

Making an impact with your resume

By JESSICA HOLBROOK HERNANDEZ

TRENDS and times are changing and so should your resume. Here is my list of resume trends for this year.

Get in, tell your story, and get out: Make every word count when you are writing.

Use short sentences to communicate key accomplishments, your branding statements, facts you don't want the employer to miss. Ideally, you want critical information called out on the resume.

Be a ruthless editor: Create a master resume and then go back and edit it until you have a leaner draft. Then go back and cut even more out. When you write your resume, ask yourself, "Is this critical to my story or what I'm trying to convey to the employer?"

If it isn't, cut it out. Save the discarded content in a master file so you have it if you decide later that you really do need it.

However, consider yourself a ruthless editor, evaluate every word, every sentence for how you can make it shorter and more concise – then slash and trash what you don't need.

Write for scanners/skimmers: You know the people who go through and only read the headlines of articles and newspapers or scroll through articles and only read the bold bullet points to get the general gist of what it's saying?

Start with your branding statement and make it answer

the decision-maker's questions: "Why should I care?" or "What's in it for me?"

When time is of the essence, answering these questions first gives readers exactly what they need to know up front; then they can choose to keep on reading for any details.

Personal branding is visual too: In resume writing (and the job search business in general) we tend to get hung up on the idea that our brand is all about the words we use – and it is.

As career expert Deb Dib calls it, your personal brand is your "why buy ROI". However, it's also communicated visually – not just in words but with word pictures and with images.

Bite-sized sentences: Funny how Twitter causes us to communicate our thoughts in 140 characters or fewer.

Even Twitter knows our attention spans are waning in the digital age. Our brains have adapted to new ways of absorbing content and interacting with the Internet.

With ever-decreasing attention spans, writing tweet-sized resume sentences is a sound strategy. And it's not a trend I see fading away in the coming years either.

The next time you write a sentence for your resume, see how many characters are included. And then see if you can get it down to 140 characters or fewer without losing impact.

Consider what is essential and

what is critical. Ditch the essential and run with the critical.

Infographic resumes:

Infographic resumes are growing in popularity. In some situations – and for many job seekers – there is a time and place to use an infographic resume.

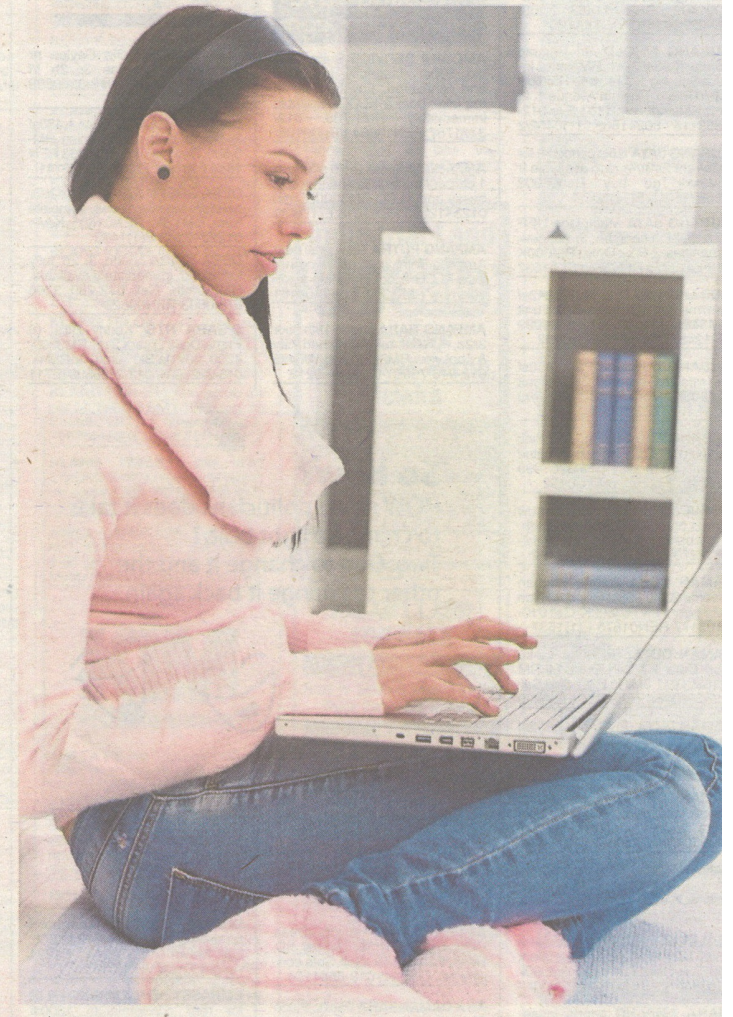
There is a plethora of sites you can use to design your own infographic resume, including Visme, Visually, Venngage, Piktochart, Infogr.am, and easel.ly. I'm confident you could use these sites to create graphics to incorporate into your resume.

You may find that innovative companies, smaller organisations, or start-ups are even drawn to infographic resumes. I can see infographic resumes being a great tool when tapping into the hidden job market as you're bypassing traditional HR departments. Resumes, which used to function as your "first impression" to an employer, are now quickly becoming the second or third thing an employer will see about you.

With the rise of social media sites such as LinkedIn, website resumes, portfolios, video resumes, and job-search strategies allowing job seekers to tap into the hidden job market and bypass sending a resume as a first introduction, the human eye is quickly becoming the No.1 gatekeeper.

Keep these trends in mind when you sit down to write your resume, and you'll be 10 steps ahead of your competition.

— www.careerealism.com



Create a master resume and then go back and edit it until you have a leaner draft.