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career

HQ

jobs+

by asac

Resume Writing: Make  
Your Resume Relevant

Thursday, March 24, 2016  
12:00 - 1:00 pm EDT

Presented by:  
Cheryl Palmer, M. Ed., CPRW  
Call to Career

Dr. Jo Dier, President's Representative

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Your Presenter



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What's Hot

- Professional Summary
- Core Competencies
- Accomplishments (preferably quantified)
- Plain text version
- Keywords



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## What's Not

- Job Objective
- References Available upon Request
- Hobbies (if unrelated to your job target)
- Large gaps of time unexplained




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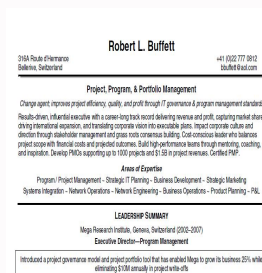
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## Critical Elements

- Name and contact information
- Professional summary
- Professional experience
- Education
- Certifications




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## Pros and Cons for Infographics

### Pros

- Visually appealing
- Trendy

### Cons

- Not widely accepted
- Not appropriate for every job seeker




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## Making Friends with the ATS

- Use good keywords
- Focus on hard skills
- Avoid very fancy fonts
- Put your skills in context



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## Update Your Resume Regularly

- Get copies of performance appraisals before you leave a job
- Keep a file of big projects that you worked on, including quantification
- Make sure your resume agrees with your LinkedIn profile



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## Tips for Writing Cover Letters

- Keep it short and sweet
- Match your credentials & experience to the requirements



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## Tips for Submitting Applications

- Copy and paste from the plain text version of your resume
- Send a MS Word version of your resume if possible.



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## Special Offer

- Sign up for my weekly blog posts at <http://www.calltocareer.com/category/blog/>



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## Questions?



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Thank you from Association CareerHQ!

Learn how we can help you in your  
association journey at  
[associationcareerHQ.org](http://associationcareerHQ.org).



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