



RESUME WRITING

TAILOR-MADE

Resume writing is a fine art. It is not an exact science. There is no one right way to write a resume. There are no rigid rules for designing or composing a resume. Resume writers have a lot of flexibility regarding layout, format and content. A good resume is the one that is tailor-made to meet your current job-seeking needs, one that fits your specific background, your unique contributions and your personal and professional goals.

Moreover, your resume should be targeted to the needs of the employer. It should be written from the employer's perspective. It must speak the language of the employer.



"A resume is the best way and largely the only way to disseminate important information about yourself. It is a personal advertisement. A portrait of you in writing. Just as a picture is worth a thousand words, so a résumé speaks eloquently in your behalf."
-BURDETTE BOSTWICK

SELLING YOURSELF

Your resume functions as an advertisement of yourself. It is one of your key sales tools. You are the product and your resume is the advertisement that sells that product. It is meant to be an effective way of marketing and packaging your product. Your resume presents, promotes and publicizes you to the job market.

Your resume must spark interest and grab attention. It must arouse the curiosity of the reader. It must make the reader want to meet you. It must clearly differentiate you from your competition. It must make you stand out.

RESUME PURPOSE

What is the purpose of a resume? Your resume does not get you a job. Your resume gets you an interview.

Your resume is not a job application. A job application form is an official document that demands specific clerical data. Your resume, on the other hand, is an unofficial document that includes only relevant and positive information presented on your terms. A resume writer has the option of leaving off any item or piece of information that might not put the candidate in the best light.

Your resume is not some obligatory piece of paperwork or some kind of administrative chore. It should be written with intention and a great amount of strategy.

EVIDENCE

A good resume will enable you to affirm in writing your positive and relevant qualities, skills and characteristics. A good resume presents supportive information that justifies your job objective. By stating your work-related accomplishments, duties, responsibilities, experience and qualifications, you effectively document your capabilities and provide evidence of your suitability to the job.



CONTENT

Your resume generally includes highlights and information drawn from your professional work experience, educational background, extracurricular activities and community service. It may also mention memberships, internships, awards, honors and distinctions. Experience and activities may be official or unofficial employment, fulltime or part time, paid or unpaid.

CHOICE CUTS

The information on your resume should be positive, selective and relevant. Keep your presentation short and full of spark. Your resume should be a concise statement of what you've learned from past experiences and how they will help a future employer. Your resume must project a positive image. It must fit both you and the circumstances.



FIRST IMPRESSION

Your resume represents you. It acts as an ambassador in your behalf. It is a calling card. It is used to initiate contact. In many cases, the employer will meet your resume before he or she meets you. Your resume, therefore, is oftentimes the first impression an employer has of you. It is up to you to make this first impression count. Your resume is also a reminder. After an initial meeting or after an interview, your resume serves as a record, and provides positive support for your personal impression. It helps the interviewer remember you.



CONCISE

Your resume is not a lengthy, detailed, official, historical document of every area of your life. It is not your life story or your job history. It should be brief, concise and full of spark. It should be targeted to a specific job or career field. The information on your resume should be positive, selective and relevant. A resume is an individually designed document that summarizes your background. It is intended to demonstrate your fitness for a particular position. It focuses on the most attractive and applicable aspects of your background. Every element of your resume must present you as a perfect match for the job you are seeking. Keep the reader in mind. Make sure your resume conveys what you have to offer. Tell what contributions you can make. Emphasize transferable skills. Write clearly and simply. Use active, positive language. Use short, direct, succinct phrases.

SPECIAL & UNIQUE

Your resume should present information that clearly differentiates you from everyone else. What makes you special and unique? What makes you stand out? What separates you from the rest? What are your distinct attributes? In what ways are you better than your competition?



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