

RESUME 101





TABLE OF CONTENTS

1

Resume Writing 101

2

3 Signs It's Time for a Resume Update

3

5 Lies About Resumes

4

The Resume Objective

5

Creating a Unique Resume

6

A Note about Applicant Tracking Systems

7

A Note About Online Sites



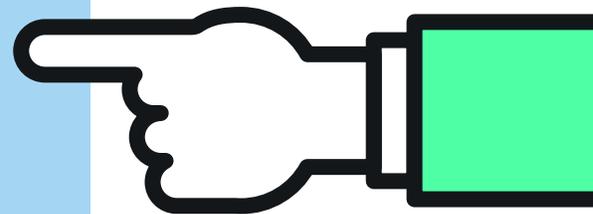
RESUME WRITING 101

The resume.

It can make or break your future job success before you even get a chance to interview! So how can you successfully navigate past the Hiring Manager, Recruiter, or applicant tracking system and nab that new job? With the best resume possible, of course!

Don't forget, resumes aren't a formula and differ by industry, personal preference, etc. Utilize the tips outlined below that make sense for your career level, occupation, and field, and apply them to your resume. This is our advice from years of experience and having sifted through tens of thousands of resumes for digital, creative, and marketing professionals.

Read on to write the resume that will get you that job!





3 SIGNS IT'S TIME FOR A RESUME UPDATE

1. IT'S BEEN A LONG TIME

If you can't remember the last time you updated the information on your resume or added projects to your portfolio, now's the time to do it. Is your last job position not listed? Yikes. Freelance Writer Access writer Vince F. suggests "as a best practice, consider keeping a weekly journal of all projects and work-related activities that you perform. Being able to refer to this will make it easy for you to make necessary updates without having to wrack your brain to remember all of your career highlights at once."

2. YOU HAVEN'T WRITTEN A COVER LETTER

A cover letter is usually the first impression a potential employer has of you. While there are many employers who don't specifically state that cover letters are necessary, it's not the case for all. If you have a stellar resume and portfolio, but no cover letter, it's time to update everything.

3. IT'S TOO LONG

Several-page resumes may seem like a great way to display your diversity of talent, but it's actually a better bet to be showing off your organizational and editorial abilities. You want your potential employer to look through your whole portfolio or read your entire resume, instead of getting bored halfway through. Think: Greatest Hits.



5 LIES ABOUT RESUMES

1. A GOOD RESUME REQUIRES AN OBJECTIVE

[The objective is actually an outdated concept.](#) The vast majority of them are seen as bland, generic, and a waste of space. Your best bet is to remove it and use the space more wisely: see some ideas on the following pages.

2. "REFERENCES AVAILABLE UPON REQUEST" SHOULD BE INCLUDED

This is no longer necessary. Employers assume you will provide references if you are asked. So delete references and references to references.

3. ONE RESUME FITS ALL

If you're a freelancer working in a niche field, you might get away with using a single resume for all job prospects, but taking a one-size-fits-all approach will only help to get you overlooked. You don't have to create a new resume for every freelance job you apply for, but it's always smart to cater that resume to fit the wants and expectations of individual employers.



5 LIES ABOUT RESUMES

4. LIMIT YOUR RESUME TO A SINGLE PAGE

This is one of the [oldest resume tips around](#), and for good reason. If a hiring company is sifting through 2,000 resumes, they're going to want to breeze through to save time, but some people's work experience is so extensive that trying to cram it all onto one page can leave valuable information out. Don't be shy about presenting a two-page resume if your level of experience dictates it.

5. YOU SHOULD ALWAYS INCLUDE PERSONAL INTERESTS

This only works to your advantage if you know for a fact that the person reading your resume will be bowled over by a shared interest. Otherwise, letting a prospective employer know that you like to race go-carts on weekends might hurt your chances at landing that interview.





THE RESUME OBJECTIVE

It may not fall into the category of “bad” – but according to a study that asked more than 70 employers what they thought, resume objectives are now seen as a total waste of space.

Understanding why only requires you to take a straightforward look at what a resume objective's “objective” really is: Your chance to put forth an opening argument stating you want the job...which is pretty obvious. According to the vast majority of Human Resources Specialists and Hiring Managers today, objectives are frequently glossed over or not read at all.

What to include instead of a resume objective? While less is more, you still don't want to waste a good opportunity to include other information that would be more beneficial.

◦ HOW TO USE THE OBJECTIVE SPACE MORE WISELY:

◦ **CREATE A SUMMARY SPACE**

If there is something unique about your career (say you took time off to backpack through Europe or switched careers midway through life) this is the best place to explain it.

Use 2-3 sentences only.

◦ **ADD IN A BRIEF TESTIMONIAL**

Pop a brief testimonial in from a previous employer! The best place to find fodder for testimonial snippets is within letters of recommendation written on your behalf. Grab a compelling sentence and put that in place of your objective to infuse your resume with a more unique and “human” feel.



THE RESUME OBJECTIVE

- **TRY A HANDFUL OF BULLETS**

Speak to your key skills and professional characteristics. Or list your recent awards or upcoming speaking engagements.

- **SPOTLIGHT YOUR EDUCATION**

Why not place your education front and center? If you graduated with top honors (especially if that graduation took place at a prestigious university), letting a Hiring Manager know straight off the bat could help push your resume to the top of the pile.

- **SHOW OFF YOUR SKILLS**

Have a set of hot, in-demand skills like social media certifications, eCommerce experience, or proficiency in ALL the Adobe CS products? If they're related and necessary to the job you're applying for, pop them up top proudly.





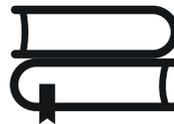
CREATING A UNIQUE RESUME

The donut resume guy. An incredible example of a job-hunting truth: In today's competitive job market, you can't afford to submit a bland, lifeless resume. There's a decent chance it may not get more than a passing glance, unless it is different — in a good way.

How can you make yours stand out? It takes balance, as well as a comprehensive knowledge of your audience. Yes, your potential employer is your audience, and the idea is to captivate them. You can do this by understanding what they are looking for. The industry you are in makes a difference. However, even the most professional environment can appreciate a little oomph and pizzazz.



MAKE AN INTERACTIVE WEBSITE



CREATE BOOKLETS



MAKE IT AN INFOGRAPHIC



CREATE A PINTEREST PORTFOLIO

Need a more traditional look?

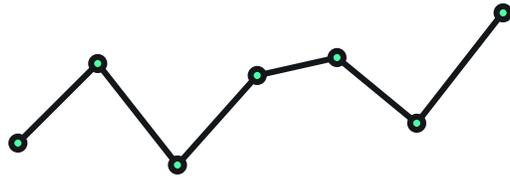
Try a well-designed, creative layout. Here are a few places to get started:

CANVA - A free graphic design app that allows you to create an eye-catching resume you'll love.

CREATIVE MARKET - Home to a plethora of digital goodies including resume templates among other things.

HIRE A DESIGNER - Artisan knows tons of amazing Designers and could find you the right partner to take your resume to the next level.

NEED MORE IDEAS - Check out our Pinterest board full of other creative resume and business card ideas.



A NOTE ABOUT APPLICANT TRACKING SYSTEMS

Applicant Tracking Systems (ATS) and other resume filters are used by many major companies to automatically match applicants to positions. If your resume isn't optimized for them, it may never even be seen by human eyes.

1. SEO CHECK

Add in your keywords! Much like SEO, you need to add in certain keywords that the software will be searching for. These may include certifications, software, or just specific talents that you have.

2. BE SPECIFIC

Some basic software solutions can't tell the difference between an "MBA" and an "M.B.A." If they ask for "MS Excel," your resume needs to say "MS Excel"... not "Microsoft Excel."

3. K.I.S.S.

Formatting should be kept simple. Font changes and colors may confuse an ATS. The simpler (and shorter!) your resume is, the better.

4. TOP LOAD

Always put the most important content in your resume toward the top. Some ATS platforms put more weight on skills that are placed toward the top, as these are considered to be the most important.



FINAL THOUGHTS

Ask any professional job interviewer and they'll tell you: what the world really needs is a new breed of job hunter who ditches traditionally accepted methods of resume writing in favor of approaches that actually match today's hiring practices.

This isn't to say that the resume is dead. It just serves to point out that many job seekers are pursuing outdated methods that could actually be hurting their chances at finding work. Create a unique resume using these tips and we bet you'll see an uptick in interest.

Need someone to look at your new resume? Contact one of our qualified Recruiters today.

CONTACT US TODAY

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