

## HOW TO MAKE YOUR RESUME STAND OUT

If crafted effectively, your résumé is perhaps the most valuable marketing tool you've got. After all, in a matter of 60 seconds, its contents can make or break your chances of landing an interview.

Thirty-eight percent of human resource managers say they spend one to two minutes reviewing a new application, while 17 percent spend less than one minute, according to the survey.

### Five tips to make your résumé stand out

#### **1. Include a career summary at the top of your résumé**

You only have a matter of seconds -- a minute if you're lucky -- to impress a human resource or hiring manager with your résumé. Don't make them search for the important material. By including a career summary at the top, it will give managers an immediate snapshot of your skills and accomplishments.

#### **2. Keep it up to date**

No matter the state of the economy, you should always have a recent résumé and portfolio on hand. Fifty percent of the 8,038 employees surveyed by CareerBuilder.com said their résumés aren't up to date.

Any time your responsibilities increase or you accomplish something significant, update your résumé with that information. You never know when you'll need to produce a current résumé.

#### **3. Incorporate keywords**

Tracking systems are becoming increasingly popular to screen and weed out unqualified candidates. In fact, 51 percent of human resource managers report using them in the hiring process.

To avoid the discard pile, integrate keywords from the job posting into your résumé. Doing so will heighten your chances of showing up near the top of the employer's ranking of the most relevant candidates.

#### **4. Use a functional or chronological Résumé**

**Chronological:** Chronological resumes show work history and are most appropriate for candidates with stable, solid career progression.

**Functional:** Listing your experience by skill categories rather than chronologically shows employers the proficiencies you possess rather than those you lack.

#### **5. Include all relevant experience**

Whether you're expanding your job search to a new industry or you're a new college graduate, you might not have the necessary experience to land that job you want. Make sure you're including all pertinent experience on your résumé. Volunteer work, leadership roles or community involvement are all areas most employers consider to be relevant experience.