

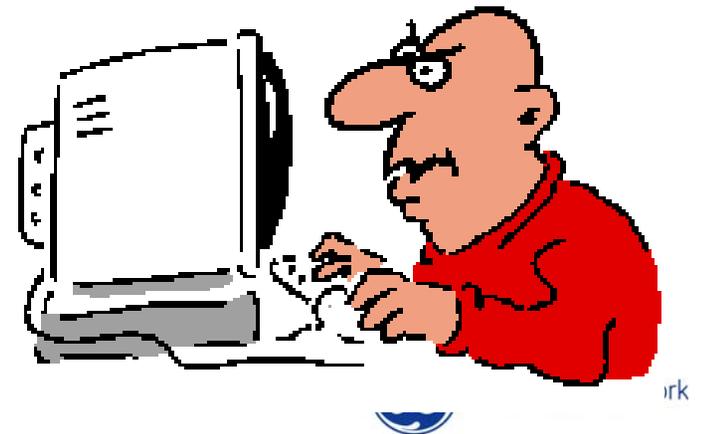


# How to Write An Effective Resume

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# What if I'm not sure about my job target?

- You are probably going to wind up doing something that doesn't fit you very well.
- You are not going to find it fulfilling.
- You will most likely leave within five years.



# A Recruiter

- is also the **person who is responsible for the bottom line productivity** of the project or group you hope to join.
- is a person who **cares deeply how well the job will be done.**

## Ask yourself:

- What would make someone the **perfect candidate**?
- What does the **employer really want**?
- What **special abilities** would this person have?
- What would set a **truly exceptional candidate** apart from a merely good one?



**You need to write your resume to appeal directly to them.**

# If you are not sure...

## Gather hints:

- Ask other people who work in the same company or the same field.
- Call the prospective employer and ask them what they want.
- Don't make wild guesses unless you have to.

## Remember:

- Address their real needs, or else they will not respond to your resume.
- Putting yourself in the shoes of the person doing the hiring.
- Convey that you are a truly exceptional candidate.

# Resume's – What are they and Why are they Important?

## 1) The resume is a tool - to win an interview.

A resume is an advertisement, nothing more, nothing less.

## 2) A great resume is your personal advertisement.

It convinces the employer that you have what it takes to be successful in this role.

## 3) It stimulates the interest in meeting you.

It inspires the prospective employer to pick up the phone and ask you to come in for an interview.

# Resume's – What are they and Why are they Important?

Having a good CV is essential for:

- full-time jobs
- part-time jobs
- Internal promotion
- Internships
- work experience placements

**Short-listed and successful candidates** are invariably the people who **provide employers with the best CV's** and best covering letters. These are the candidates who will ultimately get to the interview stage.

Modes to submit CV:

1. Text Document
2. Online
3. Video



# Did You Know?



1. **Only one** interview is granted for every 200 resumes received by the average employer.
2. **Ten to 20 seconds** is all the time you have to persuade a prospective employer to read further.
3. **86%** of interviewers think CV's and application forms are **not wholly truthful**. In most cases they believe only **35%** of CV's is **actually factually correct** .
4. **8%** of interviewers believe that **academic qualifications reliably indicate future performance** in the job.
5. **66%** of interviewers say that they check up on professional qualifications
6. **56% check academic qualifications** and hardly any interviewers regard qualifications as the most significant factor.

# Where Are You At Today?

## The Good News

You can create a resume that makes you stand out as a superior candidate for a job you are seeking.

- Not one resume in a hundred follows the principles that stir the interest of prospective employers.
- A well written resume should get an interview more often among field of fierce competitions.



## The Bad News

Your present resume is probably much more inadequate than you now realize.

- Learn how to think and write in a style that will be completely new to you.

**Resume writing is a form of marketing or advertising, when the product is YOU.**

# Where Are You At Today?

Your **CV must sell you** to a prospective employer, and compete against other applicants who are also trying to sell themselves.

## The challenge in CV writing :

- more **appealing and attractive** than the rest
- presented **professionally** and clearly
- indicate you are an ideal candidate for the job, i.e., **right skills, experience, behaviour, attitude, morality**

## Writing a great resume:

- should not follow the rules heard through the grapevine.
- does not have to be one page
- does not have to follow a specific resume format.

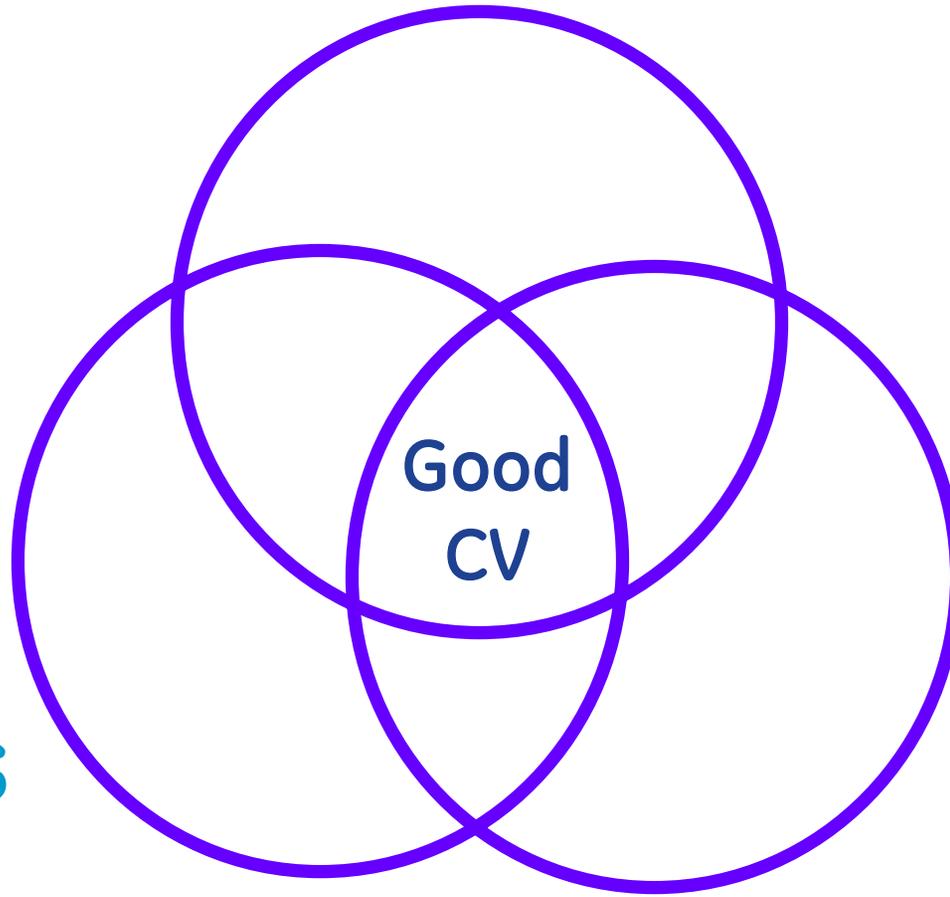
**Every resume is a one-of-a-kind marketing communication.**

# First Rule to Remember

- If you find it difficult to match your own CV description to the requirements of the role, then **perhaps the role isn't for you.**
- There's little or **no point distorting or falsifying yourself in order to get a job.**
- Obviously **lying in a CV is a risky strategy**, especially about qualifications, and you should avoid any such temptation. Better to be proud and confident of who you are. Integrity and reputation are more important than qualifications.
- **A CV with a lie is an embarrassment, or even a dismissal, waiting to happen**, sometimes years later when you've a lot more to lose.
- **Blow your own trumpet**, emphasize your characteristics, your capabilities and achievements - this is all fine - but know where to draw the line. Positive emphasis and strong presentation is good; falsehoods are not.

# Recipe to Start a Good Resume

Knowledge



Skills

Passion

# Blowing Your Own Trumpet

- Many people find this **difficult**, especially those with strong 'sensing' personalities, who see life in terms of bare facts
- Get help from someone creative and enthusiastic to assist you in interpreting and writing **very positive phrases and descriptions about you for your CV.**
- **Emphasize your attributes in strong, relevant and expressive terms;** modesty doesn't work particularly well on any CV.
- Writing **powerful descriptions about yourself, personality, strengths and capabilities** actually helps candidate become even more like the person described. It's related to self-talk, self-belief and positive visualization.
- We tend to live up to our claims when we write them down and commit to them.
- Creating a positive CV for ourselves helps us to grow and to become how we want to be.

# Second Rule to Remember

- **It is a mistake to think of your resume :**
  - as a history of your past,
  - as a personal statement or
  - as some sort of self expression.



- **Most of the content of any resume is focused on your job history.**  
But write from the **intention to create interest**, to persuade the employer to call you.
- **Most people write a resume because everyone knows that you have to have one to get a job.**  
They write their resume grudgingly, to fulfill this obligation. Writing the resume is only slightly above filling out income tax forms in the hierarchy of worldly delights.
- **A great resume can be your ticket to getting exactly the job you want.**  
You may be able to muster some genuine enthusiasm for creating a real masterpiece rather than the feeble products most people turn out.

# Writing Resume with No Work History or Experience

- Experience is in everything we do.
- Relevant transferable learning in your life experience.
- Illustrate qualities gained and learned from your life experience that employers will recognize and want.
- Many employers need experienced people. Some are firm about this; others can be persuaded to consider an applicant who has special qualities but no experience – it depends on the job and the needs of the employer.
- There are some employers who will be interested in fresh young people who are keen to learn and who are highly committed.

# Writing Resume with No Work History or Experience

- A good cover letter accompanying your CV that explains clearly and concisely your strengths and values, and relevant life experience.
- Be persistent and determined
- Take advantage of every opportunity to learn and gain experience:
  - join discussion groups
  - read journals
  - visit business websites
  - attend courses/lectures/exhibitions
  - study the newspapers & news
  - internships/voluntary organization

# How to Structure Your Resume?

- Presentation and sequence of items.
- Get to the key points quickly.
- Well presented and well-structured CV.
- Stand out from the others and make a much better impression.



# Resume Format

## Chronological

- listing of employment and employment-related experiences.
- a good format for those with a consistent employment history,
- no gaps in employment and whose past employment experiences are related to their current employment goals.
- showcase a steady work record with increasing upward responsibilities.
- **This may not be the best for new graduates, individuals with job gaps or persons changing careers.**

## Functional

- highlights skills, experiences and accomplishments without identifying specific dates, names and places.
- organized by functions or skills, which advertise the specific qualifications needed for an occupation.
- this resume works well for people changing careers.
- **Effective for those reentering the workforce, first-time job seekers and when highlighting experiences that occurred in the distant past.**

# Resume Format

## Combination

- brings together the best of both the chronological and functional resumes.
- features a functional section that highlights skills, accomplishments and experiences.
- includes a chronological listing of employment, education and experiences.
- the best chronological resume is enhanced with a section highlighting skills, accomplishments and experiences.
- the best functional resume is strengthened with a chronological listing of employment experiences.

## Points to Consider

- Keep your resume brief
- Use only 8 1/2" x 11" paper
- Use white or off-white quality paper
- Emphasize your skills and accomplishments
- Don't use abbreviations
- Arrange the resume so it's pleasing to the eye
- Avoid fancy fonts, exotic colored paper, photographs and graphics

# How to Summarize Your Resume

The most **common ingredients** of a well-written Summary are as follows.

- A short phrase describing your profession
- Followed by a statement of broad or specialized expertise
- Followed by two or three additional statements related to any of the following:
  - breadth or depth of skills
  - unique mix of skills
  - range of environments in which you have experience
  - a special or well-documented accomplishment
  - a history of awards, promotions, or superior performance commendations
- One or more professional or appropriate personal characteristics
- A sentence describing professional objective or interest.

# Few Guidelines for a Better Presentation

1. The resume is visually enticing, a work of art.
2. There is uniformity and consistency in the use of italics, capital letters, bullets, boldface, and underlining.
3. There are absolutely no errors.
4. All the basic, expected information is included.
5. Jobs listed include a title, the name of the firm, the city and state of the firm, and the years.
6. It is targeted to the goal.
7. Strengths are highlighted / weaknesses de-emphasized.

# Few Guidelines for a Better Presentation

8. It has focus to help the reader understand immediately.
9. Use power & accurate words.
11. Show you are results-oriented.
12. Writing is concise and to the point.
13. Vary long sentences with short punchy sentences.
14. Make it look great.
15. Shorter is usually better.
16. Break it up.

# Few Guidelines for a Better Presentation

17. Experience before education...usually.
18. Telephone number that will be answered.
19. Controversial and negative comments.
20. Use bold caps for your name on page one.
21. Spell out numbers.

**It is possible to choose a career that will fit you so well that you do it because you like to go to work.**

# What Not to Put on a Resume

- The word "Resume" at the top of the resume
- Fluffy rambling "objective" statements
- Salary information
- Full addresses of former employers
- Reasons for leaving jobs
- A "Personal" section, or personal statistics (except in special cases)
- Names of supervisors
- References
- Photo of yourself

# Sample of Cover Letter

Full name

Full address

Date

Dear (Mr/Mrs/Ms Surname)

**RE: Application for the position of \_\_\_\_\_**

I enclose my CV in respect of the above vacancy/position (or state position advertised and when it appeared). You will see that I have the required skills, capabilities and experience for this position, notably (state two or three attributes briefly).

I look forward to hearing from you.

Yours sincerely

(Sign)

(And below print your name - not hand-written)

# Words & Phrases to Use

- **results-driven**, logical and methodical approach to achieving tasks and objectives
- **determined and decisive**; uses initiative to develop effective solutions to problems
- **reliable and dependable** - high personal standards and attention to detail
- **methodical and rigorous** approach to achieving tasks and objectives
- **entrepreneurial and pro-active** - strong drive and keen business mind
- **identifies and develops opportunities**; innovates and makes things happen
- **good strategic appreciation and vision**; able to build and implement sophisticated plans
- **determined and decisive**; uses initiative to meet and resolve challenges
- **strives for quality** and applies process and discipline towards optimizing performance
- **extremely reliable and dependable** - analytical and questioning, strives for quality
- **methodical approach** to planning and organizing - good time-manager
- **strong planning, organizing and monitoring abilities** - an efficient time-manager
- **self-driven and self-reliant** - sets aims and targets and leads by example
- **good interpersonal skills** - works well with others, motivates and encourages
- **high integrity, diligent and conscientious** - reliable and dependable
- **self-aware** - always seeking to learn and grow
- **seeks new responsibilities** irrespective of reward and recognition
- **emotionally mature and confident** - a calming influence
- **detailed and precise**; fastidious and thorough
- **decisive and results-driven**; creative problem-solver

# Words & Phrases to Use

- **creative and entrepreneurial net worker** - effective project coordinator
- **reliable and dependable in meeting objectives** - hard-working
- **emotionally mature**; calming and positive temperament; tolerant and understanding
- **seeks and finds solutions to challenges** - exceptionally positive attitude
- **great team-worker** - adaptable and flexible
- **well-organized**; good planner; good time-manager seeks and finds solutions to challenges – exceptionally positive attitude
- **great team-worker** - adaptable and flexible
- **well-organized**; good planner; good time-manager
- **seeks new responsibilities** and uses initiative; self-sufficient
- **solid approach** to achieving tasks and objectives; determined and decisive
- **excellent interpersonal skills** - good communicator, high integrity
- **energetic and physically very fit**; quick to respond to opportunities and problems
- **active and dynamic** approach to work and getting things done
- **financially astute** - conversant with accounting systems and principles
- **tactical, strategic and proactive** - anticipates and takes initiative
- **systematic and logical** - develops and uses effective processes
- **critical thinker** - strong analytical skills; accurate and probing
- **good researcher** - creative and methodical - probing and resourceful
- **good starter** - enthusiastic in finding openings and opportunities