

RESUMES THAT WORK

Your resume should effectively land
you an interview.

MOST COMMON RESUME MISTAKES

- A national poll was taken from 150 senior executives—with the nation's largest companies.
- "In your opinion, what is the single most common mistake job seekers make on their resumes?"
 - Typos or grammatical errors—34 percent
 - Too much information—22 percent
 - Not listing achievements in former roles—17 percent

GETTING YOUR RESUME NOTICED

- Decision makers typically spend between 10 and 30 seconds deciding whether a resume is worth reading. That's all you get to make your case.
- If nothing relevant or impressive is obvious within that brief window of time, the resume is rejected without a second glance.
- But if your resume is attractive, organized, and easy to read, 30 seconds is plenty of time to grab the reader's attention and inspire them to take a closer look.

RESUME WRITING PROCESS

- Your resume is a marketing tool. Once in, you will need to do the sales pitch, and close the deal.
- Do not go into detail about every accomplishment.
- Strive to be clear and concise -- the purpose is to generate enough interest in you to have an potential employer contact you for an interview.
- Bottom line - put yourself in the shoes of the resume reader - *when looking at the job qualifications needed for the position; what would you be looking for in a candidate –*
- That's what you need to include in your resume.

Standard guidelines to create a clean, organized resume that helps readers see quickly that you're a candidate who's worth their time!

- Order of Resume

Personal Information

- Full name, address, and contact information
- Include permanent email address
- Include photo – Why?

DETERMINE YOUR OBJECTIVE

- Clearly state what sort of a [job](#) you want and know what skill-set and experience is needed to do well in that job.
- Structure the content of your resume around that objective.
- You have a small window of time to get the interest of a hiring manager.
- Being scattered will only get your resume filed in the "circular file" - i.e. - the trash can.

EDUCATION SECTION

- Newer Adjusters -- It appropriate to place Education immediately after the Objective, followed by past employment or internships and relevant coursework.
- Must be organized, clear, and well defined.
- *Highlights the most pertinent information.*
- This section includes:
 - Institution and/or company
 - Date of Completion
 - Any Certifications
- Make a PDF of your Certificates as Attachment

LICENSING

- List Resident State License
 - License Number, Type of License, Date of License
- List Non-Resident State Licenses
 - License Number, Type of License, Date of License
- The more states you are licensed to work, the more marketable you make yourself as an adjuster
- Make a PDF of your licenses as an attachment.

EXPERIENCE SECTION

- Past employers -- Names, locations, and dates of employment,
 - § with a description of your roles and significant accomplishments on each job.
- Well defined and information relates to the intended career field.
- Limit your work listings to the past 10 or 15 years, unless earlier experience was highly relevant to your targeted position.
- Descriptions are clear and well marketed in the form of bullet statements beginning with action verbs.

ADAPTING RESUME TO INSURANCE ADJUSTING

- Make your resume more attractive to employers seeking insurance adjusters:
 - Identify transferable skills from past jobs that could be applicable to insurance adjusting,
 - Home building / remodeling
 - Work on projects that saved the company time and money, or that led to an increase in customer satisfaction.
 - Working as part of an adjuster team

Use Bulleted Sentences

- In the body of your resume, use bullets with short sentences rather than lengthy paragraphs.
- Resumes are read quickly, therefore make key phrases stand out.
- Bulleting information will help the reader view your accomplishments at a glance. Don't worry about the specifics; you will go into the details during the interview.

Use Action Words

- Use action words - words like prepared, managed, developed, championed, monitored, and presented will cause your resume to stand out.
- If your resume is scanned electronically, the computer will pick up on the words.
- Some companies now scan in your resume, and have computers pull those that meet certain criteria. The computers are looking for one thing - they are looking for keywords that have been picked by the hiring manager.
- These are action keywords that relate to the position, so not including them could mean your resume is disregarded as a "non-match".

ACTION WORDS

Use action words to describe your experience and accomplishments. Here are some actions words to use:

- **A**
accelerated, acclimated, accompanied, accomplished, achieved, acquired, acted, activated, actuated, adapted, added, addressed, adhered, adjusted, administered, admitted, adopted, advanced, advertised, advised, advocated, aided, aired, affected, allocated, altered, amended, amplified, analyzed, answered, anticipated, appointed, appraised, approached, approved, arbitrated, arranged, ascertained, asked, assembled, assigned, assumed, assessed, assisted, attained, attracted, audited, augmented, authored, authorized, automated, awarded, avail

Use %'s, \$'s and #'s

- Dollar totals, numbers, and percentages stand out in the body of a resume.
- Below are two examples of a job duty described with them (good), and without (bad). As you can see by the examples, being specific does not mean being lengthy.

Examples:

- *Example 1*

Bad: Account manager for advertising agency

Good: Managed 15 strategic accounts billing in excess of \$15MM annually

- *Example 2*

Bad: Sold widgets to clients located in the Midwest

Good: Increased sales by 17% in a 5-state territory

Highlight your strengths

- Highlight your strengths, and what is most relevant to the potential employer.
- In-coming resumes are typically reviewed in 10-30 seconds, so put forth the effort and determine which bullets most strongly support your [job search](#) objective.
- Put the strong and most relevant points first where they are more apt to be read. This is your hook for the reader, the rest of your resume reels them in.

Match the need they have

- Match the need they have - Review [job postings online](#) for positions that interest you.
- Each position will usually have a brief blurb about the company and the position available.
- Use the keywords listed in these ads, and match them to the bullet points in your resume.
- If you have missed any, add them to your resume.

Be positive

- Above all in your resume and interview - you must be positive. Therefore, leave off negatives and irrelevant points.
- If you do some duties in your current job that don't support your job search objective, don't include them.
- Focus on the duties that do support your objective, and leave off irrelevant personal information like your race, weight, and height.

White space is important

- Ad Design 101 - White space is important. Open up the newspaper, and take note of which ads first catch your attention.
- This is done to grab your attention, as readers are always attracted to open areas.
- For this reason, don't worry if you are having a hard time filling the page with text; increase your line spacing to compensate.

- Most Importantly ...

Sending a beautiful resume with an error in it is like going to an interview with spinach on your teeth.

- So please, [spell check](#), proofread, and have other people proofread your resume before you send it out.

Get 3rd Party Advice

- Have a friend review your resume.
- Provides insight into how others will view your personal marketing materials - would your resume impress them?
- Don't settle for - "it's good"
- Encourage them to ask questions. This can help you to discover items you inadvertently left off your resume.
- Revise your resume accordingly.
- In addition to adding in missed items, their questions can also point to items on your resume that are confusing to the reader.

Start Applying

- OK, you're ready! Start applying
 - Apply for some jobs that appear to be above your qualifications
 - Apply to positions that are a match
 - Apply to positions which may be below your level. Why?
- Perhaps once you have your foot in the door you can learn of other opportunities.

Helpful Websites

- PongoResume.com
- TotalResume.com
- Winway Resume Deluxe (computer program)