

Get unstuck with these **26**  
resume writing tips

# The ABC's of Powerful Resumes



A publication by  
Match Resumes and Careers  
[www.matchresumesandcareers.com](http://www.matchresumesandcareers.com)

# INTRO

Your talents and expertise are valuable!

If you're like most people, writing your resume feels like a daunting task. You are confident in your career knowledge, skills, and abilities—how do you communicate who you are, what you can do, and how well you do it in your resume?

Think of your resume as a marketing document. Who is your customer? What are their needs/problems? What can you do to help?

Grab the customer's (recruiter/employer's) attention by incorporating the ABC's of resume writing into your effective and modern resume.

Remember, the number one purpose of the resume is to get the interview.

# Characteristics of an Attention Grabbing Resume

## 1 FIRST IMPRESSION

- Organized
- Professional
- Clear objective
- Easy to Scan
- Writing quality
- Spelling, grammar

## 2 QUALIFICATIONS

- Experience
- Education
- Professional skills
- Technical skills
- Transferrable skills
- Matches job spec

## 3 VALUE

- Success stories
- Problem solving
- Progression
- Recognition
- Teamwork
- Leadership

# Get Writing

**26** *essential elements of an attention grabbing resume*

- ▶ Increase your interview opportunities
- ▶ Put you ahead of competing candidates
- ▶ Entice recruiters to want to know more about you



# Resume writing ABC's

A

**Accomplishment** statements—  
Incorporate success stories that demonstrate your expertise and prove your value at work.

# Resume writing ABC's

B

**Bullets** with metrics—Use three to five high impact concise statements for current and previous jobs to showcase achievements and prove value.

# Resume writing ABC's



**Clarity**—A well-organized resume that is clearly targeted to the specific job application will grab more attention than a generic resume.

# Resume writing ABC's

D

**Differentiation**—Beat the competition with context and success stories to set you apart from other candidates who have similar qualifications.



# Resume writing ABC's

E

**Expertise**—Employers are looking for specific problem solving capabilities. ‘Advertise’ your expertise and provide proof in your achievement examples.

# Resume writing ABC's

F

**Focused**—A resume that is focused on the position and the company's needs communicates the candidate's genuine interest in the job and the employer.

# Resume writing ABC's



**G**aps in employment history—  
Employers prefer consistent work history, so use an appropriate strategy to address periods of time off from working.

# Resume writing ABC's

**Headline**—Make it eye catching  
using font style, size, and borders.

H

**JOHN DOE**

Cell Phone  
City, State

email@gmail.com  
LinkedIn URL

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**Job Title**

# Resume writing ABC's

**I** **Interviewable**—an effective resume presents talking points for your interviews. Inspire readers to want to know more about your past successes.

# Resume writing ABC's

**J** Job history with context—

Incorporate numbers and metrics such as dollars, percentages, and improvement measures to provide context.

# Resume writing ABC's

K

**Keywords**—Sprinkle career documents with industry buzzwords, qualifications, skills, software and technology competencies, and relevant credentials.

# Resume writing ABC's

L

**LinkedIn**—Include your  
\*customized LinkedIn URL in  
your resume header.

\*LinkedIn auto-generates a URL for your profile. You can enhance your brand by creating a custom URL.



# Resume writing ABC's

## **Market yourself!**

M

Employer focused – addresses job requirements.

Feature Rich – skills, knowledge, experience.

Value Packed – proof of your contributions and successes.

# Resume writing ABC's

N

**Needs** based—Answer the needs of the employer by customizing the resume for each application. Generic resumes are ineffective. Recruiters screen resumes for what they are looking for.

# Resume writing ABC's

**O** **One** or two pages? A good rule to thumb is one page for less than five years' work experience and up to two pages for higher career levels and more experience.

# Resume writing ABC's



**Position** title—Reference the specific job title in your resume header to grab the reader's attention and provide clarity.

# Resume writing ABC's

Q

**Qualifications**—incorporate the specific qualifications language from the job announcement to ensure the reader or \*ATS can determine your resume is a good match for the position.

\*ATS resume scanning software used by employers to electronically screen resumes.

# Resume writing ABC's

R

**Results** oriented—Prove your value with examples of past achievements supported by value impacts to current and past employers.

# Resume writing ABC's

S

**Skills/Expertise**—Use the top 3<sup>rd</sup> of the resume to clearly state your skills and qualifications. Make it easy for the reader to qualify you quickly.

# Resume writing ABC's



**Technical** competency—Many jobs require technical experience and knowledge in specific areas. An expertise section on the resume makes it easy for the reader to verify these requirements.



# Resume writing ABC's



**Uncrowded**—Resumes are usually scanned in less than 10 seconds. Avoid filling the pages with dense text and small margins. Make it easy for the reader to quickly capture relevant qualifications.

# Resume writing ABC's



**V** **Visually** appealing—Impress the reader with a well organized document. Remember, your resume is your first impression, make it a good one.

# Resume writing ABC's

W

**White** space—Clean and wide margins, and spacing between sections improves the readability of your document. It is better to use two pages than to cram every detail onto one page.

# Resume writing ABC's



**X-ray** vision—Proof read your document as if you could see through it! Spelling and grammar mistakes are simply not acceptable in a professional resume.

# Resume writing ABC's



Years of Experience—Referencing work experience from twenty years ago may not be necessary if it doesn't add relevant value to the resume.

# Resume writing ABC's



**Z** **Zeal**—Paint a picture of passion and zeal for professional success. Referencing your accomplishments, awards, and contributions to your employers shows the reader you are enthusiastic about your work.

# Resume writing ABC's

A-Z

The ABC's of resume writing are incorporated in custom career documents produced by Match Resumes and Careers. Serving clients who prefer collaborating with a certified professional resume writer, we create powerful resumes, cover letters, LinkedIn profiles, and supporting career documents to accelerate the job search process.

For a free consultation please contact Deborah Olson, CPRW (Certified Professional Resume Writer at Match Resumes and Careers).

[www.matchresumesandcareers.com](http://www.matchresumesandcareers.com)

206.310.7357