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JUMPING OVER THE RESUME HURDLE

By Wendi Weiner



Wendi Weiner, creatively known as *The Writing Guru*, is an expert essay writer and Certified Professional Resume Writer (CPRW) with over 15 years of writing expertise.

Resume writing is both an art and a highly specialized skill. It is something that requires not only dynamic talent but the ability to sift through a candidate's job history and accentuate the best aspects.

A resume is a true sales pitch. It is your opportunity to sell a prospective employer on your skills and why those skills make you the ideal candidate for the position.

In today's times, an average resume may get you interviews, but probably not the interviews you want, and certainly not at the salary you desire. How do you jump over this hurdle?

The answer is simple. Your resume must precisely mirror the candidate described in the

job position with the right keywords, the right job functions and the right aesthetically pleasing format.

KEYWORDS

Keywords are a necessary component of your resume. An easy way to know if you have the right keywords in your resume is to look at the job description and highlight the specific skills that the position is seeking. These keywords are actions that are commonly labeled as "core competencies." Keywords in a resume include phrases such as project management, conflict resolution and budget analysis. Inputting the right keywords often requires creativity and thinking outside of the box.

JOB FUNCTIONS

While it is difficult and daunting to quantify everything you do on a daily basis, there are specific job functions that employers outline for a particular job posting. What you want to do is take those functions that are mere details and transform them into results and accomplishments.

When describing job functions, candidates should avoid using the adjective, "responsible." Why? The word "responsible" does not express action and does not tell the reader what you truly accomplished. Instead, use action verbs such as administered, analyzed, directed, evaluated, facilitated, implemented, identified, supervised or utilized. You will immediately see how your job

details resonate with sophistication and power. Using action verbs in your resume will enable you to showcase the results you brought forth to each position you have held in your career.

RESUME FORMAT

In designing your resume, keep in mind that an employer looks at it for approximately 5-7 seconds and there are an average of 250 applicants applying for the same job. Therefore, the top third of your resume must engage the reader the most. You must have a clean, clear and concise template with a font that is easy on the eyes and encourages readability. With respect to organization, remember to concentrate on the most significant headings in your resume: professional experience, core competencies, education and certifications. Most importantly, delete the "objective" from your resume. Your objective is to find a job and the employer knows that. Instead, provide a professional summary of your skills. It will draw the reader's attention and hold onto it.



One last hurdle to consider: In addition to having a well-crafted and well-written resume, 95% of employers utilize LinkedIn to post jobs and research job candidates. LinkedIn is a virtual resume to showcase your skills and work experience while networking

with other professionals. Not a member of LinkedIn? Join today and start building your network, one connection at a time.

WENDI WEINER:

Holds an undergraduate degree in English with a certification in Secondary Education from Florida State University and a law degree from Stetson University College of Law. After college, Wendi worked at a local middle school as a Language Arts teacher and facilitated after-school programs to assist students with tutoring in reading and writing. Her passion for writing continued on when she began practicing law while simultaneously serving as a writing professor at local colleges for over 7 years. Wendi taught her students the fundamentals of grammar, composition and resume writing. Desiring to continue helping others succeed in their educational and career goals, Wendi formulated *The Writing Guru*. As the owner and head writer, Wendi focuses on personalized resume and writing services for her clients while also frequently presenting at writing seminars and workshops.

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