

CONNIE'S CAREER CORNER

“What constitutes a great resume?”

Tip for the day: Take time developing a great resume because your resume is a reflection of how you are and where you have been in life.

Q: Dear Connie: In your articles, you refer to the need to have a great resume as part of my marketing package. What constitutes a great resume?

A: Dear Job Seeker: Many people confuse an “attractive resume” with a great resume. I have seen where many job seekers have paid \$200 for someone else to write their resume. While most all of them were attractive, some were good and some were not good and even fewer were great.

A great resume is a resume that shows the skills and abilities you can offer a company in a clear, concise, and easy to read format. Most importantly, a great resume focuses on clarity.

Statistics show that your resume will probably be read for no longer than 12 seconds during its first read through. Depending on how clearly you have expressed your value to the employer, you will be rejected or move on for further consideration.

If your resume is difficult to follow because of misspelled words and poor grammar, your chance of making it through the first read with a positive outcome is not great. Consider some of these major read through detractors and rid your resume of them:

- Abbreviations
- Personal information
- Misspelled words
- Passive tense verbs
- Lack of work history information
- Repeating the same information over and over
- Typed in a usual resume format
- Resume paper with designs or non-business colors
- Pictures/graphics
- Year you graduated from High School or College (unless you graduated within the last five years)

If you have not spent some time writing and rewriting your resume, you probably have not invested enough of your time in this part of the job searching process. You may be a great interviewer, but you need a great resume to get an opportunity get to the interview.