

Is Your Resume a Best Seller?

Your resume is your chance to tell your story. It needs to be specific to you. More than likely, you're not the only person at your current or previous employer who has held your position. What you did on a daily basis may mirror that of your predecessors...but your achievements and successes are what separates you.

What hiring managers and recruiting professionals want to know...

- How was your performance measured in your current and previous roles?
- How did you perform to expectations?
- How did you rank among your peers?
- Were you recognized for outstanding performance? If so, what honors/awards did you receive?
- Do you have experience prospecting for new business or managing existing accounts?
- What did you generate annually in revenue and/or profit?
- What social media platforms and job boards have you utilized?
- Do you have experience direct sourcing candidates?
- What was your fill rate or placement ratio?
- Have you received any promotions? Be sure to list each position with an employer and length of time in each one to show career progression.
- How many direct reports have you had in each role?
- Were people under you promoted or recognized for top performance?
- What was your retention rate of your team?
- What are the P&L numbers you have managed?
- Do you have single or multi-unit management experience?
- Have you opened new markets?
- Have you been successful turning around failing operations?
- Were you involved with any committees or task force groups?
- Did you train and mentor other staff members?
- What are the things you did above and beyond your normal job function?
- Do you have experience delivering formal presentations?
- Have you worked with a CRM? If so, which one(s)?
- What other software tools are you proficient with?
- Are you involved with any professional associations or networking groups? If so, which ones?

Figure out what pertains to you and start writing your story. Think about this....if your resume is sitting in someone's inbox, in a stack on someone's desk or it's one of 200 in a job portal....what separates you from the pack?