



**Tips on Writing a Resume:** The purpose of a resume is not to get you a job; it is to get you an interview so you can have the opportunity to get the job. You really only have a couple of seconds to catch the eyes of your prospective employer before your resume lands in the reject pile. Make sure your marketing message (instead of an “objective”) is upfront and center, no room for typos or grammatical mistakes. Traditionally an “Objective” is used on a resume, but sometimes this limits you and the prospective employer to just that – your objective. Use a marketing message such as:

**“Highly motivated professional Sales Assistant with extensive background in the areas of investment sales and management, marketing, retirement planning, research and analysis.”**

**"Award-winning senior sales manager with fifteen years of experience in retail and merchandising."**

**"Human resources professional with knowledge of and experience in post-secondary education sector."**

- ❖ Using a marketing message won't limit you and will open doors to other opportunities.
- ❖ Follow this with a point form skill summary (remember it is being scanned – not read.)
- ❖ Do your due diligence and customize your resume to the position you are applying for.
- ❖ Highlight your best work – how did you improve your previous employers bottom line?
- ❖ How did you successfully manage a group of people to enhance the bottom line?
- ❖ Don't downplay your skills and achievements that is critical information about you.
- ❖ Include relevant education and designations you've earned. Include dates of employment.
- ❖ Do not rely solely on spell checkers – they won't identify if you use the wrong tense, use someone else's' fresh eyes to proof-read.
- ❖ Finally, give your resume a “name” when you save it – not just “resume”! A big pet peeve of employers and recruiters is having to re-name a resume to the candidates' name when saving it. Remember they see hundreds and hundreds of them – most of them called “resume.docx”, make sure yours stands out!

**For Professional Resume Writing help we recommend [The Resume Center](#)**