



Presented by:



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Day 1 of #100ResumeTips: Introduction

Welcome! We've compiled our 100 days of Resume Tips into this handy resource guide for job seekers.

Here you'll find loads of daily tips and insights to help you create an interview-winning resume. You'll notice that our tips start out simple but slowly expand to include pictures and resource links. Some days are grouped together and some tips overlap, but there is bound to be a tip here that resonates with you!

Search our tips on social media using the hashtag *#100ResumeTips* and locate ongoing resume information on our company's LinkedIn page: <https://www.linkedin.com/company/career-impressions/>

Day 2

Exploring multiple job paths? Create a unique resume for each!

That's right, a general resume won't work for multiple position targets. You have to customize your file to speak to the needs to each audience, incorporating keywords and select achievements in alignment with position requests.

Need more insights on this topic? Read: <https://lnkd.in/epEciDH>

Day 3

If you are switching careers, keep resume content well-aligned. Showcase transferable skills.



Day 4

Before you sit down to write your resume: research target role requirements and job functions carefully.

This will help you identify top requirements, necessary skill sets, keywords and key phrases to include in your file.

Day 5



Customize your resume.....every, single, time.

Day 6

One stagnant, general resume won't cut it.

Yes, you need more than one resume.

Yes, you have to update and customize the file for each application.

Yes, this can be a bothersome task...but there is a simple strategy to help.

Learn more in our post "Do You Need More Than One Resume?" : <https://lnkd.in/eUZYHU5>



Day 7

This one is a big one. *Before* you start writing your #resume you must: Know Thyself.

Easier said than done, right? To help, try these questions:

- What distinguishes you from another applicant with the same experience?

- What are five characteristics that best describe you when you are at work?
- What is the biggest return on investment that an employer will get from you?
- What have you consistently achieved during your career? What are you best known for?

If you are still unsure what your personal value offering is, employ assistance from a professional to unearth your brand and ensure your resume positions your best strengths.

Day 8

Use a resume format that works best for YOU.

This means, there is no ONE way or RIGHT way to write a resume.

Your resume might be 1 page...or 3. It all depends on your relevant work history, years of experience, and job target.

Your resume might be reverse chronological or a hybrid. Again, same factors above apply.

Finally, your resume might be colored and formatted with flair, or it might be simple and plain.

It depends how you plan to use it. Learn more about what format to use when, here: <https://lnkd.in/eyfWQex>

Day 9

Enough said.



Day 10

Present Immediate Value. Don't make employers hunt for a reason to hire you, in your resume.

Ensure key facts are mined to the forefront of your file; not buried in heavy blocks of text.

Be clear. Be concise. Be confident. For employers, time is money.

Day 11

You are unique....therefore your resume should be too!



Day 12

Ensure your resume contains the right keywords.

Think about it – most buzzwords or keywords are born from employer's requirements and subsequent job postings.

If a company is seeking someone who is "*effective, driven, or innovative*" and you avoid these words in your #career communications (resume & cover letter) you risk the chance of your application being completely overlooked.

Both human and computer screeners (ATS) will search for keywords in your resume, used in proper context - and with support.

Note the word SUPPORT here. Using keywords alone in your resume adds little to no value, but supporting skill statements with notable achievements and results can boost the value of your resume.

Learn more about how to incorporate keywords into your resume, in this article:

<http://careerimpressions.ca/blog/2017/10/executive-resumes-and-keywords/#sthash.RjsLeawe.5itrMaMr.dpbs>

Day 13

Provide the proof!

Employers don't appreciate lack-luster, fluffy resume content. They want to know **exactly** how you can help. To boost confidence in your abilities; proof is required.

If you have increased sales, driven new initiatives, or collaborated closely with others you must provide examples of how the application of these skills resulted in good outcomes.

Support all statements with concrete achievements or success. Even better, quantify facts as often as possible (answer: how many, how much and how often).

Instead of a generic statement such as:

"Excellent communication skills with the ability to lead and manage others to positive business result".....

....try to reference a specific time you guided a team to great achievement, such as:

"Generated additional \$5M in revenue over 18 months by directing the creation and execution of \$18M marketing strategy in collaboration with 6 department heads."

The above statement is eye-catching, quantitative, results-oriented, and it implies good leadership and good communication skills.... without specifically listing them. The proof is in the results.

Day 14

Avoid resume templates. Templates can be restrictive for select career histories and/or prohibitive for ATS.

Write your resume with your unique career and target in mind.

Don't create a resume that looks like all the others.

You want to STAND OUT, not blend in.

Day 15

Use the targeted job title as your resume header.

For example, if you are applying for the position of "Finance Manager", the header of your resume should

include this title, along with a branding tagline or short profile.

An example:

FINANCE MANAGER >> SHARPENS FINANCIAL PROCESSES THROUGH ENGAGEMENT AND SUBJECT MATTER EXPERTISE

The purpose of a targeted resume header is two-fold:

1. It makes your intentions clear.
2. It ensures the title appears for ATS ranking (ATS will search for it).

Day 16

If you are going to hire a professional resume writer to assist, do your homework.

Time and time again we get emails and calls from frustrated jobseekers who hired a 'professional' resume writer and got lack-luster results.

Turns out these professionals were anything but. Inexperienced. Lack of credentials. No prior work experience in the career or recruiting industry.

Look beyond flashy websites and big promises: <https://lnkd.in/e85rh6y>

Day 17

Lead with Results.

Impressive resumes, of all levels, lead with results. By positioning your most relevant details at the start of the file and front-loading points throughout, there is no hunting for impacts and key points don't run the risk of getting buried or overlooked.

What matters most appears first.

Read examples of this strategy here: <http://careerimpressions.ca/blog/2017/11/impressive-executive-resumes-lead-with-results/#sthash.TzN3CDnk.dpbs>

Day 18



Avoid generic phrases like '*responsible for*' in your resume - these don't provide scope or scale of expertise.

Day 19

Add contact information so employers can connect with you. Yes, many people forget! 😊

🏠 An exact mailing address is optional on your #resume, but you **must** include your location (city/state/province) as many ATS are programmed to screen candidates by location!

In addition, don't forget a means for the employer to contact you:

📞 phone number

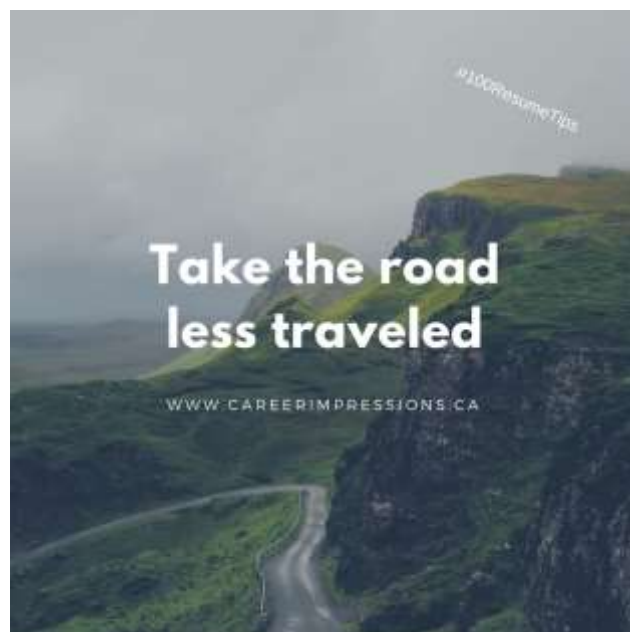
✉ professional email address

Day 20

Improve the chances of your resume being read by taking the road less traveled.

What does this mean exactly? Read more about this strategy:

<http://careerimpressions.ca/blog/2018/01/how-to-create-a-resume-that-resonates-and-gets-read/#sthash.8YO8xcfb.UBTmkQF1.dpbs>



Day 21

Write your resume for the job you WANT; not the job you have.

This means addressing the needs of the target job and cutting out any unrelated facts. Your resume may be all about you, but it isn't meant for you!

Day 22

Pair effective content with innovative design.

This strategy works especially well for in-person or 'human-friendly' resume applications.

Ultimately a resume is only as good as the content within it – which should include a unique value proposition, career highlights, specific results, and the skills required for the targeted role.

Employers need to know – very explicitly – how a job seeker is a good match for their requirements and this can only be shared in the resume details.

However, HOW you share content in a resume also matters. Although 'content is king' in a resume, the look and flow of the document must also be awarded appropriate attention.

Resumes often act as a first impression....and first impressions are regularly made by appearance alone.

Day 23

Write your resume for BOTH human and computer readers. Want to learn how to write an ATS-compliant resume that also resonates with people? Read on: <https://lnkd.in/eHpY7GK>



Day 24

Avoid these resume red flags!



Day 25

Qualify resume advice carefully and keep up with evolving trends.

If you want resume tips ‘straight from the horse’s mouth’, align yourself with experts who know resumes and job search strategies the best. Your friends, parents, and colleagues may have lots of opinions to share, but unqualified advice can be more harmful than helpful.

A great starting point is to follow resume thought leaders on social media. These experts have their finger on the pulse of resume trends and will keep you up to speed on new developments and best practices. Need some resources to help?

Connect with these Top 15 Career Coaches and Job Search Experts on LinkedIn for regular tips on all aspects of the job search, including resumes: https://lnkd.in/e_UeF43

Or, follow these Top 50 [#Twitter](#) Accounts for Job Search: <https://lnkd.in/eJ-kp9t> [#CareerImpressions](#)

Day 26

The resume isn't the only job search tool or strategy that you need. Diversify your toolkit and approach to increase success! Learn more: <https://lnkd.in/eZMz597>



Day 27

Applying for jobs online? To start, **Use a version of the resume that is easy for ATS to read.**

It is recommended you use a .docx format that is optimized for the system.

ATS looks primarily at content, therefore there is a strong likelihood that any graphics will not be 'seen', so ensure you translate image/graphic/chart information into the body of the file.

It is also best to use traditional headers in clearly defined sections (Work Experience, Education) so the system can locate key details. Finally, the length of the resume does not matter in an ATS. (read more in [Overcoming ATS Resume Myths](#)).



Day 28

Are you a job seeker over the age of 50? Read some unique resume strategies that may apply to you:
<http://careerimpressions.ca/blog/2018/03/resume-guide-for-job-seekers-age-50/#sthash.3geqXBh0.dpbs>




Day 29

Develop a value proposition for your resume. Unsure how? Find out:
<https://careerprocanada.ca/articulating-value-proposition/>

Day 30

Demonstrate success in every role.

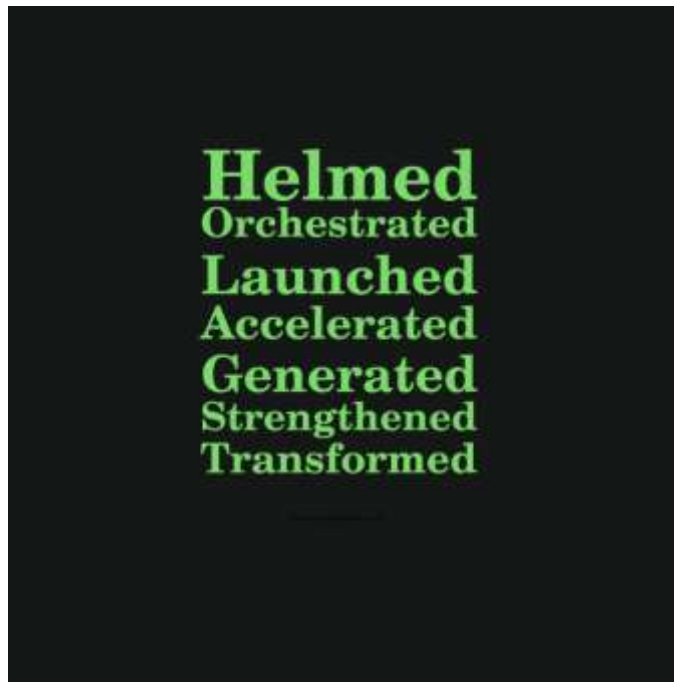
Shift resume content from task-based content to results-focused 

This means LESS: Passive voice... Laundry list of tasks... 'Responsible for' statements

And MORE: ✓ Action words ✓ Quantitative measurements ✓ Compelling results and achievements

Day 31

Drive some action in your resume with high action words. Some of our favourites:



Day 32

Writing your resume for a human audience? Then make it compelling for a human reader. Try unique headers, color, design, graphics, and carefully strategized layouts to capture – and keep – the attention of the reader.

Take a look over some of our high-impact samples: <http://careerimpressions.ca/samples.php>

Day 33

Got an employment gap in your #resume? Several strategies to consider:

1. Address the gap
2. Fill the gap
3. Minimize the gap

<http://careerimpressions.ca/blog/2018/04/managing-a-resume-employment-gap/#sthash.KWPvOUZE.dpbs>

Day 34

Writing your resume to target a CFO role? Calculate and correlate your 10% difference to generate profitable resume returns: <http://careerimpressions.ca/blog/2014/05/how-to-write-a-profitable-and-high-performing-cfo-resume/#sthash.4tChrpSQ.dpbs>



Day 35

Follow job application instructions – fully!

We hear time and time again from recruiters and HR folks that job seekers are bypassing critical job application instructions. Bad idea.

If you want your resume and job application to be taken seriously – and be read – you need to comply with the employer's application requests and guidelines. If they ask for a cover letter with your resume: include one! Even better, customize it! If they request a copy of your resume be submitted in Word (versus PDF): do it! Their system may not be able to read other formats.

Read more: <http://careerimpressions.ca/blog/2018/01/how-to-create-a-resume-that-resonates-and-gets-read/#sthash.8YO8xcfb.WdDRgZon.dpbs>

Day 37

Improve resume reading performance.

Will your resume pass the initial 5-second scan? It needs to if you want the reader to take a second, harder look.

Make it easy to navigate the file, quickly.

This means tightening language. Shortening statements. Clearly defining sections.

It also means delivering important details with **emphasis**. Various design components such as charts, graphs, bolded words, larger font/text, and the inclusion of color are all good strategies to make important facts pop off a page.

Take the examples below. Here, key content is shared in unique ways, making details hard to overlook:



Day 38

Stop complaining that your resume isn't working. Do something about it! No one else is in charge of your career...your job search process...or your success. Only YOU are.

Day 39

Hammer home main themes so your unique brand and offering are clear.

When we share something more than once it improves the chances of it resonating.

Repeat and reinforce key concepts, required skill sets, keywords, and personal impacts in your CEO resume to drive home your personal value proposition and brand.

The more a reader reads something, the easier it will be to remember and buy into.

If your value proposition is:

“Output-Oriented Leader Who Drives Revenue and Profit Growth through Continuous Improvement and Strategic Change”

... then you need to reiterate achievements in these areas throughout the file. Give an example of revenue/profit growth in every role possible, and provide multiple examples of continuous improvement strategies or positive change.

Start the resume with strong statements in alignment with this branding statement, and continue the theme all the way to the very end.

The goal is to back up your claim to fame, with proof!

Day 40

The secret to resume success: Proof! Branding! Customization! Polished Presentation!



Day 41

Generic resumes don't attract employer attention. They just don't. Instead, you need to show an employer how you can add value to their company.

Value is best demonstrated through [proof of skills and results](#). Don't just tell an employer '*I'm an excellent team leader*' – this is weak. Instead, give them specific, concrete, measurable examples of how you've led teams to success.

In addition, you need to customize your resume for each and every job application.

You wouldn't use a hammer to tighten a screw, would you? Well, you can't use the same resume to apply for vastly different jobs. For example, you might be interested in pursuing roles as an administrative assistant and a sales assistant. Trouble is, each role has unique requirements which your resume must address.

Figure out what the key components of the job are, and then showcase how you can do those things in your resume. Quantify achievements and spoon-feed the reader exactly what they want to hear. Yes, [make your value known!](#) If you make it easier for the reader to identify value quickly, you enhance your chances.

Day 42

Targeting a technical role? Consider adding a Technical Skills section in your resume, similar to the following:

SELECT TECHNICAL SKILLS

Linux, Windows 2003/2008, Scripting, Programming, Architecting Systems, Agile Project Management, Cloud Computing, Process Automation, Software Development, Design, Technology Roadmaps, IT Strategy, VMware vSphere 4/5, RedHat, CentOS 5/6, MS SQL Server 2003/2008, Citrix

Day 43

Longer isn't always better.

A good rule of thumb is to showcase just the last 10 to 15 years of #work experience in your #resume. <http://careerimpressions.ca/blog/2017/09/executive-resumes-think-quality-versus-quantity-longer-isnt-better/#sthash.J5XGiuXx.dpbs>

Day 44

Brainstorm Challenges, Actions, and Results from each of your past work positions and turn these into action points for your resume! What does this look like? 🖱

- ▶▶ Challenge: Needed to increase stagnant sales and market share.
- ▶▶ Actions: Developed a sales strategy focused on the alignment of product with customer requirements.
- ▶▶ Results: Increased sales 200% and expanded market share 110% in 12 months. The above can be blended into the following strong resume point:
 - Increased sales 200% and expanded market share 110% in 12 months by developing and executing a standardized sales process that properly positioned product value with customer needs.

Day 45

Have you answered the questions: “how many, how much, and how often” in your resume?” You should. Ensure all resume content, details and outcomes are measurable and concrete.



Day 46

Without the proper application of keywords in your resume – it could be screened out by ATS – just like that.

When you upload your resume to a company’s website there is a very good chance that your resume is being scanned by ATS for select keywords and key phrases. Although you will never know exactly what each ATS is programmed to search for, a good guess would be the keywords and key phrases from the job posting you are targeting.

Learn more about resume keywords: <https://lnkd.in/efZNaua>

Day 47

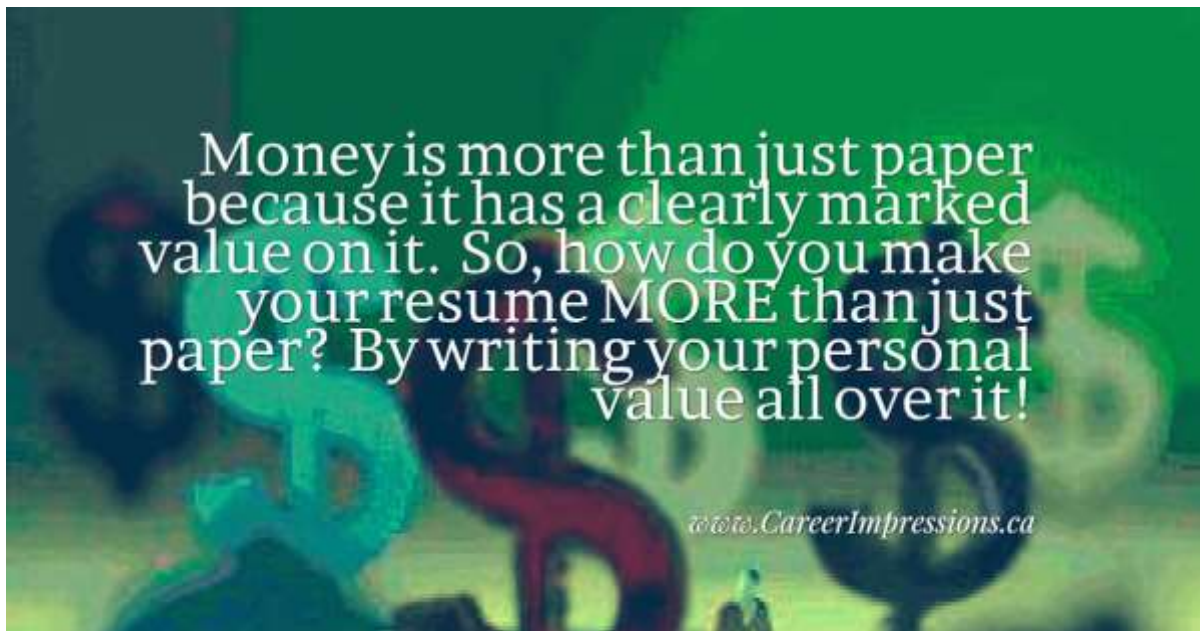
Listen to this FREE podcast of Canada's top career professionals sharing resume insights you need to know!
<https://careerprocanada.ca/canada-career-month/>

Day 48

Management resumes should emphasize leadership, team-building, and relationship-building abilities. Provide clear examples of success in these areas.

Day 49

Money is more than just paper because of the value written all over it. Your resume is no different.



Day 50

The words “responsible for” on a resume are going to be translated into just: “doing the basics”. Nothing more. Minimize tasks; highlight achievements!



Day 51

Writing your resume for a Board of Directors (BOD) position? You will need to know the difference between BOD resumes and employment resumes: <http://careerimpressions.ca/blog/2018/02/how-to-write-a-resume-for-nonprofit-and-corporate-board-positions/#sthash.VBvmLlwO.dpbs>

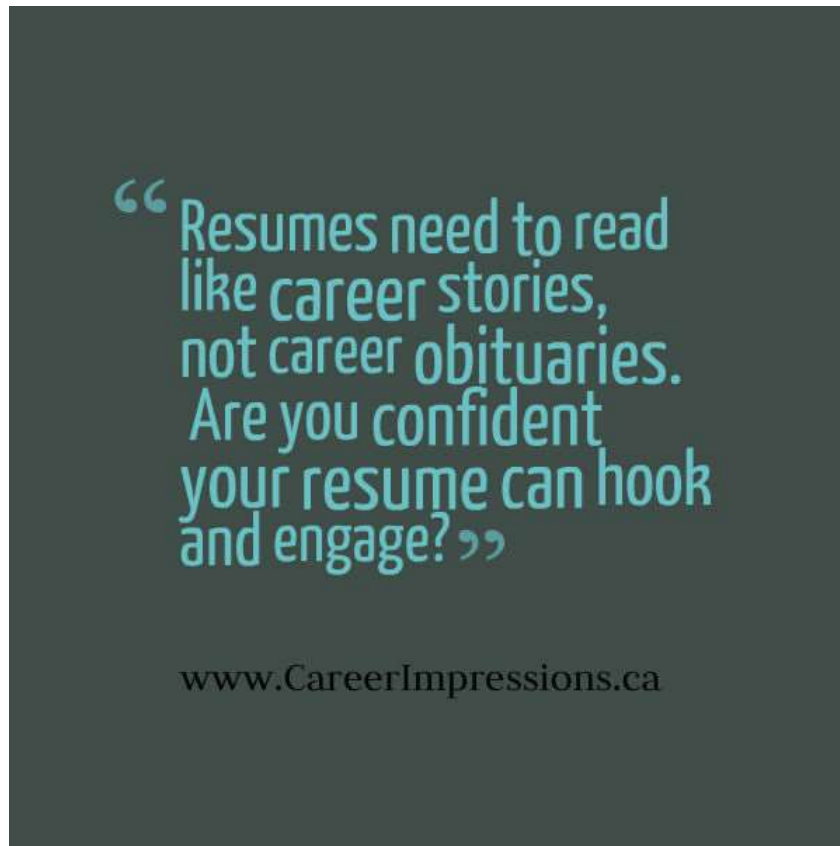
Day 52

What matters most must appear first. Read examples here: <https://www.jobscan.co/blog/executive-resumes-what-matters-most-must-appear-first/>



Day 53

Hook and engage!



Day 54

Writing a resume for a sales position? Be prepared to demonstrate how you can increase revenue, profits, and margins... exceed targets, secure new business, and retain clients.

Day 55

According to a recent analysis of 4000 job applications by TalentWorks, there are 13 key factors that drove up interview rates of applicants. Several major #resume tips taken from this article include:

- Every 3 sentences, use at least 1 number to demonstrate your (concrete) impact. Folks who did that saw gain a +40.2% boost over their competition.
- Incorporate 1-2 leadership-oriented words every 5 sentences. Job applicants who used strong, active, leadership-words saw a +50.9% boost over the competition.

- You should add 15-20 skills, buzzwords, acronyms, etc. to your resume. This is associated with a +58.8% boost in hireability on average.
- Describe your job achievements with different action verbs. This one resume tip is associated with +139.6% boost in getting more interviews.

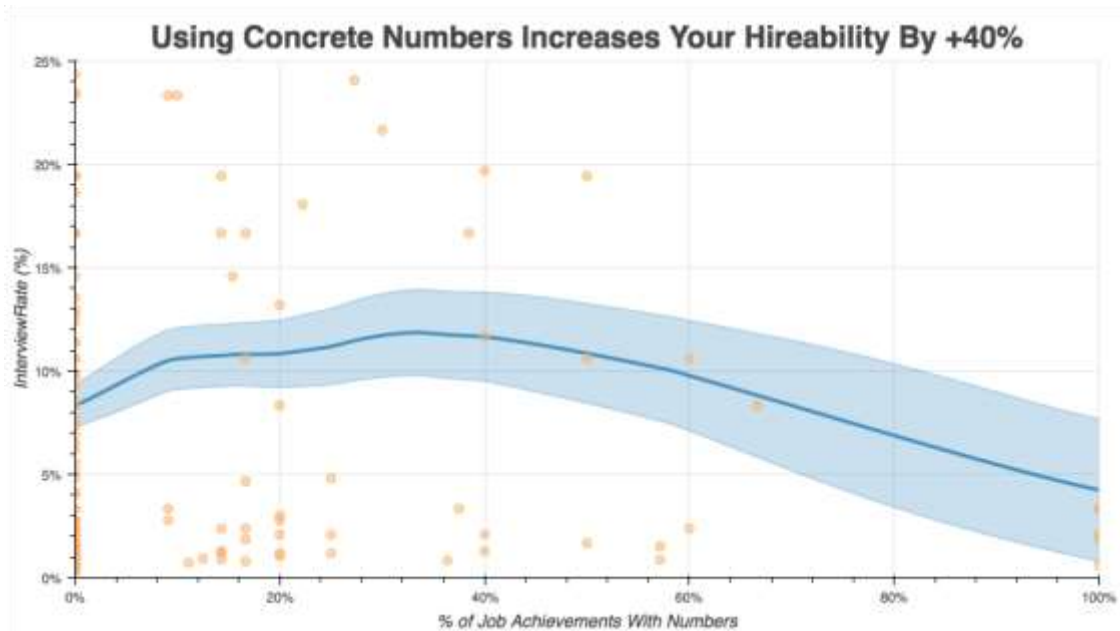


Image from TalentWorks

Day 56

Just like having the perfect outfit ready to wear, you need to have the perfect resume ready to share.



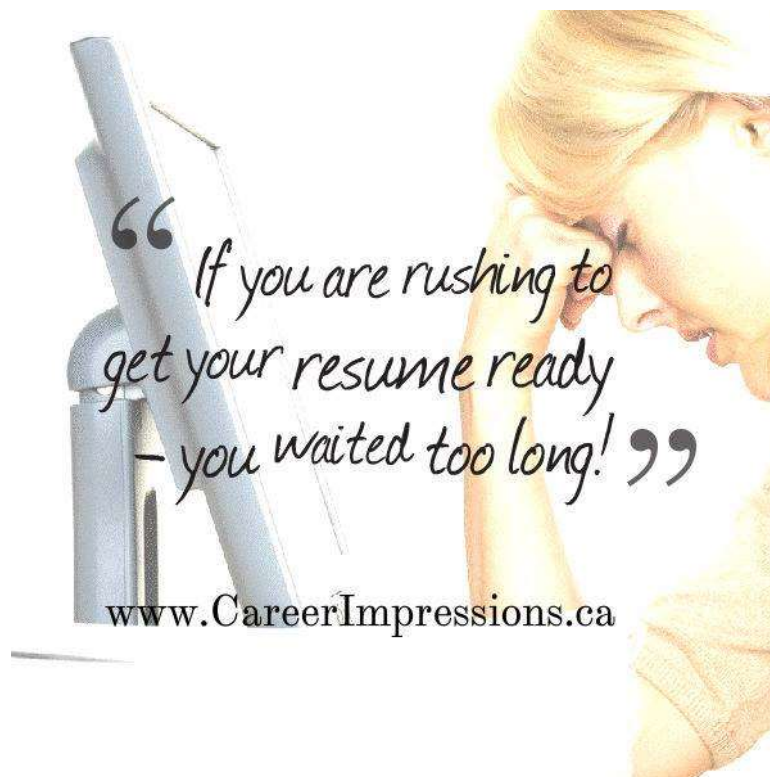
Days 57 to 60

Four tips were combined and shared altogether due to office holidays.

1. Maximize metrics and wow with results.
2. Laden the resume with specific values and amounts. Think: \$, #, %
3. Focus on how you impacted the bottom line - all companies want to save and make money!
4. Ask yourself: “what sets me apart from my job competitors?” and then provide the proof.

Day 61

If you are rushing to get your resume ready, you waited too long! Don't wait – be proactive and be prepared.



Day 62

Always have your resume ready, always. We've lost track of the number of calls and emails from job seekers and executives who need help.... NOW.

The requests are not surprising, but what is surprising – shocking even – is that smart, savvy, and strategic professionals and astute business leaders are finding themselves ill-prepared for a job loss or job search.

No plans have been carefully considered....no career tools are ready to go... no networking has taken place to lay the groundwork for future opportunities. And now they are caught off guard.

#CareerMistake – Assuming You are Safe: <https://lnkd.in/e2irtaj>

Day 63:

One single stagnant resume cannot possibly speak to, and address, the needs of every job application. Customize Read [“ Do I Need More Than 1 Resume?!”](#)

Day 64

“He or she who gets hired is not necessarily the one who can do the job best; but, the one who knows the most about how to get hired.” - Richard Lathrop

This quote speaks to the power of being prepared. Doing your job search homework. Having your resume ready, in the right format. Searching for jobs in savvy ways.

Day 65

This tip is more about job searching in general. When you need a rest from your **job search** - take one! Your mental health is invaluable and needs to be managed. It is ok to step away from your job search from time to time to recharge, refresh, and regroup. Treat yourself well!

Day 66

Don't be BORING. Job descriptions are what everyone HAS to do. Employers need to know what EXACTLY you did – perhaps above and beyond basic job duties in your #resume:



Day 67

Avoid resume 'rules'. Instead, apply a modern strategy that is unique to you :

<http://careerimpressions.ca/blog/2018/05/misleading-executive-resume-rules/#sthash.IZs99bgv.dpbs>



Day 68

Ensure your resume includes a well-defined headline.

The headline should appear at the very top of the file, addressing the 3-Cs:

- ◆ Clarifies job target.
- ◆ Clearly outlines personal value.
- ◆ Compel employers to read more!

Looking for headline ideas? Check out the samples in our post:

<http://careerimpressions.ca/blog/2018/05/resume-headlines-with-examples/>

Day 69

Job seekers: ever wonder how much it costs to have your #resume professionally written (by a qualified, certified #career professional.

This report can help: <https://careerprocanada.ca/much-canadian-resume-cost/>

2017 Canadian Résumé Package Pricing

Average charged by all résumé writers surveyed.

Résumé (Year 1)	\$239.43
Base Résumé Package *	\$579.29
Top Résumé Package *	\$1422.50
Outplacement Package *	\$ 3040.00

* Price includes résumé plus supplementary options in package.

Image from Career Professionals of Canada

Day 70

Is your resume easy to scan? Rich with results?



Day 71

If you are applying to dozens of jobs, without response – there is likely some work to be done on your #resume. Quick assessment:

1. Is the resume formatted appropriately for ATS?
2. Is the resume results-heavy (not task-focused)?
3. Does your resume contain industry keywords?

If you answered NO to any of the above, these are the areas to address first!

Day 72

How can you know for sure if your resume is 'up to snuff'? Put your resume to the following test to find out: <http://careerimpressions.ca/blog/2014/08/does-your-resume-need-rescuing-put-it-to-the-test/#sthash.LZZ1ACum.dpbs>

Day 73

When was the last time you updated your resume?

Make a note in your schedule to update your resume on a regular basis – gainfully employed or not. In the meantime, start keep track of career accomplishments that you can add to the file!



Day 74

Yes, a modern and customized resume is an essential part of your job search arsenal. But resumes alone don't win jobs – people do.

A large portion of the people that we assist believe their resume is going to do ALL of the job search work for them. They are eager to invest in a professionally written resume but refuse to invest in any other job search steps or tools. This is dangerous.

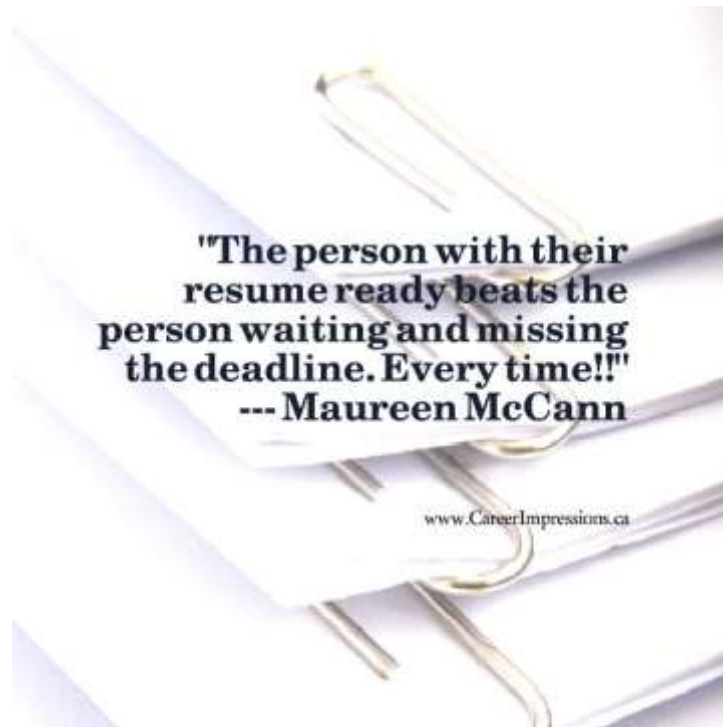
Often a resume doesn't yield the anticipated results...and people become discouraged, lost, and confused. Resumes start to build a bad rap.

Ultimately, the only person who can win a job is YOU. And winning the job takes effort on multiple levels.

So, instead of putting all of your eggs in one basket, invest in ALL stages and steps of the job search – which may include: <http://careerimpressions.ca/blog/2017/05/resumes-alone-dont-win-jobs-people-do/#sthash.LjDEEnkK.dpbs>

Day 75

Tip by fellow executive resume writer and career coach Maureen McCann. If your resume isn't ready – how can it work?



Day 76

What differentiates an impressive resume from a weak resume?

Well, a stand-out resume SELLS instead of tells. It also:

- Advertises a job seeker's unique value proposition just like any other marketing material.
- Is attention-grabbing, tailored in content, and keyword rich.
- Informs the reader specifically what the job seeker can do for them, [demonstrating clear value!](#)
- Is packed with results!
- Speaks 'lean and clean' - meaning it says a lot but with fewer words.

On the flip side, a weak resume simply TELLS the reader mundane facts. It also:

- Focuses incorrectly on tasks, duties, and responsibilities, regurgitating job descriptions.
- Leaves the reader confused with too many unrelated details.
- Lacks focus and punch, neglecting to highlight results and value-add.
- Rambles and is text-heavy.

Day 77

Is your resume following these simple ‘do’s and don’ts” for applying to jobs online?

<http://careerimpressions.ca/blog/2018/05/simple-dos-and-donts-of-applying-to-jobs-online/#sthash.3wb4gJOP.dpbs>

Day 78

Top tip by certified resume writer Skye Berry-Burke. To improve your job search chances in the future, start and maintain a brag file!



Day 79

Aim to get your resume directly into the hands of the hiring manager. How do you know who this is?

1. *Use Google.* Google the company name, department name, and/or job title. For example, if you're looking for the name of the person who leads the Finance department at Shell, a Google search for "Manager Finance Department Shell" could yield some trails to follow. Sometimes you can find the hiring manager's name in another job posting you find in the Google search results.

2. *Search LinkedIn.* Check to see if the target company (Shell) has a Company Page. In your LinkedIn account, use the search bar at the top. Once you locate a company page on LinkedIn it identifies the employees who are registered on the site. From here you can do a little investigation/research for a person who might be leading the department you are applying at.
3. *Use Your Network.* This strategy can work on its own or in conjunction with the other techniques listed. Do you know someone who works at your target company? (Again, LinkedIn can be a good way to find this out!). Or do you know someone who knows someone who works there? (A friend-of-a-friend?).
4. *Check Out the Company Website.* The company website can also be an excellent research source for finding a specific individual. This is especially true for smaller companies. Look for an “About Us” page, and also check and see if there is a “News” section, or somewhere on the site where news releases are posted. Key executives — often, those with hiring responsibilities for their area of specialty — are often quoted in news releases about important new hires or new products or services.
5. *Call the Company.* Larger companies will usually have a main operator or switchboard that you can ask for the name and correct spelling of the individual in charge of hiring for [job title]. If you can’t reach a human being during business hours, call back in the early morning or late at night and use the company directory to see if you can be connected to a specific individual’s voice mail.

Day 80

HOW you apply for jobs needs to be factored into your resume strategy and format.

For example, if you are applying to jobs online – ensure your resume is ATS-friendly. Use a format that is easy for the computer to scan and screen. If you are distributing your resume in person – ensure your resume is human-reader-ready. Employ savvy design components that help the reader better spot and absorb key facts.



Day 81

“98% of job seekers are eliminated at the initial resume screening and only the top 2% of candidates make it to the interview”, says Robert Meier, President of Job Market Experts:

<https://careers.workopolis.com/advice/only-2-of-applicants-actually-get-interviews-heres-how-to-be-one-of-them/>



Day 82

Before you sit down to write your resume have a specific job target in hand.

This will ensure you write with the audience in mind. A job target will ensure tailored content, examples of necessary skill sets, and the right keywords and key phrases.



Day 83

In order for a resume to be effective it needs to provide the proof. What is proof? Specific, measurable examples of achievements or success in a job: <http://careerimpressions.ca/blog/2013/03/the-proof-is-in-the-results/#sthash.IB5EB5j2.dpbs>



Day 84

Consider incorporating strong, on-brand testimonials in your resume to boost value: <http://careerimpressions.ca/blog/2013/03/should-i-add-testimonials-to-my-career-documents/#sthash.xFLHi2fh.IJCD4TBL.dpbs>

Day 85

Stop trying to meet the demands of unnecessary resume 'rules'. You are unique – so your resume must be too. Instead, employ a few simple resume fundamentals to help increase your resume's success.



Day 86

In a resume, content is king but presentation matters too: <https://www.linkedin.com/pulse/executive-resumes-content-king-presentation-matters-adrienne/>

Day 87

Yes, your resume from 10 years ago isn't going to cut it. New trends have emerged, resume files have evolved...and if you want to contend as a candidate – your resume needs to be able to compete!



Day 88

Stay away from superlatives like *excellent* or *superior*.

These words sound grandiose, but they provide very little substance for the reader.

Keep language authentic and share key impacts instead – these speak for themselves.

Day 89

Writing your resume for ATS can be tricky, at the best of times.
Here is a quick reference checklist to help support ATS resume success:



<http://careerimpressions.ca/blog/2018/05/ats-resume-checklist/#sthash.VR2x4ZqG.dpbs>

Day 90

Yup, that's right. If your resume isn't getting you interviews...it likely needs some work!



Day 91

Don't let your resume hold back your career. A poorly written resume can have damaging results: long, frustrated job searches...no interview calls... and missed opportunities.

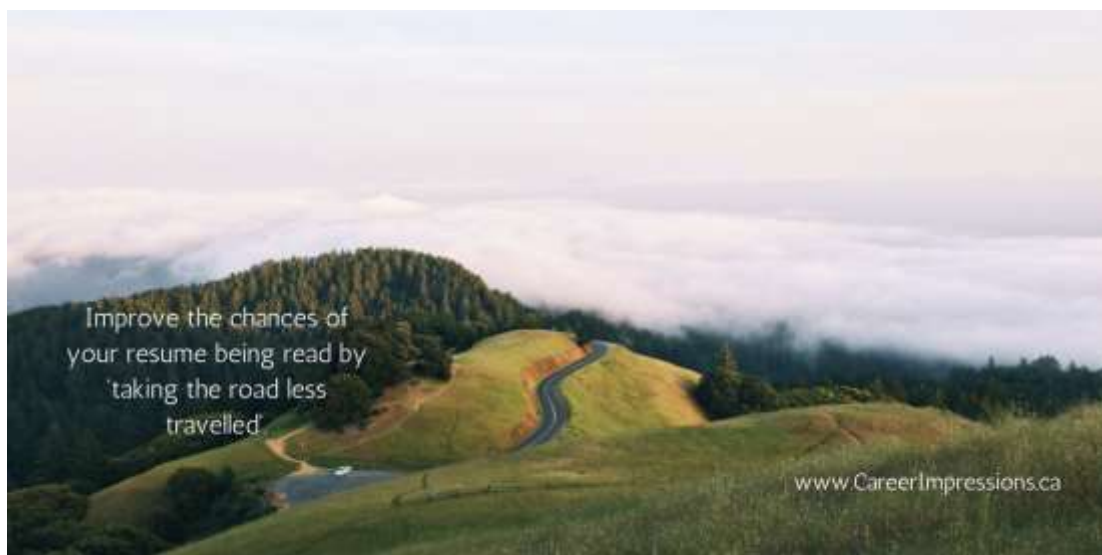
In comparison, the impact of a good resume is truly immeasurable and can translate into positive outcomes for job seekers, including shortened job searches, higher employment, or increased salaries.



Day 92

To help improve the chances of your #resume being read..... consider this excerpt from [JobVite's study](#):

"Job boards have a .4% effectiveness and employee referrals have 5.2% effectiveness. In other words, a direct applicant has 13X better chance of getting the job than applying through a job board."



Day 93

Never lie in your resume!

<http://careerimpressions.ca/blog/2016/04/career-pros-share-resume-nos/#sthash.BY4hMJBf.jTqe2nxg.dpbs>

NO

Day 94

Remember, in a resume...sometimes *less can be more*.

Shorten statements, write succinct, and only provide your top/best content.

Day 95

The CEO of the world's largest executive recruiting firm, Korn Ferry, says leave the objective OFF your resume:

"The chances of you being on the mark [with the objective] are one in a hundred. Your objective will either be too low or too high. I don't care what your objective is; I care what you're going to do for me."

<https://lnkd.in/e8Gkn-m>



Day 96

Unsure how to gather great resume content of your very own? <https://www.workitdaily.com/resume-content-tips-great/#6bcRwGTAIXVPryxZ.01>



Day 97

A CEO career is guaranteed to be rich in detail. Yet a common mistake we see CEO's make in their resume is spending too much time writing about their *work* and not enough time emphasizing their *results*.

What sets a CEO apart from competitors, are results.

Bottom line business impacts, organizational growth, and business expansion are the big, CEO-career-wins that need to be strategically packaged and positioned in a resume to generate meaningful impact:

<http://careerimpressions.ca/blog/2018/04/ceo-resume-strategy-less-about-work-more-about-results/#sthash.Jgs02j9L.dpbs>

Day 98

Knowing yourself and having your value proposition nailed down is the key ingredient to a successful resume... and job search.

In order to effectively sell yourself and achieve buy-in during the recruitment process, you need to know [exactly what you are selling and how to make yourself desirable to the 'buyer'](#) (employer).

If you have to pause to consider the value you bring to a business, you are going to get passed over.

Day 99

The best time to write your resume is BEFORE you need it; not when you find a position of interest. At Career Impressions we are typically booked 3 to 6 weeks out. This means we are unable to support job seekers with fast resume turnarounds.

If you are even remotely considering a job move, a career change, or a possible promotion – be proactive and get your resume ready, NOW!



Day 100: Wrap Up



Best way to get your resume read? Referrals, a job seeker's jackpot!

<http://careerimpressions.ca/blog/2018/06/referrals-a-job-seekers-jackpot/#sthash.pihJHzVh.dpbs>

Thank you for reading!

Did you try any of the above resume strategies to good result? Got a tried and true resume tip of your own to share? We would love to hear from you! Post your feedback on our [blog](#).

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