



Resumes that *WORK*.

Did you know... that employers typically scan CVs for less than a minute? Here's how to wow them in 30 seconds *flat*.

Below are best practices for creating a winning resume and ensuring your efforts translate into interviews.

Customize it.

Instead of sending the same generic resume and cover letter to every company, tailor each application.

Your CV should convey *clearly* how you meet the role you're applying for. Start by identifying the skills and experience the employer is after and adapt your resume accordingly. Include keywords mentioned in the job posting, to grab the employer's attention.

Start with a bang.

The top third of Page 1 is the most valuable real estate on your CV. Don't waste it! Skip the boring, one-size-fits-all objective statement and open with a powerful summary of what you bring to the job – a profile that captures your unique professional brand and highlights your core strengths, years of experience, relevant skills, etc.

PROFILE

Entrepreneurial professional with a talent for recognizing and seizing opportunity | Over 15 years of experience in technology and development | Exceptional strategic planning, negotiation, and business development skills | Ability to identify innovative solutions to challenges and manage their implementation from development through integration | Expertise in operations optimization, project management, and product development | Strong leadership and motivational skills | Facility for building relationships with individuals at all levels

PROJECT MANAGER, PMP and ITIL Certified

Supply Chain Optimization • Contract Administration • Quality Assurance • Strategic Planning • Business Development • Budget Preparation & Cost Analysis • Negotiation • Workforce Management

Senior-level professional with expertise in supply chain management, manufacturing, and logistics. 15 years' experience in international partnership development and contract negotiation. Effective presenter, with superior interpersonal and communications skills, including mastery of English, French, Russian, and German.

Lead with your strengths.

After your compelling profile, add information in order of importance. Many employers simply scan through the first part of a CV, so it is important to tell them what they want to know right away.

For instance, if you have many years of experience relevant to the role, open immediately with your work history (see the CHRONOLOGICAL resume model below). If you have little relevant work experience but have specialized technical skills or transferrable skills from another industry, lead with that before your experience (see the FUNCTIONAL resume model below).

Chronological Resume

The most popular resume layout with employers and recruiters, this format begins with a chronological listing of work experience, starting with the most current and working backwards.

Best used when...

- ✓ You are planning to continue in the same field / occupation
- ✓ You have relevant work experience
- ✓ Your work history shows career development
- ✓ There are few employment gaps in your resume
- ✓ Previous employers may be significant to the reader



Functional Resume

This format focuses on *skills*, rather than how and when they were acquired.

Best used when...

- ✓ You do not have directly relevant experience for the position
- ✓ You are a mature professional
- ✓ You have employment gaps in your resume
- ✓ You are a contract worker or have frequently changed jobs
- ✓ You are new to the Canadian workforce
- ✓ You are making a major career change



Get to the point.

Tell the employer what they need to know in the most succinct and concise way. Do not lose their attention by going into tedious detail about every responsibility (you can discuss these during the interview!)

- Avoid vague terms and use quantifiable examples. For instance, “strong leadership abilities” is a relatively weak statement as compared to “supervised a team of 15 agents”, which better illustrates leadership.
- Use action words to add life to your CV, such as “achieved”, “spearheaded”, “developed”, “managed”, etc.

Presentation is everything.

Your resume is a marketing piece. It must be attention-grabbing, easy to read, and professionally presented.

- Use bulleted sentences, rather than wordy paragraphs. This makes your CV easier to scan and absorb.
- Keep it to two pages max – any longer and you risk overwhelming and frustrating the reader.
- Run a spell and grammar check! Typos and poor grammar leave the impression that you are careless and not detail oriented.
- Ensure that important information stands out. Reviewers often scan for companies worked for, job titles, and dates. Use a bold typeface to ensure they are clearly visible.
- Do not include personal information that might affect the reader’s objectivity, such as birth date, marital status, etc. (Adding your photo is generally discouraged but is currently trending for professionals in creative fields.)
- Use a visually appealing layout. Add colour and graphic elements like icons and ensure your spacing and fonts are consistent.
- Need inspiration? Conduct a web search for sample resume formats and check out www.canva.com, which offers a wide variety of free templates.



Have someone else review it.

A fresh pair of eyes will likely catch tiny errors and, more importantly, offer an objective perspective. A reviewer who knows you can help identify strengths you didn’t realize you have – pointing out additional ways to help you shine!

Finally, be selective.

Rather than applying blindly to hundreds of ads, focus your efforts on those that are a true fit. Fishing for everything often results in catching nothing – which is both a time waster and confidence drain. Use that time to craft strong applications to positions you’re genuinely excited about and that align with your goals, qualifications, and experience.