

Killer Resume Cheat Sheet

**STAND OUT, LAND THAT DREAM INTERVIEW &
GET PAID YOUR WORTH WITH A BADASS RESUME
THAT MARKETS THE HELL OUT OF YOU.**



RESUME TEMPLATE INSIDE!

badasscareers



You've got 6 seconds to make them say **wow**.

Your resume is one of the most strategic marketing documents in your toolbox – don't waste it!

Recruiters skim a resume for just 6 seconds on average before deciding if you get an interview or not. Whether it's an online job application or a personal referral, you want the person opening your resume to say "Wow. Now THIS person is worth meeting!"

This is a sales document and every. centimetre. counts.
In a nutshell, this is what you need to remember:

**KILLER RESUME = RESULTS DRIVEN CONTENT
TAILORED TO THE ROLE + SLEEK AF FORMAT**

Maybe back in the day you could get away with a Microsoft Word, 'cut and paste' resume template, where all you had to do was change the name of the company... it was way easier to get an interview back then!

But today we're in a different, more saturated, market. If you want access to those shiny AF roles, you need to position yourself and stand out from the crowd.

So let's jump right in and dissect what makes a KILLER resume using the example just below!



So, let's dissect this bad boy...

KEICHA SAMUELS

DELIVERING MULTI-MILLION DOLLAR PROJECTS WITH A HUMAN TOUCH

KEICHASAMUELS@GMAIL.COM | (000) 000 00 | LINKEDIN.COM/KEICHASAMUELS

PROFILE

People-centric, diplomatic Project Manager with 8+ years of experience spanning digital, luxury retail and design. With an aptitude for managing multiple complex projects simultaneously, my expertise in project management methodology ensures consistency in process creation, effective prioritisation and efficient delivery, on time and within budget. I pride myself on my ability to quickly build meaningful relationships with internal and external stakeholders, and have led and empowered diverse, cross-functional teams to successfully execute 50+ projects within the past 5 years, achieving an 80%+ success rate. Now, I am seeking a role where I can lead and deliver on projects that add immense value internally and positively impact the end consumer.

PROJECT MANAGEMENT | STAKEHOLDER ENGAGEMENT | LUXURY RETAIL | PROJECT ADVISORY | RELATIONSHIP BUILDING | PROJECT MANAGEMENT METHODOLOGY

EDUCATION

FASHION AND LUXURY MANAGEMENT CERTIFICATE FAKE UNIVERSITY

Paris, France | 2020

FASHION STYLING CERTIFICATE SECRET INSTITUTE OF TECHNOLOGY

New York, NY | 2017

BACHELOR OF ARTS, ENGLISH AND LITERATURE SECRET UNIVERSITY

Saratov, Russia | 2011

TECHNICAL SKILLS

ADOBÉ CREATIVE SUITE



ORACLE



TABLEAU



SAP



TRELLO



LANGUAGES

ENGLISH



RUSSIAN



FRENCH



SPANISH



KIND WORDS

"Keicha is one of the best Project Managers I've ever worked with. Smart, thorough, keen and proactive - and an exceptional relationship builder"

- ANN JASON - MANAGER, JUNE 2020

PROJECT MANAGER, INTERIOR DESIGN

SECRET COMPANY, NEW YORK, NY

JANUARY 2019 - PRESENT

- Executed 13 high-profile building openings (over 385,000 sq ft accommodating 7,000 clients) on time and within budget in NYC
- Directed special projects for new clients outside of usual company scope, by building strong interdepartmental relationships
- Managed a multi-project budget of \$3,000,000
- Led the creation of key project management processes (schedules, milestones, deliverables), authored reports to track and manage progress and risk, and oversaw the end-to-end coordination of 12 projects
- Onboarded & mentored 11 teammates

FASHION STYLIST

SECRET COMPANY, NEW YORK, NY

JANUARY 2015 - PRESENT

- Developed concepts and contribute to editorials ranging from streetwear to high fashion for international publications including Vogue Arabia, Harper's Bazaar Serbia, Elle Vietnam, Elle Serbia, Surface, Numéro Russia, Wallpaper & more
- Partnered with designers to identify and refine aesthetic vision through photography, look books, and editorials ensuring brand fit with existing campaigns

PROJECT MANAGER, LUXURY FURNITURE - RETAIL

SECRET COMPANY, NEW YORK, NY

FEBRUARY 2016 - JULY 2018

- Built and maintained strong relationships with 50+ local & international designers and vendors to create bespoke furniture for North American clients
- Managed budgets of up to \$1MM per project
- Led 30+ high-end residential projects simultaneously

CREATIVE PROJECT MANAGER, DIGITAL

FAKE FOUNDATION, SAN FRANCISCO, CA

JULY 2014 - SEPTEMBER 2015

- Ideated and developed the Company e-commerce/online store relaunch strategy
- Led a team of 15 employees and volunteers to implement the strategy
- Grew website traffic by 30,000 visitors (900%) during the 7-day activation period
- Increased sales by 80% using strategic advertisements & targeted email campaigns
- Built partnerships with sustainable and socially responsible vendors (such as S'well, Scout Books, and Alternative Apparel) contributing to a 70% increase in client base

MARKETING PROJECT MANAGER

SECRET COMPANY INTERNATIONAL, SAN FRANCISCO, CA

APRIL 2012 - DECEMBER 2013

- Managed agency team of 20 to launch a brand awareness project for Google+
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The Upper Third

WHAT WORKS WELL?

- Headline underneath name adapted to match the target job title of the job ad. If you can't claim something similar, you can put zones of expertise here in line with job requirements e.g. 'Marketing | Content Strategy | Business Development'
- Professional Summary that does the work for the Recruiter, connecting the dots between the person's experience and the role requirements
- Sums up person's key motivators, zones of expertise (Unique Selling Point / what makes them different) and value add to the organisation
- Rather than just claiming to be good at something, uses a quantifiable result as a proof point ('80% success rate')
- Makes it clear what they want out of their next step
- Summary is full of key words from job ad, plus additional keywords to get past any Applicant Tracking Systems
- Relaxed language and tone to match the company culture. Reads like a human wrote it, not a robot
- Resume is just 1 page, which is ideal for less than 10 years' work experience
- Hyperlink your email address and LinkedIn profile for an extra touch



The Experience

WHAT WORKS WELL?

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- The experience which matters the most has the most 'real-estate' on the resume and vice versa.
- The bullet points tell the story of what the role entailed through a series of achievements rather than generic role responsibilities
- Each sentence serves to highlight the value add to the company (action you took + impact it had) + is results-focussed and/or quantifiable. The human brain is wired to think that numbers make it more believable – use it to your advantage, within reason.
- Bullet points are in priority order based on what is the most impressive for THIS role, in case the Recruiter just skim-reads the first sentence of each role.
- Both months and years are included in the dates, and should be consistent with your LinkedIn!

Manager, Flight Inspection

COMPANY NAME NZ | FEB 2019 - PRESENT

Member of the Technology Group
Management Team, I am responsible for the commercial, supply and flight inspection units.

- Led the negotiation of strategic partnerships and....

BONUS TIP: If you have had vague job titles, are changing industries, or have worked for relatively unknown companies, it always pays to have a 1-2 sentence overview describing at a high level what you did and who for before jumping into all your shiny accomplishments.



The Other Stuff

WHAT WORKS WELL?

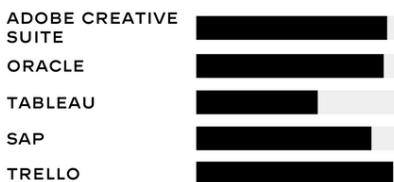
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LANGUAGES

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KIND WORDS

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- Education: list any core papers and thesis topics that would be most relevant for the role, adding more keywords to the mix. You can also separate out Certifications - which could also be called Professional Development or similar. This is a great place to mention any company trainings you've attended or MOOCs (massive open online courses) you've completed of your own volition. It shows you like to keep your know-how up to date and are invested in your professional growth

- Technical Skills: list hard skills with an indication of proficiency level, that are specifically relevant for the role (notice how it doesn't mention Microsoft Word or PowerPoint, Captain Obvious?)
- Languages: always include these if you speak more than one, listed in skill level
- Kind Words: is a unique way to have someone else (a client, manager, professor) sell you on your behalf - pretty sweet deal!



Aside from Education and Tools, which are pretty standard, the content of your resume will differ depending on your level, job requirements and industry. Other sections you can add include languages, interests, most proud of, key skills or strengths (where underneath each header you have a proof point or qualifier - you don't just claim it), day in the life, and more. The important thing is that it is chosen strategically in the context of the role you're applying for.



Free Resume Template

READY TO CREATE YOUR OWN? GRAB THE CANVA TEMPLATE THAT LANDED OUR CLIENT INTERVIEWS WITH CHANEL!

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[DOWNLOAD TEMPLATE](#)



Ready to kick this thing up a notch?



[CHECK OUT MY FREE MASTERCLASS:](#)



This training is perfect if you want to...

- ⚡ Get excited about job searching
- ⚡ Stand out amongst fierce competition
- ⚡ Stop getting rejected for dream jobs
- ⚡ Secure multiple interviews & job offers
- ⚡ Land THE job & get paid better than ever

BADASSCAREERS.COM/DREAMJOB

Hey! I'm Rosie

I HELP COOL CATS LIKE YOU
TO BUILD DREAM CAREERS.



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