



RIVERINA
COMMUNITY
COLLEGE

‘TEN SECONDS TO IMPRESS’

CRAFTING RESUMES THAT CREATE OPPORTUNITIES

TEN SECONDS TO IMPRESS

A RESUME IS A MARKETING DOCUMENT; THE AIM OF PREPARING ONE IS TO IMPRESS, GAIN INTERVIEWS AND RECEIVE JOB OFFERS

However, bear in mind:

- Your resume may never be seen by a person until quite late into the process.
- When it is seen by the people responsible for hiring, they may not look at what you have written for longer than ten seconds, initially; perhaps less.
- The aim of the resume has to be about giving the hiring manager the information they are seeking in a very succinct way.



THE 'KETCHUP STAIN' ON A RESUME

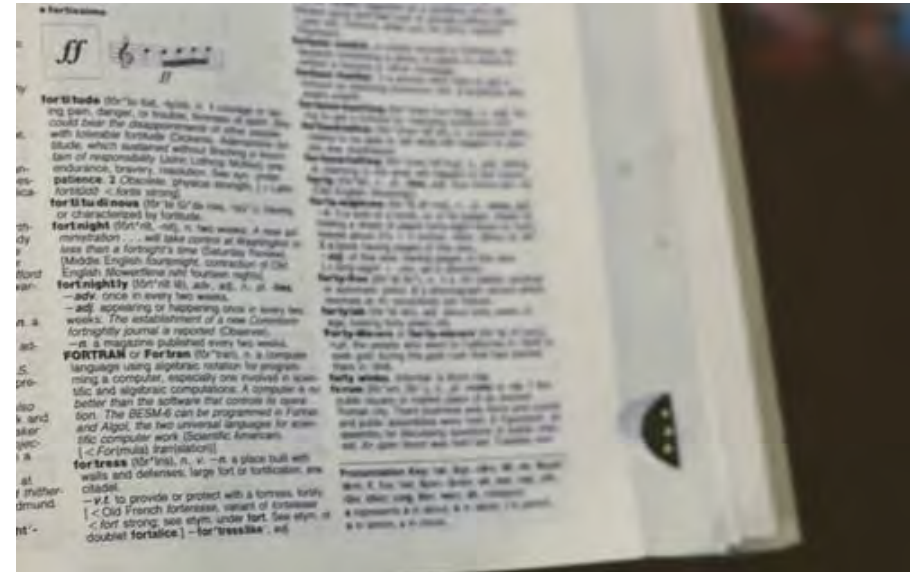
- Spelling and grammar mistakes; weird fonts, colours or designs; too many columns or graphics (if the company is using applicant sorting software, these won't get through)
- A photo: they'll make their mind up about you more on the photo than on your accomplishments
- Gaps in time
- Long, boring 'laundry lists' of responsibilities
- Details of your social media weblinks when you haven't checked out what is actually on your social media page
- Incorrectly typed or inappropriate email addresses
- Lack of qualifications as required in the job ad
- An address hundreds of kilometres from the job



KEY WORDS IN A DIGITAL AGE

So that your resume reflects what the employer is looking for – and the words / phrases are picked up by recruitment software and/or recruiters ... can you find other ways of saying the same thing for these words and phrases from the job ad:

1. Efficient
2. Administrative services
3. Drafting documents
4. Record keeping
5. Dealing with enquiries
6. Coordinate projects
7. High-volume
8. Ability to work with minimal supervision



SOFT (OR 'EMPLOYABILITY') SKILLS



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CLASSWORK:

1. (Pair work): put the words listed in Section 4 into the correct columns.
2. Look at the list of soft skills listed in Appendix I. Identify 3 – 5 soft skills that you believe you have. Mark them.
3. Report to the class on what you think your soft skills are and how you would list these on your resume or cover letter.



PUTTING IT ALL TOGETHER

With your trainer, go through the importance of all of the following points to ensure that your CV:

- Is up-to-date and isn't longer than 2 pages; 3 pages max for a senior or more mature person; it should start with your most recent professional experience, then go backwards in reverse chronological order; it's probably best to leave out your address, religion, date of birth and marital status.
- Balances responsibilities and achievements.
- Has a personal summary at the top. 3 – 4 lines summarising what you bring to any potential employer. Key words could be in the personal summary if you are able to include them without sounding too obvious.
- Puts education before – or after - experience, depending on how strongly the employer emphasises it
- Explains any gaps (e.g. studying // full-time mum etc.) or a long list of contract roles (explain that they were all short-term contract roles
- Includes community work, hobbies and/or volunteering
- Puts 'references on request'.



READY TO RUMBLE?

1. Have a look at the 'good' and 'bad' resumes in Appendix II. With your pair partner spend a couple of minutes identifying and discussing the good points and the bad points.
2. Refer back to your own resume. See if you can find a couple of bad points in your own resume, then swap resumes and see if you can find any more bad points in your partner's resumes. Correct them as needs be.
3. Do the same with good points. See if you can identify your CV's stronger points and then see if they can be improved.



READY TO RUMBLE (cont.)

Take your time to go back through the various points in this training unit. When you've really absorbed them, put together your own resume according to what you've learnt. Share the final version with your pair partner. Make sure that the CV:

- Is succinct: that it avoids long lists of responsibilities. Focus on a balance of responsibilities and accomplishments
- Has no gaps in time and includes a short (2 -3) line summary about you, including your soft skills
- Gives a mobile phone number and/or appropriate email address but not physical address
- Includes hobbies, volunteering and references – or 'references on request'

CLASS DISCUSSION

The trainer will photocopy all the various resumes and ask you to present your CV and your background to the group, who will offer opinions and advice.



VIDEO LINKS

- **How recruiters read your resume ... in 7 Seconds** <https://www.youtube.com/watch?v=xFngomrq58o>
- **What are soft skills?** <https://www.youtube.com/watch?v=Tiy2LONr050>