



Resume Tips



Tailor Your Resume for Each Job

- Mirror keywords from the job description.
- Align your experience with what the employer is prioritizing.
- Customize your summary and skills section each time.



Focus on Results, Not Responsibility

- Instead of “Responsible for managing social media,” write “Increased Instagram engagement by 42% in 6 months through targeted content strategy.”
- Use numbers whenever possible: Revenue Growth, Cost Reduction, Time Saved, Efficiency Improvements, Engagement Increases.



Use Strong Action Verbs

- Use strong action verbs.
 - a. Start bullet points with verbs like: Led, Built, Implemented, Optimized, Reduced, Negotiated, Designed, Streamlined.
- Avoid weak phrases like “helped with” or “assisted in.”



Keep It Clean & Skimmable

- Hiring managers skim in 6-10 seconds.
- 1 page (*early career*) / 1-2 pages (*experienced*)
- Clear section headers
- Bullet points, not paragraphs
- Consistent formatting
- Professional font (no fancy designs unless creative field)



Include a Strong Summary (*Optional but Powerful*)

- 3-4 Lines at the top:
 - Who you are
 - Years of experience
 - Key expertise
 - Type of role you are targeting



Highlight Skills Strategically

- Hard skills (*tools, software, technical abilities*)
- Relevant certifications
- Industry-specific keywords
- Include soft skills when supported by evidence
 - It's acceptable to list soft skills such as critical thinking, communication, teamwork, or problem-solving, but they should ideally be supported by examples in your experience. (*Example: Analyzed customer feedback data to identify recurring issues and proposed proves improvements that reduced support tickets by 20%. This demonstrates critical thinking and problem solving, rather than just stating them.*)



Remove Irrelevant or Outdated Content

- No objective statement (*unless career-changing*)
- No references line (*“Available Upon Request” is assumed*)
- No personal info (*age, marital status, photo unless regionally required*)



Open-Source Links

- [Open Resume](#)
 - a. Simple tool to create friendly resumes quickly
 - b. Features modern resume templates, Resume parser, Downloadable as PDF.