

Transport Topics

Employment Plus!

CLASSIFIED MARKETPLACE

Writing a Résumé That Gets the Results You Want

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A résumé's primary goal is to get the attention of an employer or recruiter and get you in the door for an interview.

Most employers and recruiters will give each resume a quick 30-second scan. If you have not managed to get someone's attention in those initial moments, chances are you will not be receiving a call. There are some easy ways to make sure that your résumé is pleasing to the eye and contains good solid information about your experience.

The key to getting someone's attention starts with the overall appearance of the résumé. A résumé that is easy to read and pleasing to the eye ensures you will get that 30-second scan.

Résumés should be streamlined so that each block of experience resembles the one before. Employers and recruiters should easily be able to view important information such as current and past employers, dates of employment, and job titles. Making those details stand out by using an easy-to-read format is ideal.

Dates of employment need not be specific to the month. Years are easier to scan quickly. Contact information should also be clear and thorough. E-mail addresses

and phone numbers for both daytime and evening should be displayed for quick availability. If an employer or recruiter has to hunt for the desired information, that person is not going to bother.

A common formatting mistake often made by candidates is using a font that is completely unprofessional. Save the silly fonts for something else, and make sure that your résumé is in a professional-looking font such as Times New Roman or Garamond. It does not matter how much great experience you have. If you portray it in a way that appears childish or unprofessional, you can forget an employer or recruiter taking you seriously.

The order of information is also important. Current experience should be prominent, at the top of the résumé. Candidates should remember that once they have pro-

fessional work experience, the work experience should always be displayed before any relevant education. The only time that education should be first is if the candidate is a recent graduate with no work experience. Too many candidates put unnecessary information on their résumés, which clouds the overall scan. Information related to personal interests, family status and size, and even salary, is just not necessary.

If your résumé has survived the general scan, then employers and recruiters will dig into the meat of the résumé to see relevant experience. Statements about what you have done at each position should be clear and concise. They should always start with action words such as "achieved," "organized," "managed," "implemented," etc. Any special accomplishments should come first. Companies and recruiters want to know if candidates have saved their companies money, made their companies money, streamlined processes, or made changes that have affected their current and former companies in a positive way.

If you are an experienced sales person, include your sales statistics. Information should detail: the amount of new business you have brought in, how you have grown your territory (and the specific territory where you sell), and what specific services or products you

sell. Detailed information about your accounts is not necessary on a résumé. Including sales statistics will save employers and recruiters a lot of time in knowing whether you are the right person for the job. It also lets a potential employer know that you are a successful sales person. Sales résumés that do not include sales stats are worrisome to

be completely clean and free from green squiggly lines under grammatical suggestions, and red lines under words that are spelled wrong or suspected to be spelled wrong.

By carefully going through the résumé, candidates can eliminate any potential problems before sending it out and increase their chances of getting a call. Spell check does not catch everything and only human eyes can ensure that a résumé is clean.

If e-mailing your résumé, make sure to send it in a print format, so that employers and recruiters are viewing your résumé the way it was intended to be viewed.

If you have done all of these things and have not received a call, you are probably just not right for the position. However, it does not hurt to make a follow-up call or shoot out a quick e-mail to make sure that your résumé has been properly received. A résumé that is clear and concise with contact information that is clearly displayed will ensure that you do get a call when the right match comes up.

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Did You Know?

The trucking industry employs more than 11 MILLION PEOPLE

an employer or recruiter.

Last but certainly not least, candidates should proofread their résumé and have someone else proofread it as well. In fact, the more eyes you can get on the résumé, the better. Good candidates often make the mistake of sending résumés with spelling or formatting errors, and thus taint their credibility. Résumés should