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Keep Your Resume Out of the Trashcan

Tip 1 – Cut and Paste? The Profile: Can someone else cut and paste what you wrote and put it on their resume? If the answer is yes, then it is time to re-write your resume.

A resume is a marketing tool. The number one goal of a resume is to get an interview. Employers are looking at hundreds of resumes – so how do you get yours noticed? If it has the same generic wording as everyone else, it will most likely go to the trashcan.

Your profile should grab the reader's attention and compel them to keep reading. Showcase what you bring to the table and highlight your unique value. Your profile is your *Value Proposition Statement*. Employers want to know very specifically, what you can do for them.

Tip 2 – Less is Not Always More: Length of the Resume
Who told you that resumes must be one page? I rarely create a one-page resume, and when I do, it is generally for a recent graduate who has little experience. If you have been in the workforce for more than a few years, then your resume will most likely be two pages.

A solid resume is rich in content and accomplishments. If you can “squish” it all on one page, then you may have your reader asking, “What has this person been doing that they have nothing to say?” Even an entry-level candidate who has had solid internships and seasonal experience may need a two-page resume.

A little extra tip – This does not mean that a resume should be wordy and contain irrelevant information. It needs to be strategic and concise. Concise does not mean using a font so small that your reader needs to whip out their reading glasses. Do not tick off a potential employer! Some of us get annoyed at the reminder that we *need* reading glasses.

Tip 3 – Professionalism: Competition is fierce and professionalism is crucial for job seekers! So how can we make sure that the resume reflects a professional image?

Contact information needs to be clear and accurate. One designated phone number is best and that number must have a professional voicemail (in your own voice), stating

your name and asking the person to leave a message. “Hey Whassup”, and “Kim, Mark, Fluffy, and Muffy aren't home right now”, are not professional messages.

The email address that you choose must also reflect professionalism. SoccerDad22@sample.com, Flirtygirl2U@sample.com – what do these say about your professionalism? Choose a professional email address such as your name. JohnSmith@sample.com is just fine.

Tip 4 – Do Not Wait Until the Last Minute! Don't let great job opportunities “pass you over”, hop to it! The last thing you want is to have a chance meeting with someone or be introduced to someone who asks for your resume and you are unprepared.

Or, they say they will look you up on LinkedIn and they cannot find you! Job searching today is a proactive activity. Make sure your marketing tools are all in place and represent you appropriately. Throwing together a profile and resume at the last minute is reactive and the quality of your materials will suffer.

Tip 5 – Don't Waste My Time! One of the biggest mistakes a person can make on their resume is wasting the reader's time. When a recruiter or hiring manager has a stack two- feet high of potential applicants, they do not want their time wasted.

If your resume is not easy to navigate and does not get to the point quickly, it will end up in the trashcan. Does it have a header? If not, then your reader may need to dig through your resume to find out who you are. Why bother when they can simply grab the next document in their pile?

By quickly scanning the resume, (in less than six seconds) can the reader see the specific value that you might add to the organization? (Examples – how you can save them money, generate business, lead a team...?)

If you make it easy for the hiring manager to read your resume, you are more likely to receive a call for an interview. **BR**