

## Resume Writing

### Market Sentiments

#### Web Search Interest in 1 Year (2010-2011)

Shows general market interest, attention and curiosity online about the topic.



#### Regional Interest

Shows general market interest online according to geographical location

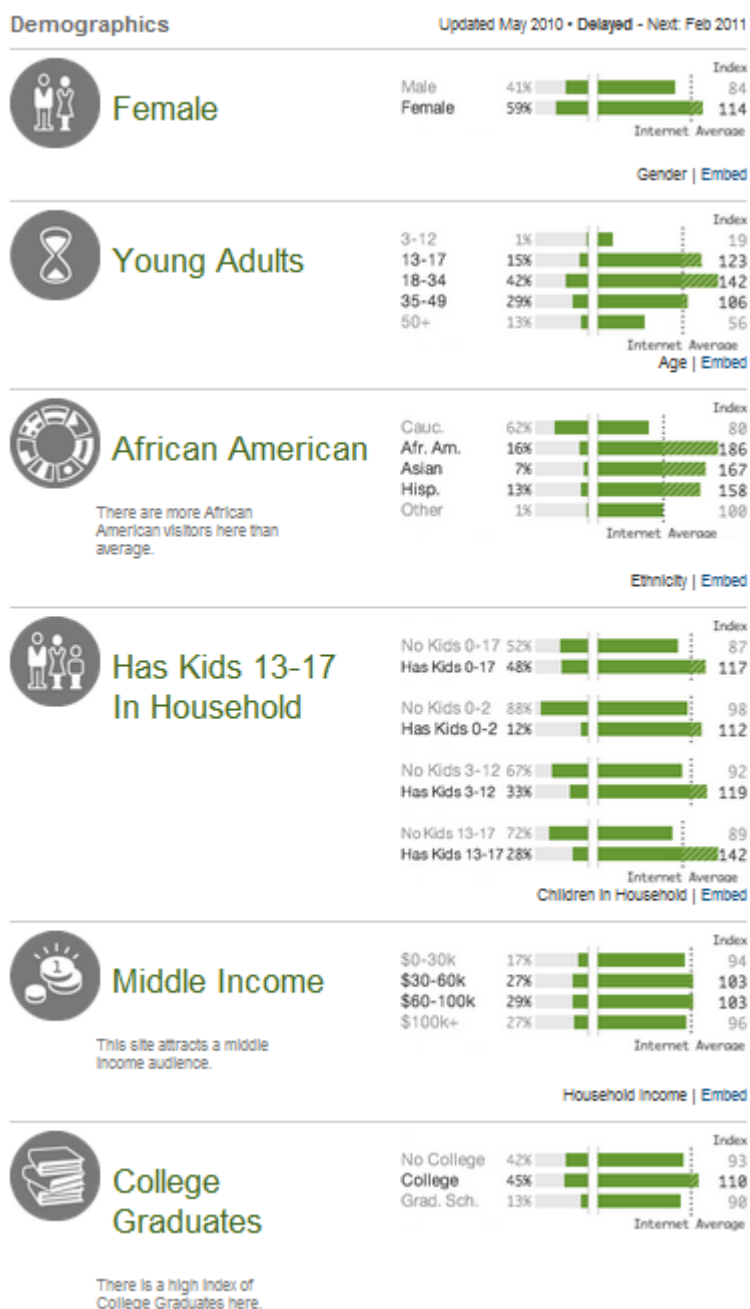
Regional interest		
1.	<a href="#">Australia</a>	<div></div>
2.	<a href="#">Singapore</a>	<div></div>
3.	<a href="#">India</a>	<div></div>
4.	<a href="#">United States</a>	<div></div>
5.	<a href="#">Canada</a>	<div></div>
6.	<a href="#">United Kingdom</a>	<div></div>

Note: All results from Google Insights are normalized. So just because a particular region doesn't appear on the top Regional interest list, it doesn't necessarily mean that the niche isn't popular at all - it just means that the term is more popular in other regions.

## Demographics (data based on [www.careerplanning.about.com](http://www.careerplanning.about.com))

Demographics are the characteristics of a population. In the field of marketing, it is important to define the demographic profile of your target audience. This is to identify target audience in the overall population and to create a clear and complete picture of the characteristics of the target consumer.

The following data tells you the gender, age, children per household, education status, income levels, and other demographic insights of your target audience.



The “index” represents the delivery of a specific audience segment compared to the internet average of 100. Composition, which is represented by the % of audience figure on the left side of the chart, represents the percentage of a property’s total audience that meets a specific demographic criteria.

For example, an index of 100 indicates the target audience is equivalent to the demographic make-up of the total internet population. Any increase over 100 means that the property is “over indexed” and attracts a more concentrated group of a particular demographic group than in the general internet population.

## Psychographics (data based on [www.careerplanning.about.com](http://www.careerplanning.about.com))

In the field of marketing, psychographic variables are any attributes relating to personality, values, attitudes, interests, or lifestyles.

The following data profile shows other topics that the audience is likely to be interested to visit and the affinity indicates how much more likely than average.

An affinity of 10x means that your target audience is ten times likelier to be interested in the topics than the average internet user.



## **Frequently Asked Questions**

- Do I need to hand in a cover letter with a resume?
- How should resume be for part time or temporary work?
- Is there any difference in writing resume for different types of jobs?
- Must you write resume when you are applying for a job in the media industry?
- How should the tone be for resume?
- What are the different types of resume?
- How should I send my resume to my future employer?
- Will my resume create an impression of myself?
- How to avoid grammar mistakes in resume?
- What information should be included in a resume?
- How should I format my resume?
- What is the difference between a summary/objective section on a resume and a cover letter?
- What information should I show and what information should I not show to the future employer?
- Can I randomly send my resume to various organisations?
- For interview, should resume be sent first or cover letter?
- When writing a cover letter for a resume, how do you address it to a female?
- How do you write a resume when you have no or little work experience?

- What do you do if your resume looks like you're a job hopper?
- Should I send a resume to my employer via email in PDF or doc format? Or is there a better format?
- What is the correct term to list on a resume?
- Which format should I save so everyone can open it?
- Handwritten resume vs. Typed resume?
- How to show references in resume?
- What is the appropriate resume length and format for a senior engineer?
- How do I list job history: chronological or relevant experience on a resume?



## **Problems & Frustrations**

- **Need help writing resume**

I definitely need help writing resumes and cover letters that will stand out (i.e. get past the human and automated screeners) and land me a job. I haven't worked in now 4 years due to quitting my job so I can concentrate on school because I was working on a difficult degree and my school was giving me way too many run arounds. I get resume/cover letter help only to see it still doesn't get me anywhere. My college didn't even help because some of the stuff they told me to do with resumes was wrong because I asked other professionals. I did have someone to help me write me a good resume, but it didn't impress any employers. I don't have much work experience so it is hard for me to find anything unique about myself or what I'd actually accomplish. Does anyone have any advice?

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I am a fresh graduate, about to start job hunting, but the cover letter and resume I wrote do not seem to be really attractive. Can someone help me with writing a good resume? There must be some guidelines or tricks to take note of.

- **Difficult to create a good resume due to varied job history**

I have varied job history with no clear connecting thread, I'm over 55 years old, out of work for over half a year with nothing to fill the gap, and I really want to get a job that I like. But I also need to get a paycheck ASAP. I've been trying to put together a new and improved resume, but it has been difficult, especially since there are so many other people looking for jobs too. How can I make my resume stand out despite my flaws?

- **Unable to list any referees**

I'm a university student applying for summer job (2 months job) in an engineering company. The normal application process requires me to fill in 2 names of referees in my resume. The problem is I have never worked full time/part time before so how should I find 2 people for the referees section? Can they be my relatives or someone else I know?

- **Need a professional resume writing service**

I am in need of updating my resume. I believe that I need to spruce it up a bit. I am thinking about getting a professional writing service to do this for me and I was wondering if any of you had experience with working with any companies that provide this service. Any advice or recommendations would be helpful.

- **Difficult to explain past mental health problems in a favourable light**

I have been unemployed for a long period of time, I want and need to get back into the job market, but how can I keep that glaring gap of unemployment from my resume? I did do some voluntary work, but the employment gap was still fairly substantial. There's also a reason for the long term unemployment, which was a result of mental health problems. I need to find a way to explain that and also show that my state now in a favourable light. How should I go about writing my resume and overcoming this first stumbling block?

- **Unsure of whether self-taught skills can be added to resume**

Is it okay for me to add self-taught things and skills which were not acquired through formal ways in my resume? I feel like it will help to increase the chances of me being selected for the interviews. Also, what is the best way of incorporating them into my resume?



- **Don't know how to start finding a job**

I have been dealing with crippling depression and anxiety for a number of years. This had caused me to drop out of the Masters program (in engineering) that I was enrolled in, about 6 odd years ago and made it virtually impossible to have any kind of meaningful employment for almost the entire time since. I was barely functional during this period, staying at home or with friends and just trying to get through each day. However, slowly and with a lot of help, I was lucky to be able to dig myself out of this mess and build a life again. About 3 years ago, I was able to return to school and finished my degree a year ago. Over this period, I was quite productive and was able to land (and hold on to!) a research assistantship, publish three papers and also present at a couple of conferences. I still struggle but have things under control to the extent that I can function quite well and no one who met me today would be able to guess what I was like only a few years ago. Since graduating, I have been working on a full time basis in the same lab that I was working in as a student. However the time has come for me to seek employment outside and I'm at my wit's end as to how to go about it. I had not written a resume or go looking for a job right after graduation, since boss (my advisor at the time) had been liked my work enough to offer me to stay on for a year longer. Just sitting down to make a resume makes me start sweating and I feel completely paralyzed. I have no idea how to explain the long gaps in my educational and employment histories or the lack of any tangible achievements, given my age (I'm in my early 30s now) and every negative feeling and thought that I've ever had about wasting away so many years to anxiety and depression come flooding back. What would be the best resume format for me to use, given my circumstances? Do you have any advice on how to best to best explain the gaps and yet draw positive attention to the things I have been able to do in the last 3 years?

- **Unable to get good responses from sending out resumes**

3.5 years out of college and I'm still looking for permanent work. I've sent out a ton of resumes, and have had a few interviews, but can't seem to get anything to stick. I've been sending out a ton of resumes/cover letters; literally hundreds, most electronically, but many via snail mail (doesn't seem to make a difference). Since I wasn't getting many responses, I changed strategies to sending out fewer, but taking more time to craft and tailor them to the specific target but that produced minimal results. What am I doing wrong? What can I do better? How do I fix this?

- **Don't know whether to include previous job experience in resume**

I was hired to work at a summer camp as a medication assistant, and after approximately 2.5 weeks decided to leave. It was a stressful event and I cried as I tried to figure out whether to stay on the position or let it go. After discussing with the director, it was decided it would be a good fit for me to leave; we both mutually believed it to be the best thing. Although I enjoyed working with kids and helping others, I did not enjoy seeing kids vomit or dealing with nose bleeds. I also got diarrhoea during my short stay and this coupled with just the feeling of "germs" everywhere I went made me unhappy and wanting to leave. Now, I am applying to a position where they ask specifically for any jobs where I have been fired, or mutually let go of for any reason in the past five years (this is for a government position). How do I explain what happened? Since I worked there for a short term - should I leave this off my resume completely? Or should I just keep this on my resume because it does relate to my career goals and explains a time gap?

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I'm a recent college graduate working as a Starbucks barista hoping to move on to a office job. I realize it's important to quantify your accomplishments but I was wondering according to which specific measurements I should do this. Also, do you think it's not necessary to include it in my resume if it is not exactly relevant to the new office job?

- **Problem applying for a new job**

I was laid off from my previous job in the fall, then was hired for my new position in late January. It's not working out, to put it mildly. I told my new boss during my interview that I like to be busy and she assured me there would be plenty for me to do. There isn't. I've tried asking for more work from her but not only was I made to feel presumptuous for asking, she still hasn't given me anything. I've also been explicitly told by her that I'm not allowed to volunteer to do stuff for other departments. If I were allowed to do personal stuff, it might be bearable but those things are forbidden. I open the mail, answer an incredibly light volume of phone calls, and literally just sit the rest of the time. I also find my boss's style of communicating and managing me to be insulting and demeaning, and basically I just can't see this job working out over the long term. I plan to contact an employment service I used during my job search and ask them to reactivate me. (I did not obtain my current job through them, so that won't be an issue.) Unfortunately, I can't quit this job until I find another, and because I'll only be available to interview in the evenings, potential employers are going to have to be aware that I am working. So I assume this means I will have to put my current position on my resume. I am concerned that when employers see this two-month position at the top of my resume they are going to see that as some sort of red flag and screen me out of the running without even giving me a chance to interview. Is there anything I can or should do to minimize this perception?

- **Don't know what to include in resume**

I got laid off from my last job and I desperately need to get a new one to pay the bill. So I plan to send out resumes online, and I'm wondering if I should say something in my resume? I don't know what employers are looking for these days in a resume as I'm now over forty and the last time I applied for a job was almost a decade ago. I'm just wondering if there is anything I can do so that my resume doesn't wind up in the trash. I have plenty of job experience but I'm afraid my age will be a hindering factor.

- **Unsure of whether to include freelancing jobs in resume**

I had several full time jobs from 2001—2008. Then I went back to school where I got an internship. Now I've graduated and I've been getting a lot of freelance jobs. My freelance jobs are getting more extensive. Some larger clients, some good experience, some big projects. Should I continue to put my freelance work down at the bottom all crowded together or is it customary to break it out? But listing all of the projects would be too much. Should I combine some of the steady clients into something listed as a full-time job?

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I've been freelancing for a few years, but I've never had a staff job at a magazine or paper - nor do I want one - so I didn't think I needed a writing resume. I have a website with my bio and a bunch of clips, and I write cover letters when appropriate. Maybe I've just been lucky, but so far that's been enough. Now, however, I'm working on an application for a freelance writing job that asks for a resume. The job listing states that you don't have to be a published writer to apply, which makes me wonder if the resume part is optional, perhaps for those who have other career experience that qualifies them for this gig. Or maybe it's

meant for applicants who have had staff jobs or written books. If it's not optional, or if it will help me get the job to send one anyway, I'm happy to write one. Except that...I don't know how. I've been looking at freelance writing sample resumes online and I'm worried that mine will look really unimpressive. I didn't go to school for writing (though I do have a degree in another creative field.) I've written for a couple of very recognizable, respected publications but most of my stuff has been for little online magazines. And I don't have any long-term, repeat clients. So is it better to attempt to create a resume out of what's essentially a list of clips, or to send just the clips (which they also request) and refer them to my website and blog for further info? If I do write a resume, what should I put on it? How should I structure it? Any links to templates or formats that have worked for you would be greatly appreciated!

- **Unsure of whether to list clients from previous position in resume**

I'm applying for a project management position. At my current job, I've done a number of projects for some big-name customers. A major financial institution, an auto manufacturer, a couple of universities, school districts, etc. Is it acceptable to list these clients by name on my resume? Or should I list something like "completed software upgrade for school district" to make it non-specific? I'd like to mention them if I can, as they're recognizable names, but I don't want to step on any toes or legalities.

- **Wish to move on from current job**

I work for a tiny company, where my boss is the owner. Lately I have been concerned that my boss may be gearing up to fire me or otherwise let me go. Given the particulars of the company, if this happens, it would not be under the guise of financial reasons or company restructuring; if any reason is given, I imagine it would relate to me personally or my perceived performance in or happiness at the job. Also, while I do not feel that I have been particularly negligent, I am not entirely certain I would get unemployment if I were fired; I



think they could scrape up reasons that I should be denied. What is the best way for me to proceed, other than updating my resume and looking for new jobs? A friend told me I should ask if they are planning to fire me (perhaps phrased as "I'm concerned about my job security"), but I can't see that going well, and I also don't think I could trust a "no, we are not" because I imagine it would be to the boss's advantage to lie. Should I ask? If so, how? Is it better for me to quit than to be fired? Which of these two will look better on my resume? Is quitting pre-emptively when I don't know I can find another job a really bad idea?

- **Unsure if there are negative consequences of not including entire school attendance history**

I went to an Ivy League university for three years, felt burned out, and left. I didn't fail out, nor was I academically disciplined. In the end, a year later I transferred to another university and eventually graduated from there. I don't really wish to explain to employers why I left, nor are any of the jobs I'm applying for really relevant to the exact content of my education in my resume. Will it hurt for employment purposes if I omit that I went to the other school from my resume? If I am hired and they find out later, could there be potentially negative consequences?

- **Wish to include a reference but afraid that information provided by referee may be different from resume**

A few years ago I worked as a legal assistant at a big firm in Los Angeles. I worked there for about 16 months as a full-time employee.. Before that, I worked for them in the same capacity, only as a temp through a referral agency, for about five months. And before that, I worked as a legal temp in firms very much like the one I was eventually hired at full time, including once or twice for the firm that eventually hired me, for about five months. How do I show this on my resume, while being as concise as possible? I want to use the office manager of the firm where I worked full-time as a reference, but I don't want a future



employer to call her and ask how long I worked there, and have the office manager give a different answer than what I provide on my resume.

- **Looking for a job after maternity leave**

I'm applying for professional jobs after 6 months of maternity leave. How, if at all, should this be reflected in my resume/cover letter? Is it misleading to say that I am still employed by the employer that I am on leave from (they are paying me benefits and I have a job waiting for me when I come back if I want it)? I am concerned that employers will be reluctant to hire someone who has just had a child as they may feel I will be likely to have another soon. I'm considering just not telling them that I have recently had a child, but then it looks like I have 6 months more experience than I actually do, even though I am technically still employed there. What do you think?