin Gothic
- Courier New
- Gill Sans MT
- Garamond
- Lucida Sans
- Georgia
- Tahoma
- Goudy Old Style
- Trebuchet MS
- Verdana
- Calibri

Fonts to avoid

Avoid any fonts that are distracting to the eye and will make it hard for someone to read your resume.

Examples include:

- **ALGERIAN**
- Papyrus
- **Broadway**
- **Playbill**
- Bradley Hand
- Rockwell (any and all)
- **Jokerman**
- *Mistral*
- **Wide Latin**



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FORMATTING YOUR RESUME

Please keep these thoughts in mind when writing a resume:

- Use white space liberally.
- Create at least half-inch margins on your resume.
- Leave some blank space between various sections of the resume's text, so several distinct chunks of information can be seen.
- Use a bulleted style to make your resume more reader-friendly.
- Use your bullet points to emphasize skills and accomplishments.
- Be consistent throughout your resume with formatting, font, and grammar.
- Make sure your dates, locations, company names, titles, etc. all line up.
- Recruiters are trained to look for keywords that serve as shorthand for whether or not a candidate passes initial muster. Ensure your resume is full of terms relevant to the job you want!

Chronological versus functional resume: which is for you?

Please note that the format you choose is up to you entirely. The vast majority of resumes, however, are chronological.

CHRONOLOGICAL:

- This is the most common resume format that job seekers use.
- It provides an easy-to-follow structure for interviews.
- Recruiters and hiring managers prefer this type of resume because it's easy to see what jobs you have held and when you have worked in them.
- Your jobs are listed in reverse chronological order with your current, or most recent, job first.

FUNCTIONAL:

- Functional resumes allow candidates to show the skills of their choice and the experiences of which they are the proudest.
- This resume format focuses attention on skills and achievements, rather than place of employment, which make it ideal for mid-career changers or recent grads with relatively no experience (internship or school activities).
- Functional resumes can be a good format for job seekers with lots of job experience and many jobs.
- Many employers are made immediately suspicious by these resumes since they are also often used to hide spotty employment records.



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SECTIONS OF A RESUME

Now that you're more self-aware, understand a recruiter's perspective on the hiring process, and know some basic items like fonts and formatting, it's time to take a deeper dive into the key components of your resume!

Below is a list of some of the most common resume sections, in chronological order. Consider adding these elements to each section of your resume.

Contact information | TOP OF RESUME

- **Address:** many candidates list their full home address. However, in the internet age, I would urge you to only list your city and State.
 - If you are in the process of relocating, or willing to relocate to certain areas, you may list this information here.
 - If you are a college student, you may list both your university and home addresses.
- **Phone number:** cell phone numbers only, please! Also, keep your phone on you and be willing to answer calls from numbers you don't recognize, as your dream job may be on the other end of the line!
- **Professional email address:** remember to ditch anything that doesn't look professional!
- **A link to your LinkedIn profile:** recruiters and hiring managers often like to review your LinkedIn profile. Make sure it's up to date!

Your title/headline | BELOW CONTACT INFORMATION

- A confident, succinct headline will immediately grab a reader's attention and help her understand the value you bring.
- Examples include:
 - IT Project Manager
 - Human Resources Generalist with expertise in workforce planning
 - Supply Chain | Manufacturing | Purchasing
 - Technology Sales Executive
 - Administrative & Executive Assistant
 - Director of Strategic Alliances | Account Executive | Senior Manager
 - Financial Planning & Analysis Manager
 - Entry-Level Mechanical Engineer
 - Accounting & Finance Intern



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SECTIONS OF A RESUME, continued

Your professional summary statement | BELOW YOUR TITLE/HEADLINE

- No more objective statements! An objective statement is often a waste of your resume's real estate because it states the obvious: "To get a job."
- Instead, consider crafting a "Professional Summary" section that highlights who you are, what you're good at, and what you want. But make sure you get to the point quickly.
- Example:
 - *Senior business development leader well-versed in all aspects of the sales cycle in the medical software industry. Exceptional sales record with a demonstrated ability to combine industry knowledge, process orientation, and relationship management skills that result in strong, long-term customer relationships.*

Skills/competencies | BELOW YOUR PROFESSIONAL SUMMARY STATEMENT

A skills section is a great opportunity for you to list what you'll bring to your next employer. In addition, you can easily list skills relevant to specific jobs you're applying to, allowing recruiters and hiring managers to see why you're a great fit.

Generally, don't list skills like "team player" and don't list language skills unless you are fluent (both written and verbal). If you indicate being fluent in Spanish, you should feel confident speaking the language in your job interview. You never know who may sit across the table from you!

Professional experience | BELOW YOUR SKILLS SECTION

- If you are using a chronological resume, list your latest or most recent job first.
- Ensure your place of employment, job title, dates of employment, and work location are easy to find and read. Use different formatting for each, if possible.
 - Here's an example:

COMPANY NAME | City, ST
Job Title

05/16 – Present

See how the company name, in all caps, looks distinct from the job title? Following this practice makes your resume much easier to read.

- Quantify accomplishments and results: think, *why did I complete that task and what was the impact/accomplishment?* Hiring managers want to see what you have accomplished in your career.
- Tailor your resume to the job to which you are applying by including relevant skills, accomplishments, and keywords.



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SECTIONS OF A RESUME, continued

Professional experience | continued

- Make better use of your verbs: any experienced writer will tell you there's power in your verbs. When crafting a resume, don't start your bullet points with verbs like "Did" or "Made". Instead, use verbs that convey information both more accurately and powerfully, such as "Designed" or "Constructed".

Education | LOCATION DEPENDS ON YOUR EXPERIENCE LEVEL

If you are seeking an entry-level position, you should list your educational experience toward the top of your resume.

If you have several years of professional experience, your education can go toward the bottom of your resume, with graduation dates removed.

A few other pointers:

- List your college or university name, degree information, and major at minimum.
- Cumulative GPA can be listed, particularly if you're an entry-level candidate.
- Study abroad information can be placed in this section too.
- Some candidates, particularly entry-level job-seekers, may elect to list additional information, such as:
 - Relevant coursework, Dean's List or other academic honors, major GPA.

Certifications and licenses | LOCATION VARIES

Certifications and licenses are a great opportunity to demonstrate your professional skills and industry-recognized competencies. In other words, they are a great way of establishing credibility with your audience.

List credentials that are relevant to your field and do your best to keep licenses current!

Community involvement, activities, and leadership | LOCATION VARIES

A summary of your community involvement and leadership skills can highlight personal attributes that many potential employers could find attractive. In addition, you will convey to the reader that you are a well-rounded person who strives to make an impact for good.

Follow these guidelines when putting your list together:

- Don't include any activities where you are an inactive member.
- Do include activities that you can talk at length about and have a passion about.
- Volunteer work can be highlighted as long as you were an active participant and/or took on a leadership role.
- Include industry awards, memberships, honor societies, and professional affiliations.



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A FINAL NOTE

I truly hope this e-book positions you well to write a killer resume that helps you land your next job.

As a thank you for purchasing this e-book, I will send you a resume template which you can use as you implement the strategies we've discussed together.

To receive a free resume template, simply email Clark Harvey at ClarkHarvey@arrowheadtalentsolutions.com.

I wish you continued success in your career!



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