

Résumé

Client Booklet



Table of Contents

Résumé Introduction.....	3
Types of Résumés:.....	3
Effective Résumé Writing.....	3
Know Yourself: Skills Inventory.....	4
Review the Job Posting: Targeting Your Résumé	4
Résumé Sections	4
Letterhead	5
Headline and Profile Summary	5
Highlights of Qualifications	6
Work History.....	6
Education and Training	7
Other Areas.....	8
Reviewing Résumés	9
Do's and Don'ts of Résumés	10
Conclusion and Next Steps	10

RÉSUMÉ INTRODUCTION

A résumé is a marketing tool that promotes your accomplishments, experience, education and training as they relate to the desired job posting/opportunity. The purpose of a résumé is to sell yourself to the employer and gain an interview. You should have one résumé for each job you apply to.

Employers can receive hundreds of résumés, so yours needs to stand out and have a résumé that is customized for what the employer is looking for. Targeting your résumé towards what the employer's needs in the job posting will likely increase the success in securing their interest and booking an interview with the employer.

In a survey from hiring managers, it has been determined that the initial review of a résumé lasts only 6 seconds before a decision is made whether the résumé goes in the "yes", "no", or "maybe" pile. Employers are looking for a reason to eliminate you as a candidate, therefore it is critical for the résumé to be customized, clear, and concise with the relevant information presented effectively.

You will need to review and customize your résumé each time you send it out to ensure that you are highlighting all the key skills and qualifications that are required of the position. Taking the time to do this will make sure that you stand out from the crowd and the extensive competition.

TYPES OF RÉSUMÉS:

There are three basic types of résumés:

Type of Résumé	Description
Chronological	<ul style="list-style-type: none">• Organized based on dates (reverse order from most recent to oldest)• Positions and employers for titles with statements underneath• Most commonly used format
Functional	<ul style="list-style-type: none">• Organized based on skills• Usually used when there is a career change, gaps in employment, or limited experience• Highlights transferable skills for titles with statements underneath
Combination	<ul style="list-style-type: none">• Combines chronological & functional• Usually use for middle or senior positions, or you have had different roles within a company

*For samples of each type of résumé, [click here](#).

EFFECTIVE RÉSUMÉ WRITING

To be effective in résumé writing, consider the following:

- Know yourself, your skills, what you have to offer, and experience
 - Take an inventory of your skills, experience, and knowledge
 - Identify your matching skills, attributes, experience, and education
 - Determine how you can quantify the experience and knowledge you possess
- Review the job posting before you begin to write your résumé to determine the skills, qualifications and requirements of the job and employer
 - Research the company you are applying to determine corporate culture
 - Highlight what the employer is looking for in regards to skills, experience, and certifications

Know Yourself: Skills Inventory

Hard skills: Skills which are developed through learning, education, practice and example (often referred to as technical skills)

Soft skills: Skills and personal qualities and characteristics which are developed throughout a person's life. Soft skills may be acquired through life experience or they may represent a person's continually growing strengths and personality

Transferable skills: Skills which are developed throughout a person's life both in personal and work situations. They are transferable from one geographical location to another. They are transferable from one role or industry to another

*For possible words to use in your résumé, [click here](#).

Review the Job Posting: Targeting Your Résumé

Look the job posting, then make sure your résumé includes similar terms, experience, and qualifications all statements should be in past tense (unless you are still working).

It is suggested at least you should consider the following when targeting your résumé:

Area on your résumé	Question to ask	What to include
Highlight of Qualifications	"What I have"	Tell the employer what you have to offer based on qualities they have listed in their job posting
Work History	"What I did/ What I can do"	Show the employer you have done similar things to what they want you to do based on their job posting

*For a sample of a résumé targeted based on a job posting, [click here](#).

RÉSUMÉ SECTIONS

Here are some other titles you could use and possible other names for sections of your résumé:

Suggested sections in the résumé	Possible other names for these sections
Letterhead	<ul style="list-style-type: none">• Header
Headline	<ul style="list-style-type: none">• Job title
Profile Summary	<ul style="list-style-type: none">• Competitive Advantage
Highlights of Qualifications	<ul style="list-style-type: none">• Areas of Excellence• Summary of Qualifications• Areas of Knowledge and Experience
Work History	<ul style="list-style-type: none">• Career Summary• Employment History• Work Experience• Related Experience• Relevant Skills and Accomplishments• Professional Experience
Education and Training	<ul style="list-style-type: none">• Education and Professional Development



Depending on the type of position you are applying for and the type of résumé you want to present. These other sections you can include:

- Volunteer Experience
- Personal Interests and Hobbies
- Honours and Awards
- Computer Experience
- Languages
- Publications
- Memberships/Professional Affiliations

*For sample résumé showing the section of a résumé, [click here](#).

Letterhead

All your job search marketing tools including your résumé, cover letter, thank you letter and references should have a uniform, professional appearance. Your name and contact information are now your “Me Inc.” letterhead. Contact information needs to be on all pages of your résumé (even if you email it).

Suggested items to include:

- Your name
- Telephone number (home and/or cell)
 - Ensure you have a professional voicemail
- Email address (without the hyperlink),
- Home address (optional)
 - Include it if you are applying for a position close to where you live
 - Leave it off, if you are applying for a position that is out of your local area
 - If you are posting your résumé online, it is recommended to not include your home address for privacy and security reasons
- LinkedIn link (optional)

Do not provide your social insurance number, marital status, health status, age, physical description, race, religion, nation of origin or include pictures or references.

Here is an example of a letterhead:

WILMA FLINTSTONE

3302 Rockdale Place, Stonehill, ON T2V 4T3

905-555-1234 wilmaflint@gmail.com www.linkedin.com/in/wilmaflintstone

Headline and Profile Summary

The headline and profile summary are to be located right under your letter head. These items are to be customized to the position and reflect the purpose of the résumé.

For the headline, it is best practice is to state the position you are applying for, so the reader knows which job opening you are applying for in their organization easily.

Here are some examples of headlines:

- Senior Account Executive
- General Labour
- Mechanical Engineer

For the profile summary, it is one sentence to entice the reader and encouraging them to continue to read your résumé. Only having a profile summary is most effective if you are targeting a company via cold calling, or if your skills match several positions within an organization. The sentence should capture the essence of your work profile, and gain the attention of the employer.

Here are some examples of profile summaries:

- Experienced paralegal with extensive knowledge in medical malpractice litigation
- Award-winning senior sales manager with 8 years of experience in retail merchandising
- Multi-lingual geriatric nurse with experience in cardiology and critical care
- Human Resources professional with extensive experience in the corporate marketing sector
- Customer Service expert with over 5 years of experience in a bilingual environment

Highlights of Qualifications

The Highlights is following your headline and profile summary. This section is a “snapshot” of you and the skills you can offer to an employer. It is recommended to include approximately 6 to 8 sentences using bulleted points to be easy to read.

This section should to grab the employer’s attention and to motivate them to read the rest of your résumé. It is suggested you provide your best work-related skills (usually 3 or 4 hard skills and several soft skills) as they relate to the job posting

When creating the highlight senses, consider including the following information:

- Number of years of experience in your field based on the posting requirements
- Key areas of knowledge within field
- Relevant or required education, training, or certification
- Best work-related skills, talents, qualities or technical knowledge (hard skills)
- Personality or attitude and how it impacts your work habits in a positive way (soft skills)

*For sample highlight sentence as a reference, [click here](#).

Work History

At this point, the employer wants to learn about your specific work experience and how it applies to their job opening. You now need to write action/ accomplishment statements from your past experience.

If you are writing a chronological résumé, you will list these statements under specific jobs where you have listed the position, employer, and date. If you are writing a functional résumé, you will list these statements under the skills you have chosen.

When writing your action/accomplishment statements, consider including the following information:

- Demonstrate that you are qualified for the new job based on your past accomplishments using measurable results
- State benefits in precise numerical terms

- Dollars saved, time reduced, sales increased; the extent to which you have surpassed goals, and/ or how the company benefitted
- Daily achievements
 - Customers served, calls answered, documents processed, and/ or products shipped

To assist you in creating action / accomplishment statements, it is suggested you use the SAR formula (S+A=R). It allows you to create a strong statement that shows the employer you are a good candidate.

Here is the breakdown of the SAR formula:

S	Situation	<ul style="list-style-type: none"> ▪ Give a brief overview of the situation ▪ Be clear and concise
A	Action	<ul style="list-style-type: none"> ▪ Explain the actions that you took ▪ Include skills demonstrated ▪ Include the reason why
R	Result	<ul style="list-style-type: none"> ▪ State the results that you achieved ▪ Include how this benefitted the company

Here is an example of how to gather details for an action/accomplishment statement using the SAR formula:

Situation	Disorganized office, needed to organize everyday work flow
Action	Developed and implemented a filing system for all staff to follow
Result	Improved efficiency and reduced costs

Steps to take to improve on your action/ accomplishment statement using the SAR formula:

1. Write out your original statements
2. Rewrite them using past tense action verbs
3. Write out each edited statement
4. Add numbers to quantify each element or area of experience you describe
5. Write out your new and powerful statement. Follow this five-step process to strengthen each statement that you include in your résumé

Here are examples of how to improve on your action/ accomplishment statement using the steps above:

Step 1:	Worked with subcontractors and trades people telling them what to do
Step 2:	Supervised and delegated work to Worked with subcontractors and trades people telling them what to do.
Step 3:	Supervised and delegated work to subcontractors and trades people
Step 4:	crews of up to 12 Supervised and delegated work to 1 subcontractors and trades people
Step 5:	Supervised and delegated work crews of up to 12 subcontractors and trades people, adhering to building codes and deadlines

Education and Training

All résumés should include any past (and current) education and training. You should list any completions of degrees, diplomas, certificates, and/ or courses from a college, university, high school, and/ or trainer. The education and training could have been completed through your own initiative or

with the assistance of a past employer. If you have a post-secondary education, it is not necessary to include your high school experience.

Here are some examples of education and training in a résumé:

Bachelor's Degree in Arts	York University	2019
Microsoft Office	Academy of Learning	2015
Effective Sales Techniques	Skillpath Seminars	2013

Other Areas

Most often, the other area listed below can just be a statement in the 'Highlights of Qualifications' and not need its own section. Under some circumstance, the information should be its own sections. It should be beneficial details for the employer to know based on the job posting you are applying for. It would usually be when you have a list three or more to note.

We suggest you only include experience that is relevant to the job posting and does not disclose any personal information that you are not comfortable with disclosing. For example, your volunteer experience could disclose you volunteered at a local church, which would disclose your religion if you are not comfortable with that information being known.

Here are the other areas and what should be present in the section on your résumé:

Volunteer Experience	It shows you have (or currently) volunteered your time. It shows your personal ethics and commitment to give back to the community. It could directly or in-directly relate to the job opening too. For example, you have volunteered for your local food bank showing you have given back in your community.
Personal Interests and Hobbies	It shows similar experience related to the job opening and that you have a passion for the field or industry. For example, you go mountain biking on the weekends and applying for a position at a bike repair shop.
Honours and Awards	It shows your achievements and accomplishments you have accomplished related to the job posting. For example, employee of the month for a year at your previous place of employment showing you are likely a leader, reliable, and harder worker.
Computer Experience	It shows a list of relevant software or hardware skills that have been request in the job posting. There could be additional experience showing you have more knowledge too. For example, you have a list of software on IT platforms that would all relate to the job posting.
Languages	It shows list the languages you are able to communicate verbally and written. Usually, a job posting just requires English (maybe French), but some positions would require more. For example, you know multiple languages, which would be an asset for a location that works with individuals new to Canada and English is not their first language.
Publications	It shows publications you have written that are examples of your work. For example, you are applying for a journalism job and want to include some samples of successful written prices.
Memberships/Professional Affiliations	It shows if you are connected to an organization that is relevant a positions or industry. For example, a person in the trades would be a member of a union or professional groups.

REVIEWING RÉSUMÉS

The first to read your résumé at the organization may not be a person, but computer software. Approximately 95% of large companies use an Applicant Tracking System (ATS). ATS software extracts from the scan a summary of basic information, pulling out factors like your name, contact information, skills, work history, years of experience, and education. The technology ranks candidates, from the most qualified to the least qualified. At this point, human eyes take over the recruiting tasks. As many as 75% of candidates are rejected by ATS due to formatting issues in their résumé.

It is best practice to make the formatting easy to read for a computer and a person. It is suggested you keep your résumé simple in design and straightforward, since it is less likely to confuse computer software and logical for a person to read.

If you are submitting a résumé through a job search website (such as Indeed) or an employer portal for hiring, the formatting may change. To control your formatting, it's best practice to upload a Word document or PDF to these sites.

Here are some tips to assist with your résumé to be formatted suitably for ATS software:

1. Type of document:

- Save as an MS Word (.doc or .docx) when possible as most ATS software easily reads them. If you do not have MS Word, save as a PDF
- Do not use résumé templates as their formatting is often not compatible with ATS software

2. Use keywords:

- Use keywords from the job posting in the “Highlights of Qualifications” and in the “Employment Experience” sections of the résumé-the use of keywords is extremely important
- Use each keyword 2-3 times when possible-do not “overstuff” the résumé with keywords. Also, do not add keywords by writing them in using white text as to appear invisible on the printed résumé

3. Keep formatting simple:

- Use chronological format whenever possible
- Use simple bullets such as • or ■, not fancy ones
- Use regular font such as Arial size 11
- Do not underline, if you would like headers to stand out you can use larger font size
- Do not use coloured fonts, shading, or underlining
- Use regular font spacing (no kerning) (MS Word will default to regular spacing)
- Do not use vertical | lines as the computer may read it as letter or number
- Do not use tables, charts, pictures or columns
- Do not use footers and headers – put your contact information in the body of the document
- Use standard résumé sections such as “Highlights of Qualifications” or “Profile”, “Work Experience” and “Education”, do not use fancy or create ones
- Put the dates in months and years
- Do not use # signs
- Avoid placing degree titles beside your name as the computer can add the letters as part of your name (ex. Wilma Flintstone, MBA)
- When adding designations use the full name and the abbreviation (ex. Master of Business Administration (MBA); Professional Engineer (P.Eng); Certified Human Resources Professional (CHRP)).

You can also use technology to your benefit as well. There is a free version of ChatGPT, which can compose various written content to help with writing your résumé and emails.

DO'S AND DON'TS OF RÉSUMÉS

Consider these do's and don'ts when writing your résumé:

Do's	Don'ts
Contact information should be on all pages	No social insurance number
1 - 2 Pages – key points and headings should be visible to the reader in seconds	Do not include references or state “References Available Upon Request”
Include page numbers, ideally at the bottom right corner (e.g. 1 of 2 and 2 of 2)	Do not quote the reason for leaving your last position
Use bulleted points (no need to include periods at the end of a bulleted sentence)	Do not list any salary information
Use action verbs and descriptors	Do not use the words punctual or honest to describe yourself
Use spell check and thesaurus, then proof read	Do not say that you are “responsible for a certain task ...” (use an action instead)
Use size 11 Arial font or similar sans serif style for the body of the résumé and size 14 for your name	Do not include age, date of birth, marital status, ethnicity; refrain from referencing religion or political affiliations
If using tables, remove all gridlines to optimize scanning	Do not include information which is not relevant for the position as it may show that you are under/over qualified
Give the dates in years and months and begin with the most recent date	Do not use a serif font as it will not be scanned by older scanning programs
For those with a long work history, highlight only the last 10 - 15 years	No personal pronouns: I, we, they
Tailor your résumé to the specific job posting	Do not use short forms or acronyms unless it is stated also in long form

*For tips on writing a résumé, [click here](#).

CONCLUSION AND NEXT STEPS

This booklet was created to give you the knowledge and information for update your résumé to increase the likelihood of an interview for the jobs you are apply for. It has taken current information and suggestions to make sure you have the necessary details to succeed in your job search.

After you have read this booklet and completed some of the updates on your résumé, please feel free to reach out to your Employment Consultant for some one-on-one feedback. They will ensure you have taken all the concepts in this document into consideration and it is ready to customized for the next job posting you apply for. remember, you should have a different résumé for each job you apply for.

*For a résumé checklist to make sure you didn't miss anything, [click here](#).

There are other resources available through the Thornhill Employment Hub. If you are interested in learning more, please feel free to call us at 905-707-7332, email us at info@thornhillhub.com, go to our website, at www.thornhillhub.com, and/ or follow up on social media ([Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#)).