



Manpower Career Success Webinar Series 2012

Top 10 Real World Resume Tips

Resumes are always a hot topic in a job seeker's world. Everyone needs a resume, and everyone has an opinion on how to write one. At Manpower, we believe it boils down to a few basic tips for building a resume for the real world:

1. First impressions count. You have 10-20 seconds. That's about all the time someone will take when reviewing your resume. It's even less time if it's scanned over by a computer. Make sure important info clearly jumps out.
2. Be organized. Both your layout and your content should be neat and concise. Present your information in an eye-appealing way and use words that are powerful, logical, and relevant.
3. Showcase your personal brand. Find a way to stand out. Consider using a branding statement or qualifications summary to do a little bragging. You have to make the employer choose you over someone else.
4. Tell a story. Listing job responsibilities won't work. Show how you faced a challenge, implemented an idea or program for solving the problem, and achieved results.
5. Provide results. Employers like to see how you have made an impact. Include numbers, percentages, quantities, and any other facts and figures that will prove your value.
6. Use relevant keywords. The days of using words like creative, team player, and multi-tasking are over. Fill your resume with specific keywords for the job, e.g. email marketing, forklift certified, etc., as well as words that convey results, e.g. saved, increased, improved.
7. Customize. One resume does not fit all jobs. For each job opportunity you are interested in, tweak your resume appropriately. Make sure you cover all the job requirements with proven results or education/training.
8. Answer employer questions like: Can you do the job? Do you have proven results? What makes you a better hire than someone else? Make sure answers to these questions shine through in your resume content.
9. Proofread. A resume with typos and grammatical errors will most likely end up in the recycle bin. Don't be afraid to ask a few people to proofread your resume. The more eyes the better.
10. Get social. You can also share your resume (as appropriate) on social networking sites like LinkedIn and Twitter. You never know who is looking to hire someone or who may know of an available job.

For more career information or to search for available jobs, please visit: manpower.com

Missed our February 2 webinar? It was recorded for those unable to attend, and for reviewing or sharing with a colleague. To access the webinar, please visit Manpower's Webinar Series at us.manpower.com/webinarseries and click on Archived Webinars.

