



Resume Tips

by Teddy Burriss Career Coach



Who am I?

Teddy Burriss - Career Coach / LinkedIn Strategist & Trainer / Just a guy

Practicing Career Coaching since 2005 (Trained by CPI - an outplacement organization)

Teaching LinkedIn as a business tool since late 2009

I provide career coaching services to lots of groups across the country.

I experiment with LinkedIn regularly so I can guide others on the right way to use this business tool.

Find me all over the internet as TLBurriss



What is the purpose of a Resume?

To create interest in you as a viable candidate.

To showcase your relevant skills, experiences, professional development, education, etc - all relevant to the position you are applying for.

Your resume should be designed to get you the conversation with HR & ultimately with the Hiring Manager.

The interview gets you the job.

I am Teddy - I have lots of ideas - use them where you see fit.



I won't walk it back, but...

I regularly call resumes ongoing obituaries.

Unfortunately the way most people write them, they may as well be.

There is no passion in these documents

There is no clarity, stories, & relevance in these documents.

They could be an obituary or an autobiography. Neither is useful for your career journey.

Be better & be different with your resume.

Tip #10

Make it Keyword Rich to get thru the ATS.

Know what keywords are important.

Find them in the job description.

Find them on the company's website.

Write each sentence clear and include any relevant keywords in each sentence.

No skill/keyword stuffing.

If you use the right keywords, the ATS may not kick you out of their system.

Tip #9

Stand out with your Stories

Don't create a cute or flashy resume. Unless you are applying for a content creative role.

Use each section of the Resume to showcase your skills, experiences, accomplishments, all relevant to the job you are applying for.

Learn to use **PAR** or **STAR** statements in your resume.

Keep all of the information on your resume relevant to the job you are applying for.

It's ok to show professional growth as well.

Tip #8

Let's talk PAR Statements

PAR Stands for **P**roblem/**P**roject/**A**ction & **R**esult

Write down clearly what was the Problem or Project that needed to be addressed.

Write down all that you did to address the problem or execute the project.

Write down the value or result that the company/business/department/client received.

Now - Squeeze it all down to 1, maybe 2 sentences.

Do this 8-10 times relevant to the job you are seeking/applying for.

PAR Statements go on your resume.

Tip #7

Resumes are not autobiographies

The recruiter, Hiring Manager, HR does not need to know it all.

They don't care that I picked up trash and delivered caskets back in 1977.

Don't go back beyond 15yrs, unless it's highly relevant to the job.

Focus on what you did at each job that is relevant to the job you are seeking / applying for.

Resist sharing all of the community service work you have done.

Resist sharing your grade point average from high school, college, or your test scores for any online classes you have taken.

Tip #6



Your resume should be in your voice.

Dr Seuss said, “You are you, that is truer than true, there is no one youer than you.”

Don’t try to impress the recruiter with \$10 words.

Minimize using slang, acronyms and other terms that someone may be unfamiliar with.

Don’t write a resume in 3rd Person. It should be you talking to directly to the reader.

Don’t start every sentence with “I did this”, or I did this”. Get creative with your sentences.

Tip #5

Stop trying to over-vet yourself

Minimize using adjectives

Rather, tell stories of how you demonstrate these traits.

If you tell good stories in your resume these traits will be apparent.

Some of these traits are assumed of business professionals.
(Reliable, Competent, Honest, Accountable, etc)

Reliable	Determined
Constructive	Bold
Rousing	Competent
Ideal	Advanced
Influential	Productive
Honest	Adept
Instrumental	Passionate
Inspiring	Superior
Accountable	Decisive

Tip #4

Ditch the Objective Section and use a Summary Section instead

Your object is clear, you want to work for the hiring manager who is reading your resume.

Use this top section to summarize your experiences, skills, accomplishments, all relevant to the job you are applying for.

Executive summaries help the recruiter & hiring manager to quickly discover, maybe I should read a lot more.

Which one do you prefer?



Objective: To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

Use my vast experiences to help an organization to be successful.

Summary: "Project Management Professional with Lean/Six Sigma training, certification and experiences in Banking and, Finance.

I have used my skills in SQL, Business Analysis, Report Writing to discover lost revenues and wasted expenses.

I continue to grow my vast skills in Data Mining, Business Intelligence applications and the use of Microsoft Excel scripting creating reports that provide business knowledge."

Tip #3

Make yourself accessible

Be sure your contact information is in the document, not the header/footer.

If you use the Page 1 Cover letter idea - have contact information on there & the first resume page.

Business appropriate email address.

1 phone # that you will can get to easily/quickly. (Make sure your VM works on your phone)

City/State - No street address needed

LinkedIn Profile URL (customized)

Do not let a day go by without checking your email/VM/LinkedIn Messages/Invites



Tip #2

Page 1 of your resume - a Cover Letter

Consider using the T-Square model in your Cover Letter Page

Two columns, #1 - the business need from the job description / #2 - How you align with this need

Do not rehash the resume content.

Speak to the hiring manager about the job, your interest and the research you did on the job, company and where relevant, the hiring manager/recruiter/etc.

Where relevant and appropriate, reference someone in the business or a mutual connection who may have referred you.

Show you are a human and not just a job applying robot.

Tip #1

Review & Restate your relevant skills.

Use these relevant keywords/phrases throughout all of the resume content.

Consider summarizing them in a list on the last page.

Do not use a table. Type 1 keyword/phrase per line.

Title the area something like - Review of my relevant skills.

This is primarily for the ATS/search bots, not necessarily for the human.

Bonus Tip



Functional Resume use

If you are making a big career shift - functional resumes can be a good option.

You can show your growth and how your skills / experiences / professional development / accomplishments are relevant to your new career journey, without getting into all of the aspects of each job.

Ron Berra said, I can't hire you Teddy - You don't have the word Training on your resume.

Adjust the words from your past roles to the new role/industry/company type.

(Example - If you were in the tank division, you may not refer to your tank skills for an HR role.)

Bonus Tip



Don't make dumb mistakes

No Comic Sans Fonts

No tiny fonts to squeeze 5 pages into 3.

Simple no table formats

Check the spelling of the hiring manager on your cover letter

Check the spelling of the company

Don't misspell Project Manger or Pubic Relations.

Bonus Tip



Use Active Language

Speak to what you did, how you served, how you created, how you delivered.

Every sentence you write needs to be reviewed.

What does it say relevant to the job/company/hiring manager/company/industry.

How does it present your value.

Is it clear & concise. (No rambling Teddy)



Fire away

Don't let a question fester in your gray matter.

Ask it now.



Resources

Beyond my own experiences, I captured some ideas from these resources:

- <https://www.indeed.com/career-advice/resumes-cover-letters/10-resume-writing-tips>
- <https://www.indeed.com/career-advice/resumes-cover-letters/resume-format-guide-with-examples>
- <https://ncwiseman.com/2012/10/par-statements/>
- <https://ncwiseman.com/2013/08/t-square-cover-letter-creates-success/>
- <https://blog.sparksgroupinc.com/candidate/best-practices-writing-most-effective-cover-letter>
- Example Resumes (only a few examples):
 - <https://www.dropbox.com/s/iphfpyoovhknyhy/Skills%20Resume.docx?dl=0>
 - <https://www.dropbox.com/s/tmqnp5ckwel4zju/Chronological%20Resume.docx?dl=0>

Stand out with a great resume !

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