

CV THAT IMPRESS EMPLOYERS



TAILOR YOUR RESUME

I've seen a shockingly large number of candidates send out a dozen resumes - that all look exactly the same - to a dozen different job openings.

A great resume should be tailored to the job and type of position that you're applying for. You don't have to change every little detail, but the resume itself should reflect the skills and experience that your potential employer would value. Add only the relevant previous experience according to your new job role. Try to give a heading to your resume so that the hiring manager gets an idea about your thinking.

INCLUDE CONTACT INFORMATION

This is one of the top five resume mistakes people make, according to Harvard career experts. Always be sure to include your email address and phone number. You can go the extra mile by adding your LinkedIn (just make sure it's up to date) or website that showcases examples of your work. job?

WHAT NOT TO INCLUDE

- It's preferable to not give away your house address and nationality unless you are applying abroad.
- Marital status is not required until asked.
- A list of references: You don't even need to put "references available upon request" - hiring managers will ask for this if you advance in the hiring process.
- A picture: It doesn't matter how strong your selfie game is - including a photo of yourself makes you look unprofessional and could introduce unconscious bias.
- Age or sex: Again, keep it professional. It's a resume, not a Tinder profile.

USE ACTION VERBS

Your resume is a marketing tool, so stick with action verbs. Avoid flowery and high-level claims like "results-oriented," "team player," "excellent communication skills" or "hard worker." The goal is to deliver specific information about what you've done in your previous positions that led to measurable results or if you are a fresher what training or internship you have done. Include your academic achievements.

HERE ARE A FEW EXAMPLES OF ACTION VERBS THAT DEMONSTRATE CERTAIN QUALITIES & SKILLS

☞ Leadership

- ORGANIZED guest lecture series featuring over 40 prominent researchers in the field of marketing
- COORDINATED media campaigns for Facebook, Instagram and Snapchat during my internship
- LED over 5 design projects for non-profits and social enterprises

☞ Communication

- PRESENTED monthly, quarterly and annual spending reports to CEO
- COLLABORATED with business teams to streamline production
- DIRECTED implementation of a INR 1 million tech project; increased productivity by 12%

☞ Technical

- LAUNCHED first paging network across India; managed operations and customer support with a team of 70 customer care agents
- BUILT new a new system to increase efficiency by 30%
- INSTALLED a new systems for over 30 new hires; trained employees on usage and company computer policies

☞ Organizational

- REDUCED application testing time by 30% by automating shorter testing phases for off-cycle projects
- MONITORED a INR 2 million annual IT budget for 2012 and 2013
- PREPARED sales activity and performance reports; reduced report response time by 50%



MAKE IT PRESENTABLE AND EASY TO FOLLOW

Your hiring manager's time is valuable, and a resume that's all over the place isn't worth reading all the way through.

DO

- Be consistent in format and content
- Balance white space
- Use consistent spacing, underlining, italics, bold and capitalization for emphasis
- List headings in order of importance
- Within headings, list information in reverse chronological order (most recent first)
- Make sure your formatting will translate properly if you converted to a PDF
- Keep it to just one page (if you're a mid- or late-career professional, it's fine to make it two pages)
- Prepare a template to make it look more organized and attractive
- Attach a cover letter with your resume describing more about yourself and why you are a perfect fit for this job
- Mention about your work experience in the middle of the page to make it more noticeable
- Your resume should be aligned with the JD otherwise your achievements won't count

DON'T

- Forget to proofread
- Use a narrative style
- It should not be cluttered
- Use personal pronouns (such as "I")
- Start each line with a date
- Abbreviate
- Use an elaborate template with too many colours
- You don't need to put up your grades in the resume

BONUS TIPS

Most importantly, never lie in your resume as it could cost you later and always keep recording your achievements and activities to easily update your resume in future anytime you want.

