

0:00

as a recruiter and a career coach I look

0:01

at a lot of résumés and I do a lot of

0:03

résumé reviews and one thing is

0:06

perfectly clear some of y'all need some

0:08

help and in this video I'm going to

0:10

share some résumé writing tips that will

0:12

help your resume not

0:13

[Music]

0:26

suck hey everybody it's Brian from Life

0:28

After layoff and today I want to share

0:29

with you some resume writing tips so

0:31

that you can put your best foot forward

0:32

and hopefully start Landing more job

0:34

interviews now I want to preface this by

0:35

stating that there's no singular right

0:37

way to write a resume there's lots of

0:39

different approaches and a lot of them

0:41

are very valid and the litmus test here

0:43

is is your resume getting the results

0:45

that you want if it is then stick with

0:46

what works best for you my Approach

0:49

comes from a corporate recruiter

0:50

perspective how I screen and look at

0:52

resumés very quickly we usually give you

0:54

a 5-second glance but also how hiring

0:57

managers have given me feedback on how

0:59

they screen resumes themselves and so

1:01

the feedback and the tips that I teach

1:04

are from that perspective but I'm not

1:06

saying that my way is the only way that

1:07

you can approach it however I do want to

1:08

give you some tips that can help you

1:10

improve your presentation because

1:12

ultimately you have a very short amount

1:14

of time to capture the attention of the

1:16

person who is screening the resume and

1:17

making sure ours is the one that gets

1:19

called for that first round interview

1:21

and I also want to point out that the

1:22

tips that I'm sharing today come

1:23

directly from my resume Rocket Field

1:24

course which teaches you exactly how to

1:27

write a resume from a recruiter's

1:29

perspective so if you need a little bit

1:30

more assistance in developing and

1:32

crafting the right resume for you you

1:34

may want to consider that option so the

1:35

first thing we want to do is stop using

1:36

outdated templates designed by graphic

1:39

designers I see these templates very

1:41

frequently on places like canva.com but

1:43

also a lot of these Big Industry resumé

1:46

hubs where you can go in pay some money

1:48

to download a resume that has a bunch of

1:51

Graphics charts a bunch of cute

1:53

presentation and those are generally a

1:54

bad idea because they end up distracting

1:56

from the initial purpose which is for us

1:58

to find what it is that we're looking

1:59

for in a very quick and concise manner

2:01

so honestly I just recommend going on to

2:03

Microsoft Word downloading a very simple

2:05

template and working with that if you

2:07

want a battle tested recruiter approved

2:09

résumé template I also provide one with

2:11

ré Rocket Fuel and I've also made it

2:13

available as a standalone so you can

2:15

find that on my website when you're

2:16

choosing a template go with one that has

2:18

one column avoid any of the bright and

2:20

flashy colors and Graphics make sure

2:23

that the fonts are very clean and easy

2:25

to read I would think the basic colors

2:26

maybe blue blacks dark green Etc but

2:30

wouldn't go very flashy here for most of

2:32

us a resume should be relatively boring

2:34

in that regard The Only Exception here

2:36

is if you're a graphic designer or

2:38

somebody in a creative field where you

2:39

might want to opt for a more creative

2:41

approach to your resume because that's

2:43

probably expected in that role but if

2:45

you're a graphic designer you probably

2:47

don't want to be using a template design

2:49

by another graphic designer it's

2:51

probably not the best look for you and

2:52

the reason why templates designed by

2:54

graphic designers often aren't very

2:56

effective is because they're designed by

2:58

people who don't know how app applicant

3:00

tracking systems work and how they parse

3:02

resumes to that end here's another tip

3:04

stop making your contact information

3:06

horizontal you want to make it vertical

3:08

because the ATS systems typically do not

3:11

read horizontal and parse it very well

3:14

you want to go vertical because it finds

3:16

the information more cleanly and puts it

3:18

into the right fields and here's a

3:20

little litmus test there if you find

3:22

when you're applying for jobs that the

3:24

applicant tracking system is not parsing

3:26

your name your phone number your address

3:28

things like that and clean and concise

3:30

way and you have to do a lot of manual

3:31

data entry you probably don't have an

3:34

ATS compliant resume now your contact

3:36

information isn't the reason why you

3:37

aren't going to get contacted in most

3:40

cases but it's just a little quality of

3:42

life hack if you want to speed up your

3:44

applications the next thing I would

3:46

implore you to do is to stop writing

3:47

your resume as a summary of everything

3:50

that you've ever accomplished in your

3:52

career start thinking about profiling

3:54

and I know that we look at profiling

3:56

with a negative context but the idea of

3:58

profiling here is that in instead of

4:00

summarizing and hoping that the employer

4:02

see something that they like that we're

4:04

profiling for a specific role and we're

4:07

delivering exactly what the employer is

4:09

looking for it's a much more effective

4:11

approach to writing resumés so stop

4:13

focusing on all the stuff that you've

4:15

accomplished in your career that

4:16

probably isn't relevant to the hiring

4:18

teams and start focusing on what it is

4:20

that they actually care about the next

4:23

thing is is going to be something that's

4:23

going to trigger some people but it's to

4:26

stop being so lazy about your

4:28

customization C customization of your

4:30

resume is a very crucially important

4:33

step especially in today's job market

4:34

and in particular those coveted remote

4:37

roles because you may be looking for

4:39

them but so is everybody else and the

4:42

competition is fierce so you have to do

4:44

something to stand out and customizing

4:47

while it might seem uncomfortable is

4:50

something that you will have to get in

4:51

the habit of doing you can't keep on

4:52

approaching your job search like it's

4:55

2018 the market is completely different

4:57

today and listen because everybody else

4:59

is going going to be lazy and not

5:00

customize a resume this is your

5:02

opportunity to use that as a competitive

5:04

advantage and get that edge to get the

5:06

phone call while they're all waiting and



5:08

wondering why they're getting rejected

5:10

and while you're at it stop being so

5:11

damn wordy with your resumés some of the

5:14

resumés that I see are blocks of text

5:16

that are so long that your eyes just

5:18

start to glaze over as you're trying to

5:20

scan through it think of when you go

5:22

onto a forum or a Facebook post or

5:25

something and people leave a huge block

5:27

of text in a comment how how many of you

5:30

actually get through it and read it

5:31

whereas when people format it and make

5:33

it look nice and concise and short it's

5:36

much more easy to scan recruiters and

5:38

hiring managers are probably going to

5:39

skip over your resume if you hit them

5:42

with a massive block of text so try to

5:44

be more concise try to be very selective

5:47

with the words that you choose and how

5:49

it lays out on the page and one way you

5:51

can get rid of some of these extra words

5:52

is to stop using proprietary language

5:55

that the only people who know what it is

5:58

are you and maybe your boss and your

6:00

current

6:01

co-workers often times we feel the need

6:04

to put in all this proprietary

6:06

information titles project names

6:08

division names product types Etc that

6:12

are only unique and only known by the

6:14

company that you work for everybody else

6:16

in the open market has no clue what they

6:18

are and you're spending all this time

6:20

trying to basically word salad your way

6:23

into I don't know if it's to try to

6:25

impress us or what it is but you want to

6:27

try to be concise here so I always

6:29

recommend to try to boil down the

6:31

concepts that you're trying to convey in

6:33

as clear a language and as common a

6:36

language as possible for the industry

6:38

that you're applying to another thing

6:40

that you can do to try to declutter your

6:41

resume is to remove the generic fluffy

6:44

terminology this stuff makes just about

6:46

every recruiter and hiring manager roll

6:48

their eyes when you say things like I'm

6:50

a team player or I have great

6:53

organizational skills because listen if

6:55

that's a really important competency to

6:56

the hiring teams we're going to assess

6:58

that in an interview anyway your resume

7:00

is probably not going to show it in a

7:01

way that we would need to to assess your

7:03

fit instead I would focus on more

7:05

actionable terms and Concepts in your

7:07

resum as they relate to the job that

7:08

you're doing because again the goal here

7:11

is not to have the most words on your

7:12

resume or try to impress people with an

7:14

elaborate vocabulary it's to convey a

7:17

clear and concise fit for the job that

7:18

you're applying to with again the end

7:21

goal of trying to get your name called

7:22

so that you can get into the interview

7:24

process and the final tip that I'd like

7:25

to convey in this video is to stop being

7:28

so stubborn if if your resume isn't

7:30

working redo it but as the say goes

7:33

doing the same thing over and over again

7:34

and expecting a different result is the

7:36

definition of insanity but if you're

7:38

getting frustrated in your job search

7:39

and you're getting rejected repeatedly

7:41

at the application Level something tells

7:44

me that your resume is not working for

7:46

you and this is especially true if

7:48

you're somebody that has a very clear

7:50

fit for the job that you're applying to

7:52

and I would be remiss without saying

7:53

that we probably need to be realistic

7:55

here about our fit for the jobs that

7:56

we're applying to while we may feel

7:58

we're a good fit we have to take a very

8:00

close look at the job posting and say do

8:02

I truly stack up because when they have

8:04

a thousand other candidates they

8:06

probably are so make sure that your

8:08

resume is clearly conveying the fit so

8:10

that you can give yourself the best

8:12

chance of getting into that interview

8:13

process anyway hopefully you found these

8:15

tips to be helpful the next time you're

8:16

writing a resume and remember plan do

8:18

check and adjust if your resume is not

8:21

getting you the results that you want

8:23

make some changes mix it up a little bit

8:25

try a different version if you're still

8:27

having some struggles I highly encourage

8:29

you to check out resume Rocket Fuel

8:30

anyway happy job hunting appreciate you

8:32

watching we'll see you on the next one

English (auto-generated)