

# The Resume: One of the Most Important Job Hunting Tools

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# I. What A Resume Is:

- It is Sales Brochures, Marketing Document, and Advertising for your clients
- One of the main factors in determining whether or not your client obtains a job interview
- It provides concise and accurate inventory of your client's experiences and skills

## II. Your Client's Resume Should Tell The Employer The Following Things:

The 5 “W”s, which are:

- ▣ Who your client is
- ▣ What your client knows
- ▣ What your client has accomplished and/or achieved
- ▣ What your client's qualifications are for the specific job your client is applying for
- ▣ What your client's present and past work experience and work history is

### III. The Information Displayed On Your Resume Should Be:

- Clear, concise, honest, and professional looking
- Well written and free of mistakes
- Interesting; and should generate interest in your client, to get your client an interview
- Easy to read and easy to follow
- Give some feeling and value to your client's accomplishments

# IV. Format And Style Of Resumes:

- ▣ The format used for your client's resume will depend on the style that best displays your client's skills and assets
- ▣ Format and Style that shows the employer that your client is the right person for the job.
- ▣ Don't give the employer information that is not relevant.
- ▣ Types of Resumes:
  - Chronological,
  - Educational,
  - Functional, and
  - Combination Chronological/ Functional
- ▣ Crazy paper, rainbow colors, pictures, and fancy fonts are not recommended – Distracting to reviewers and difficult for scanners and Optical Character Recognition to accurately capture.
- ▣ Consider producing several customized resumes depending on the employer and on how your client's skills fit the prospective job opening.
- ▣ Try to keep your client's resume to only one page

## V. Hints To Help Your Resume Get To The Top Of The Stack:

- Tell the truth; about your client's background, work history, and skills
- State and “WoW” them with your client's accomplishments and achievements
- Give details and state the value of your client's accomplishments, not generalities



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