

Crafting an Effective Resume

Here are some do's and don'ts:

- Don't include your full address. Opt for your name, email, phone number, LinkedIn profile link, and city/state.
- Do tailor your resume to the specific job you're applying for, highlighting relevant skills and experience.
- Don't make your resume too long. One page is ideal for most digital marketing positions.
- Do use keywords throughout your resume for ATS recognition.
- Don't lie or exaggerate your experience.
- Do use a clear and concise format.
- Don't use generic templates. Create a custom resume.
- Do proofread carefully.
- Don't include irrelevant information.
- Do quantify your accomplishments.
- Don't list work history beyond 15 years.

Remember to use **strong action verbs** and be specific about your skills and experiences.

Examples:

Achieved: To indicate successful accomplishments.

Accelerated: To show an increase in speed or progress.

Implemented: To demonstrate the execution of a plan or idea.

Spearheaded: To lead or initiate a project or effort.

Revamped: To emphasize a significant change or improvement.]

Match Your Resume to the Job:

- Read the Job Ad: Check out the job posting to know what they want.
- Copy-Paste Keywords: Use the same words they use in the job ad in your resume. It helps you pass the ATS scans.
- Show Off Relevant Stuff: Tell them about the stuff you've done that matches the job. Leave out the things that don't.

Tips and Tricks for Awesome Resumes:

- Keep It Short: Don't write a novel. Use bullet points to make it easy to read.
- Power-Up with Verbs: Start your bullet points with strong words like "achieved," "managed," or "created."
- Numbers Are Your Friends: If you can, use numbers to show how awesome you are. "Increased sales by 20%," for example.
- No Mistakes Allowed: Proofread your resume carefully. Typos make you look careless.
- Choose a Good Style: Pick a format (like chronological or skills-based) that shows you off best.
- Look Sharp: Make sure your resume looks professional, with clear fonts and neat formatting.

Remember, your resume is like your first handshake with a potential boss. Make it shine, and you'll stand out in the job market.