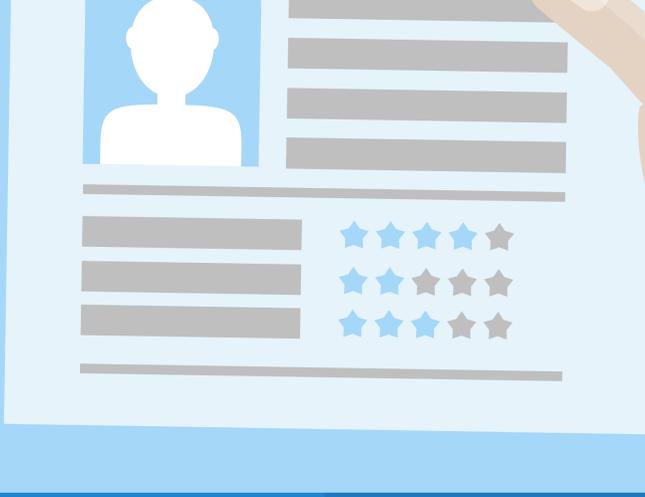


CREATIVE RESUMES THAT GET YOU HIRED



How to Stand Out

What to Leave Out

- Make it easy to read**
 - Include a short summary if needed (use this space to explain career gaps, transitions, or relocations)
 - Include numbers
 - ROI for projects
 - % increases
 - Budgets
 - Campaign successes
 - Send it as a PDF
 - Include a link to an online portfolio (and attach a pdf copy)
 - Include unique special skills
 - ie languages spoken

- Objective
- "References Available Upon Request"
- Education Dates (unless a recent grad)
- Summer Jobs or non-related positions
- Dead Links
- Redundancy in job experiences
- Photos
- Address and other personal details

Perfect Formatting

All resumes need to have:

- Name
- E-mail
Phone Number
- Education Details
- Experience section with role titles, company names, and employment dates
- Links to Professional Social Media, Portfolio
- Skills (including Software) include unique programs, certifications, web programs

- Create your own, unique version: don't use a template
- Leave lots of white space (looks clean, easy to read, hiring managers can take notes)
- Choose Fonts Wisely! No Times New Roman, Arial, cursive fonts, Comic Sans. Include bolded words to draw attention. Sans serif fonts are the best
- Make it user friendly (UX, Easy to read, keep the reader in mind)
- Lots of freelance work? Have a separate section

Digital Footprint

- 34% of employers reject candidates because they found something online about them
- 75% of employers view social profile of their potential candidates
- 86% of recruiters are likely to look at social media profiles
- 37% of employers use Facebook to pre-screen candidates
- 95% of companies use social media networking for recruiting
- 89% of Recruiters have made a hire through LinkedIn
- 60% of employers on LinkedIn aren't looking to hire, but would be open to the opportunity if it presented itself