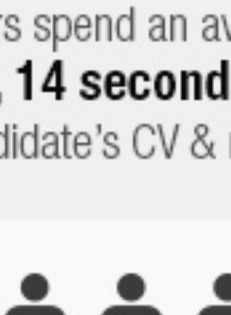


CVs & RÉSUMÉS

Get Them Right to Get the Job

You might be the perfect candidate for that dream job for which you're applying. You have all the skills and experience necessary to do the job brilliantly. However, if your CV and résumé isn't up to scratch, the recruiter won't give you a second thought.

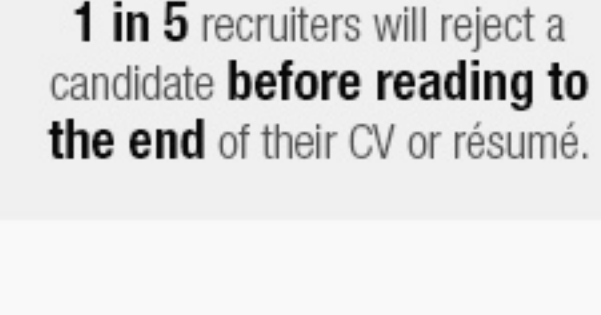
CV & RÉSUMÉ STATISTICS



Employers spend an average of **3 minutes, 14 seconds** examining a candidate's CV & résumé.



1 in 5 recruiters will make up their mind on a candidate **within 60 seconds**.



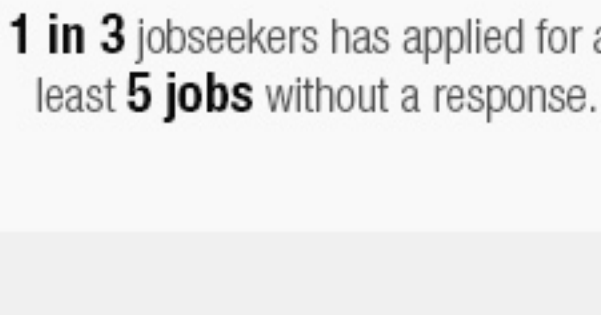
1 in 5 recruiters will reject a candidate **before reading to the end** of their CV or résumé.



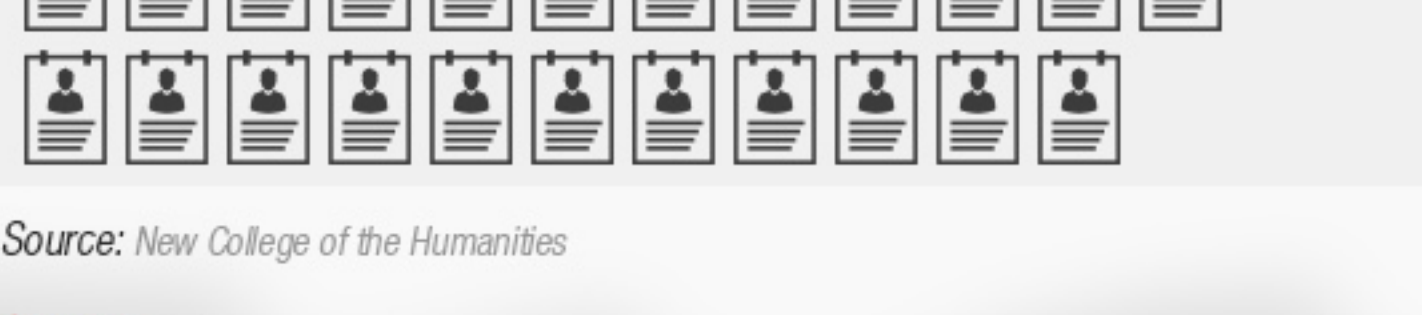
1 in 10 applicants will exaggerate the length of time spent in previous jobs.



5% of applicants are **dishonest** when describing their roles & responsibilities in previous jobs.



1 in 3 jobseekers has applied for at least **5 jobs** without a response.

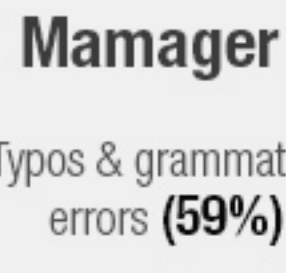


10% of jobseekers have applied for **50 or more jobs** without a response.

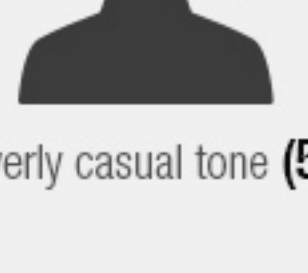
Source: *New College of the Humanities*

TOP 10 REASONS

Why Recruiters Reject a CV or Résumé



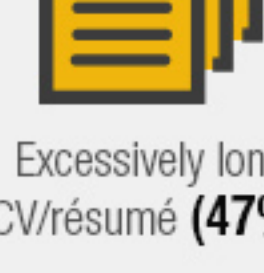
Manager
Typos & grammatical errors (**59%**)



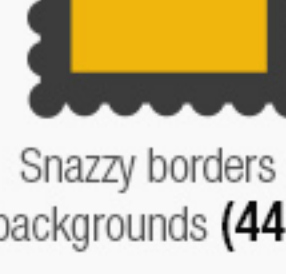
Overly casual tone (**50%**)



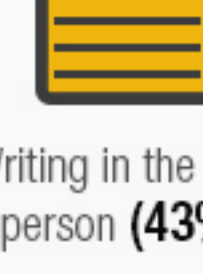
Use of clichés (**50%**)



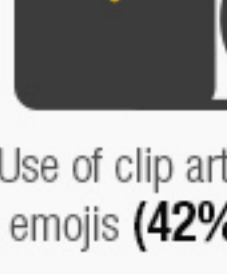
Excessively long CV/résumé (**47%**)



Snazzy borders & backgrounds (**44%**)



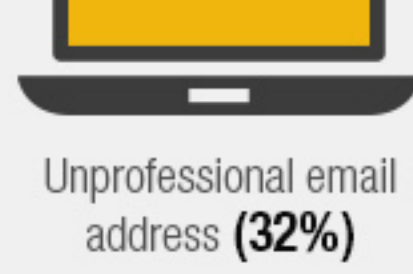
Writing in the third person (**43%**)



Use of clip art & emojis (**42%**)



Use of cringeworthy quotes (**39%**)



Unprofessional email address (**32%**)



Inappropriate font (**31%**)

Source: *New College of the Humanities*

TOP 10

CV & Résumé Clichés that Recruiters Hate



Source: *New College of the Humanities*

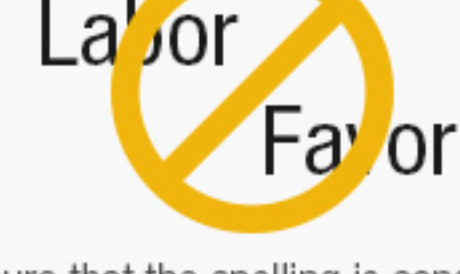
TOP TIPS

for a Successful CV & Résumé

Spelling/Punctuation/Grammar



Read through the document thoroughly at least 3 times to ensure that there are no spelling or grammar mistakes.



Ensure that the spelling is consistent with the region of the job to which you're applying, e.g. don't use American spellings such as 'favor', 'labor' or 'aluminum' when applying for jobs in Australia.



Only use capital letters at the beginning of sentences & proper nouns.



When you have finished checking that all of these mistakes are corrected, check again. You can never proofread a CV or résumé too much.

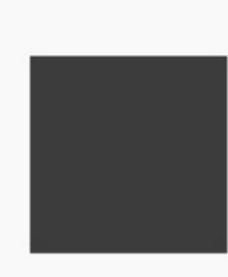


Get someone else to proofread it in case you have missed an error.

Visual



Do not include a photo of yourself – it isn't necessary.



Use black font throughout the document.



Use a restrained font such as Arial, Calibri or Times New Roman. Do not use artistic fonts, as they are inappropriate & can be difficult to read.



Use bullet points, as chunks of text can be difficult to read & will turn off recruiters.



Ensure that the layout is consistent throughout. All headings should be the same font type & size, and should also be more distinguishable than the main content.



Although leaving white space is advisable, ensure that all indents are consistent.



Do not include any charts or graphs, as these may affect the layout of the document during printing.

Content



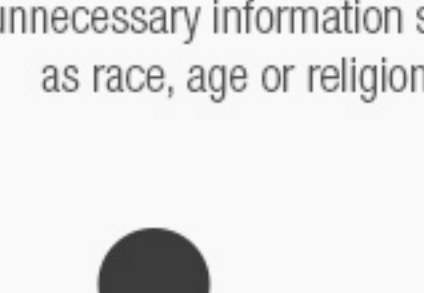
Ensure that all contact details are correct, but do not include unnecessary information such as race, age or religion.



Stick to the correct length. A résumé should be maximum 1 page, and a CV 2-3 pages.



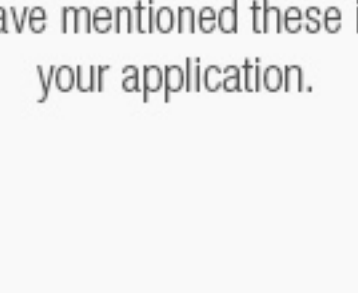
If specific skills are mentioned in the job advert, ensure you have mentioned these in your application.



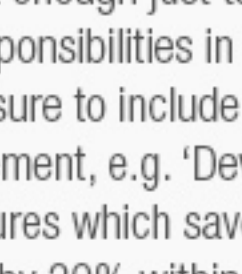
It is not enough just to mention your responsibilities in a previous job. Be sure to include a tangible achievement, e.g. 'Devised new procedures which saved energy costs by 20% within 1 year'.



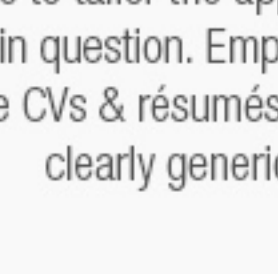
Be sure to tailor the application to the job in question. Employers often receive CVs & résumés which are clearly generic.



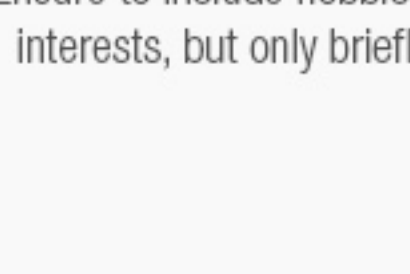
Ensure to include hobbies & interests, but only briefly.



List your career history in reverse chronological order, i.e. most recent first.



Ensure that your CV & résumé is consistent with online profiles such as LinkedIn.



Most importantly, **do not lie**. You will be found out.

ADVICE FROM RECRUITERS



"What's most depressing is that I can tell from the résumés that many of these are good, even great, people, but in a fiercely competitive labour market, hiring managers don't need to compromise on quality. All it takes is one small mistake and a manager will reject an otherwise interesting candidate."

Laszlo Bock, Senior Vice President of People Operations at Google.



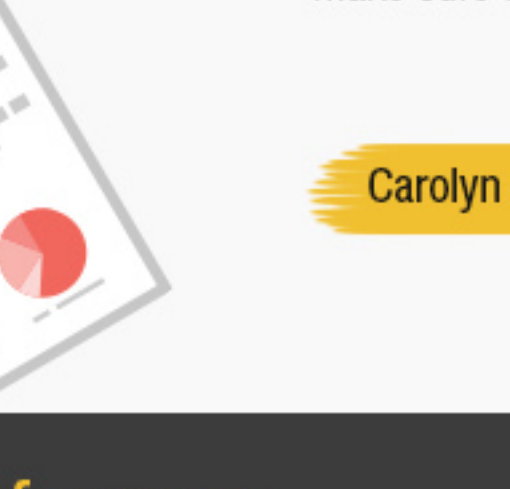
"Identify the common keywords, terminology and key phrases that routinely pop up in the job descriptions of your target role and incorporate them into your résumé, ensuring you have those skills. This will help you make it past the initial screenings and on to the recruiter or hiring manager."

Amanda Augustine, Career Expert at TheLadders.com.



"For at least the last 2-3 jobs in your career history, include some achievements. These are things you did beyond what you were expected to do. Let's say you were a salesperson and you were expected to hit 100% of the target; if you consistently got 110%, that's an achievement."

Kate Southam, Editor of CareerOne.com.au.



"There is no stigma attached to saying that you were made redundant. This is common and unfortunately most people have had one. Likewise, make sure that you identify if you were on maternity leave, or went travelling, or had a gap year."

Carolyn Dickason, Sydney Area Regional Director at Hays.

References

- www.cvcentre.co.uk/how-write-cv.htm
- www.seek.com.au/career-advice/résumé -cv
- www.youtube.com/watch?time_continue=162&v=w1loaWYOGg
- www.businessinsider.com.au/common-résumé -mistakes-2013-11
- www.careerfags.com.au/careers/Résumés -and-cover-letters-tips/stupid-résumé -mistakes-and-how-to-avoid-them/
- www.greenp.org/Article-View/avoid-the-top-ten-résumé -mistakes-employers-hate
- www.goodhousekeeping.co.uk/consumer-advice/money-and-work/write-a-cv-mistakes
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- www.careerfags.com.au/careers/Résumés -and-cover-letters-tips/stupid-résumé -mistakes-and-how-to-avoid-them/
- www.linkedin.com/pulse/20140917045901-24454816-the-5-biggest-mistakes-i-see-on-Résumés -and-how-to-correct-them
- www.thisismoney.co.uk/money/news/article-3236760/Ten-common-mistakes-job-hunters-make-CVs-overused-clich-s-employers-off.html



www.ayers.com.au

A RÉSUMÉ

the Right Way

CV

It's easy in this Digital Age to think that a solid résumé isn't important; after all, your new employer is just going to check you out on Facebook or LinkedIn, so who cares, right? Wrong. A résumé can make or break an employment opportunity because most times, it's the first thing an employer sees about you. Here are some tips about what to include, what not to do and how to improve your chances of being seen as a capable, must-have employee.



89%

Employers who will not hire a candidate without a résumé ¹

1 in 5

Applicants for a given job who get an interview ²

6 seconds

Average time recruiters actually look at a candidate's résumé ⁴

1 in 2

Candidates who flat-out lie on their résumés ³

18%

Résumés that include made-up companies or lie about ones that have gone out of business ⁴



Anatomy of a Successful Résumé

Whether your résumé is in print or only online, there are some common threads among attention-getting and informative documents. ⁵

First things first

Don't save your résumé as something like myresume.doc. Use **your name**, and consider including the **name of the position** for which you're applying.



Contact information

Name, email address and phone number are required. Street addresses are less necessary than in days past.



Objective

If you include one, make it **concise**. Many hiring managers find objectives or mission statements to be pretentious, so consider where you're sending your résumé and whether it's a **traditional employer** who will be expecting it.



Skills

This section used to be listed toward the bottom of the document, but clever job-seekers often **push it to the top**, since they know most recruiters won't make it to the bottom of the résumé before making a decision.



Experience

Many larger companies now use software to search for **keywords**, so consider how you're phrasing your experience and tailor your wording to each individual employer.

Remember that showing is better than telling. If you helped streamline an operation, put a number with it: "**Reduced facilities operations cost by 10%**" sounds better than "Managed facilities operations." Consider including hyperlinks to relevant content, such as stories about professional accomplishments.

CV JANE DOE
 janed@xyz.com
 (555) 555-5555

OBJECTIVE To obtain a job focusing on Public Relations, Consulting or Marketing

SKILLS
 •Microsoft Office
 •Network Administration
 •Network Configuration
 •Data Entry
 •Customer Service

EDUCATION 2010 - A.T.K. College at Collegeville, YZ
 Major: Political Science

EXPERIENCE
Financial Corp Inc. / Summer Intern
 Gained valuable experience as an intern for a team composed of five financial advisers, managing more than \$1 billion in assets.

The Networks Inc. / Technical support
 Solved residential and business problems and concerns, including internet connection, network support and configuration.

LINKS
 www.financialcorp.com
 www.thenetworks.com
 Work samples: 1 2 3

REFERENCES [Icons of documents]



Education

Institution, degree and major are required. Depending on your age and how long you've been out of college, it may not be necessary to list your year of graduation.

DID YOU KNOW?
16% of degrees and institutions listed on results are false. ⁴



Media

If your résumé is digital, consider including a **slideshow** of your work or a **video** of a recent project you worked on.



References

These are optional, but if you do include them, be sure that those listed will give you a **glowing recommendation**.



DID YOU KNOW?
95% of recruiters verify employers and tenure. ¹



DID YOU KNOW?
96% of organizations use some form of reference checks. ⁶

Tips for digital résumés ⁷

Visit the site on a computer other than yours using several browsers. You don't want a potential employer to have a browser error.



Keep vital information at the top.

Always check links; it shows you sweat the small stuff.

Post your résumé on sites relevant to your particular industry.

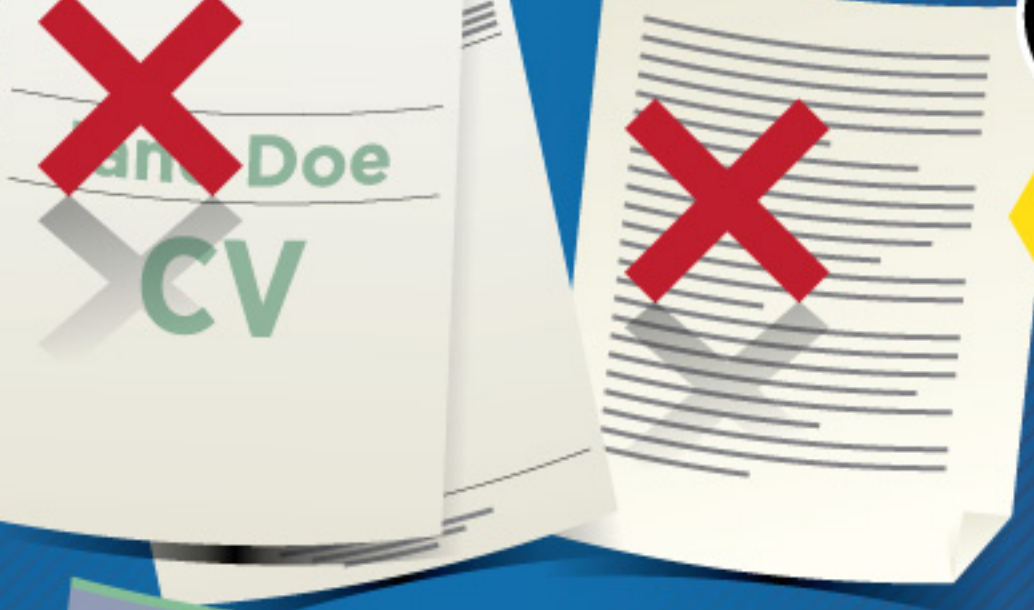


What Not to Do

Here are some typical mistakes job-seekers make. Use the tips above to avoid these pitfalls. ⁸

Omitting the cover letter

Creating a cover letter specific to one job will bring you much more success than creating a blanket cover letter for any generic job posting.



Being ugly (the résumé, that is)

Not to say your résumé should be a publishable work of art. But with absolutely no color, bold type or interesting spacing, it may be overlooked.

Going overboard with design

Using fancy headings and colors can be fun; but they often convey to your potential employer that you aren't serious, or that you're trying to compensate for lack of experience or skills.



Not narrowing the focus

If your résumé isn't focused enough on the field you want to enter, your potential employer may think you're a bit too "garden variety" for the position.



Making it too personal

Your name, e-mail address, phone number and the city you live in will suffice. There is no need to put your home address, birthday or pet's name.

SOURCES

1. <http://brandredresume.com>
2. <http://www.forbes.com>
3. <http://www.christophermcgill.com>
4. <http://www.theladders.com>
5. <http://online.wsj.com>
6. <http://www.proformascreening.com>
7. <http://lloero.net>
8. <http://www.salary.com>

degreequery.com

7 Tips to Create an Amazing Design Resume

Good graphic designers include a kickass portfolio in their job application but great graphic designers don't just stop there. They also use their resumes to showcase their design skills.

Graphic designing is an extremely competitive field. Creating a resume with focus on design will help you get noticed and get that all important interview call. Here are 7 tips that will help you create an amazing design resume.



1. Brand Yourself

Create a logo for your brand and have a distinctive design style.

2. Use Good Quality Paper

This gives the impression that you are concerned about the design experience.



3. Use Legible Typefaces

Choose legible fonts and font sizes that are easy to read and look clean.

5. Consider an Infographic

Using an infographic will reduce the amount of text and showcase your design skills.

4. Pay Attention to Layout

Create a layout which organizes the content in the most efficient way possible.

6. Use a Trendy Design

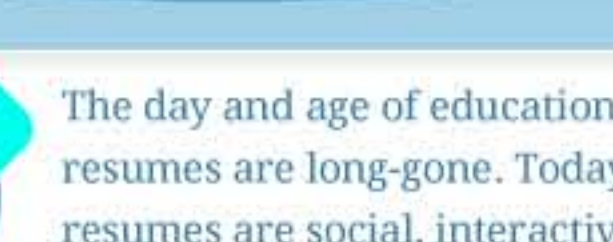
Using an out-dated style gives the impression of being ignorant or simply unprofessional.

7. Show Your Personality

Creativity and originality are highly valued attributes of a designer. Let your potential employers know that you have a personality and are confident enough to show that in your resume. There are plenty of resumes online for you to take inspiration from. But remember, employers have also seen them. Don't copy, be original.

Good Luck!

CRAFTING The Perfect MODERN RESUME



The day and age of education and job history resumes are long-gone. Today's successful resumes are social, interactive and are brought to life for all those reading it.

Digital Text

In a *digital world*, text becomes much more than letters, words and sentences on a page. The phrases come alive, grab attention and guide the hiring professional through your resume.

> FONTS & TYPEFACES MATTER

- Use fonts that are easy to read on a screen
- Use **Georgia**, not **Times New Roman**.
Georgia was designed to be read on screens and it is available on any computer.
- Adjust leading, or line spacing, to **120%** of the font size.

Text Line 01
Text Line 02

- Refrain from using indentations, they cause the eye to wander around the page.

Themes & Storylines

Movies and books rely on *plots* to move the *story* forward. Resumes also should rely on *themes* to convey certain "stories" about the person seeking employment.

- Focus on what you are known for or relevant career **accomplishments**.
- Instead of an objective statement, write a **profile** that focuses on the **benefits** an employer would gain from hiring you.

Omit anything that does not support the **central storyline** of the resume.

Spend majority of your time custom writing your resume so that your accomplishments are written specifically for the job responsibilities.

- Help the employer paint the picture, don't leave it to them to draw conclusions.

Be Creative and Innovative

The ready availability of *modern technology* allows those seeking a new job to present themselves in ways like never before.

Modern technology makes it easy to **embed a photo** into resumes.

- Photos can **add personality** to your resume.

HYPertext LINKS

can direct potential employers to **online portfolios**, **writing samples**, and other supporting materials.

Charts and other images can **highlight career accomplishments**.

Creative Formats

Resumes are no longer limited to the old, standard formats. Today's job seekers are being more *creative* than ever before, and delivering pertinent job histories in *exciting new ways*.

Online resumes are **searchable** and offer increased interactive elements, including **video**.

INFOGRAPHIC RESUMES highlight creativity and design skills.

- **Flash resumes** are another way you can show your **creativity, personality** and **computer skills**.

Video is Real

Video resumes are growing in popularity and offer a good way to display your personality and *stand apart from the crowd*.

You Tube search for "video resume" reveals

66,900 RESULTS

(July 2011)

Follow these pointers when creating a video resume:

- Keep the video **short**
- Describe the **value** you bring to a position
- Explain** why you are best for the job
- Use a **storytelling format**
- Take your time to do it right before uploading to **YouTube**

Social Networks

Social networks can *help or hinder* your chances of getting a job or getting into the college or education program best suited for your career. The wrong image in social media can torpedo an otherwise stellar resume.

45% of employers view potential candidates online

24% said they made a hire after reviewing a social media profile

33% of employers admitted they decided to offer a job after reviewing a social media profile

1 IN 10 college admissions officers state they have visited prospective students' pages, and **38%** said they were negatively impacted by the content of those pages.

26% of colleges are using web searches to evaluate candidates for special programs

More Social Presence

Social presence is becoming a *critical aspect* of the job search.

A few basic points will make certain social media works to the job seeker's advantage.

Use your profile headline and **hot links** to sell yourself and reinforce your successes.

- Use a hot link on your **LinkedIn profile** to direct an HR executive to your online portfolio or professional blog.

Keep your LinkedIn profile **fresh and up to date**.

- Employers indicate LinkedIn is an easy resource for researching candidates.

Make sure your profile photo is professional and appropriate for the workplace.

Some Things Never Change

Modern technology should be used to *enhance and modernize* a resume, but there are elements that remain consistent.

The resume should be **tailored to the position** for which a person is applying.

A **strong cover letter** that is well-written, concise, and includes a call to action should be included.

Demonstrate traits with specific work experience and accomplishments.

Avoid clichés and vague words like aggressive, goal-oriented, hard-working, professional, flexible and reliable.

Avoid careless errors in spelling and grammar.

The modern resume is changing and evolving. While it may seem daunting to some, it offers the opportunity to combine creativity and personality with education and work history, giving an applicant an edge over others seeking the same position.

Sources

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- lifecycle.com
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- rezbuzz.com
- blogof.francescomagnal.com
- cnn.com
- socialmediaexaminer.com
- careerbuilder.com
- pcworld.com
- politicsdaily.com
- mashable.com

Infographic brought to you by:

