



Resumes That Will Land You the Interview

An Easy to Follow Guide

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Chapter 1

Before You Begin

Most people don't think about updating their resumes until they are downsized and are in desperate need for another job. Unfortunately, uncertainty is a certainty in the job market, and it is to your advantage to keep your resume updated and maintained as a smart career management strategy.

Whether you're simply updating your resume or actively looking for a job, writing a resume is a daunting and stressful task – but it doesn't have to be. All it takes is for you to be organized. We're here to help.

Your resume is the foundation of your brand and is your primary marketing tool. A well-written resume can be adapted to become your social media profile. It can open doors to opportunities you didn't imagine possible – just as a poorly written resume can close the doors to opportunities that you may deserve.

Take charge of your career right now by implementing these three simple strategies:

- Make sure your resume is structured to be searchable in resume databases by including a target job title and skills keywords.
 - For example, if your target job title is Dental Hygienist, you will need to prepare a list of keywords that illustrate your skills set.
 - Some examples may include:
 - In depth knowledge of **procedures and equipment** used in dental work

- Possess state ***dental license***
 - Well-versed in using different ***dental practice software***
 - Demonstrated ability of ***administering oral prophylaxis***
- Recruiters, HR Staff, and Hiring Managers will spend (at most) 6 seconds on your resume. Make sure it is visually accessible and contains all relevant keywords on the first page.
 - Brand consistency is vital. Make sure your social media profiles reflect the same messaging as your resume.

Before you sit down and write your resume, there are a few preparatory steps you need to do to make the writing process easier and to ensure that you have a streamlined and well-organized document. After all, your resume is arguably one of the most important documents you own. It can make the difference between landing your dream job and settling for a job that barely pays the bills.

ASK YOURSELF: WHAT DO I WANT TO DO?

It's important to be truly honest with yourself when answering these questions, as the answers can and will affect the way you organize and write your resume.

- Am I satisfied with my current career path?
- Am I looking for opportunities to advance within the same career or industry?
- Am I looking for opportunities to expand my knowledge and skill base within the same industry, or am I looking to leave my current path and change industries?
- What have I done (specifically, the process) to increase sales revenue or decrease costs for my current employer? What tools did I use to do this?

- What were the benefits you brought to the table when you were first hired in your current job? What do you have to offer in this new position?
- How have you saved your employer time or increased productivity?
- What are you most proud to have accomplished in your current role?
- What have been some of the biggest challenges you faced in your job(s)? What did you do? What was your role in the challenge? How was the issue resolved?
- How are you viewed by your boss? Your peers? Your customers? Your direct reports?

NEXT, DO YOUR HOMEWORK.

Research job titles and descriptions relating to what you want to do, which companies you want to target, and match your skills and experience to the descriptions. Ask yourself:

- What is the company looking for and how can I present myself in the best light to this company?
- What skills and experience do I have that relate to this job?
- How can I phrase my experience and skills to best match the job description?
- If I were the hiring manager, what keywords would I look for in a resume?

Remember that your resume is the key that opens the door of opportunity. It's the document that gets you're the invitation to interview. It's your first impression. It has to hit the spot right away, and do it in 4-6 seconds.