

TEN REASONS RESUMES GET REJECTED

- Missing or weak objective statement.
- Below minimum qualifications.
- Too long.
- Poor visual layout.
- Not well organized.
- Long paragraphs or sentences.
- Not results oriented.
- Lacking or unimpressive achievements.
- Mis-spellings, typos, and poor grammar.
- Too little real information.

KEY WORDS

Words to use – built, fixed, led, reorganized, updated

Catch phrases – works well with others, team player, solved problems, exercise leadership, improved services, enhanced process, saved time

Thinking skills – creative, decisive, problem-solver, visualizes, reasons, knows how to learn

Personal qualities – responsible, sociable, honest, self-esteem

THINGS TO AVOID

Avoid using same verb more than twice, i.e.
replace “developed” with – implemented,
improved, enhanced, built

Avoid – I, me, my, and, the, also, because,
important, very, responsible, careful,
competent, efficient, expert, motivated,
reliable, aggressive

FORMAT

Use an easy to read and consistent format.

List jobs in reverse chronological order to show
continuity.

Capitalize JOB TITLES with service dates on the
right.

Include special section with – awards, honors,
clubs, officerships, internships, professional
affiliations, travel, community service, computer
languages.

Use one inch margin all around if possible.

CAPTURE ATTENTION

Include a clear job objective and career objective.

Explain why you are the best and the right candidate.

Critical information needs to fly off the page in 15 seconds.

Resume should be original and inviting to read and professional.

Put emphasis on most impressive achievements.

Be creative but never lie.

WHAT IS IMPORTANT

Include achievements statements that demonstrate performance.

Focus on achievements as opposed to responsibilities.

Show initiative.

Do not underestimate even unique skills learned.

Use 10-20 words per sentence to avoid run-on.

EXAMPLE

Complex – Successfully coordinated daily office operations, maintained various types of computer equipment, and meticulously handled many office tasks such as correspondence, committee notes, shipping, file management and database management.

Simple – Coordinated office operations and maintained equipment.

SUMMARY

Job of a resume is to get an interview, not to get a job.

Do not include personal information.

List references if relevant to the insurance field.

Keep a “kudos” file with recognitions and complimentary e-mails.

Have others critically read a printed copy.

Update your resume every three months.