



## Cover Letters & CVs

### How to write a winning resume

A resume is your personal marketing document. Its entire purpose is to represent your work history and sell your skills and abilities to a potential employer. There are many opinions on what constitutes a great CV and they might all be right under different circumstances. Research suggests that readers scan resumes within about 20 seconds, so it's important to show them at a glance why you are the best fit for the role.

To write a winning resume, ensure it is:

#### **Matched to the Job Description**

Make the reader's job easy by showing a clear match between your skills and the job requirements. Clearly demonstrate how you meet the key skills, experience and attributes the employer is looking for. Emphasise your most relevant strengths and eliminate details that are unrelated to the position. Use similar key words in your resume to those used in the job description to create a link in the mind of the reader.

#### **Focused on Achievements**

Highlighting key responsibilities is important, but don't list your daily workload. Your resume should focus on the unique accomplishments that make you stand out. Show how you contributed to the organisation; did you save money or time, exceed targets, solve problems, improve processes, or attract new customers? Where possible, quantify how you added value with numbers, percentages or dollar amounts.

#### **Compelling Reading**

The tone of your resume should be enthusiastic, upbeat and professional. Put your strongest and most relevant points first, using action words such as 'completed', 'developed' and 'managed', and superlatives such as 'first', 'best' and 'highest'. Presenting your accomplishments honestly but confidently using high impact words will help them stand out and make your resume more compelling.



## **Structured Correctly**

Centre your contact details at the top of your resume. Include your name, address, phone number, mobile number and email address. Next, list the relevant education and training that you have undertaken, starting with your most recent studies. After this comes your career history in reverse chronological order. List your job title, name of the employer, a short description of the company (if appropriate), and the dates you worked there. Then outline your key responsibilities, skills and accomplishments for each role. End your resume by naming your referees, or stating that they are available on request.

## **Formatted Appropriately**

Keep the layout of your resume simple with lots of white space, bulleted information and a plain, readable font. Three pages is usually sufficient, so choose clear, concise language. It's a good idea to have it proofread by a family member or friend.

For more information on cover letters, resume writing, interview tips and techniques, networking or career growth and development please contact one of our friendly, dedicated consultants today or check our website for the date of our next free workshop!