

HOW TO CREATE A GREAT RESUME

IMAGINE you asked a company for their brochure and they gave you a list of projects they have done in the past, and that's it. Odds are you would not end up using that company — because they are not talking about what they can do for you.

Why should your resume be any different? Writing your resume should not be some random annoying chore — you are creating your promotional material.

Where a brochure is meant to get you to call the company, a resume is just one way of getting called in for an interview.

Instead of making your resume a list of every job you have had and the time you held it, use it to tell a story. You still have to stick to the headings and text conventions, but organise them so that they effectively map what you have done and why it is relevant.

The conclusion to the story? That you are perfect for the job that you are seeking!

Make the best of your experience and qualifications to present yourself strategically and effectively.

1 Put yourself in the employer's shoes. They constantly receive applications, and after a while, they all start looking alike.

2 Sell yourself to your prospective employer. Use powerful statements about your talents. Write everything about your experience, special talents, training and what makes you unique. Keep in mind the position you are looking for so you can tailor your final write-up using these notes.

3 Everything you put on your resume should be something you are proud of and something that supplements and reinforces your value proposition. Does your one month of work at a fast-food joint warrants a space on your resume? It depends on whether or not there was anything noteworthy about it. Quality over quantity is the key.

4 Make sure you show you have the job knowledge. Write notes as to why you would be the best person for the job before writing your resume. Use powerful words such as achieved, appraised, compiled, determined, reorganised, supervised, suggested, tested, just to name a few.

5 Avoid using words like work history or employment in your experience section. Instead use professional history or professional experience.

6 In your education section, begin your list with your latest credentials first and work your way backwards. Bold or highlight courses or degrees that relate to the job you are applying for.

7 Do your best to find out who will be reviewing your resume and address each one personally in your cover letter.

8 Be careful not to ramble. Keep focused. Stay on topic. Talk about your career and always be truthful about the statements you are making.

9 Do use the best paper and printer for your resume. If you are doing it yourself there is special resume paper and envelopes available at stationery stores.

When you write your resume, this is the first impression of you that your potential employer gets. So writing a resume that makes you stand out would be a big plus.