**5 Reasons Your Resume Makes Me Sick**

by Tim Tyrell-Smith http://personalbranding101.com/5-reasons-your-resume-makes-me-sick

Yes, I know what you are thinking. ”Really? Another article telling me what to do with my resume?” But until I start seeing a better paper flow, I’ll keep bringing it up.

And, remember that this little two-pager is often the first thing people see from you. The first flash of your [personal brand](http://personalbranding101.com/top-ten-personal-branding-tools). It better be easy to read and worth reading. And while a lot of interesting formats for exposing your brand are now available (LinkedIn, Twitter, Visual CV, Facebook), people still expect a traditional resume prior to and during an interview. Even if they didn’t find you that way.

So here today I’ll offer 5 reasons your resume makes me sick. I haven’t left my breakfast on the page yet, but I’m getting a tickle in the back of my throat. And will soon experience a queasy feeling. One that compels me to move your information to the “other” pile.

**#1. Poor Or Over-Use Of Formatting**

Style does matter in life and in the hiring process. So if you are **bolding**, underlining and *italicizing* everything on the page, you are telling me that everything on the page is important. Or nothing is. Hard to read and makes me dizzy. Or maybe you are using multiple fonts or font sizes. Or you’ve created a resume that looks like the front page of the NY Times. And I don’t know where to start. So I don’t.

**#2. “No White Space”**

Great print advertising uses the page well. It places just enough information in the ad to allow the reader to naturally find important content. There is a flow to it. And the eye is given room to work. So when you use a margin of .2 all around to keep your resume to two pages, it leaves no white space. No place for my eyes to rest as I am scanning to quickly learn where your resume fits against the job requirements.

**#3. Poor Use Of The “Top Third”**

You have an opportunity in the top third of your resume to grab people. To quickly communicate important and unique aspects of your skill and experience that will trigger a decision to keep reading. I’m not saying that people will not look at last employers, positions and accomplishments if your top third is bad. But it is kind of a shame. Because with an enticing positioning statement, a strong career summary, and a short list of key strengths, you can brand yourself up front. Before someone drops you into a mental pile based only on their take on the facts.

**#4. Drowning In Responsibilities**

Resumes should be full of relevant and tangible accomplishments. Relevant in that they will make the hiring manager think “that’s the kind of impact I’m looking for”. Tangible because it measures the impact and suggests a direct benefit and value. We all want to interview people who can come in and make a big impact or solve a problem. If your resume details the role you played for each company without detailing the value you added, you will look like everyone else. So in two short sentences under each prior position, tell me what you did. And in 4-6 bullet points tell me what you accomplished while there.

**#5. Who Did You Work For Again?**

Maybe I’m not as worldly as I’d like to think, but I see a lot of resumes that include companies I’ve never heard of. Don’t know what they do, how big they are and how influential they might be in their industry. Are they great at training their employees? Are they global? What brand names do they own? If you are not providing a quick company profile, especially if your company is not well known, you are letting me assume things. And if I assume that the company is “just OK” you may lose some credibility. In short, it helps to know where you’ve been and how you’ve been influenced and educated in the world of business.

I don’t like to feel sick. When I do, it compels me to get rid of the source. If that source is your resume, then take action to control this aspect of your job search effort. Make it easy and comfortable for people to learn about you. And to find key points that create a growing sense that you might just be the one. To help my company grow.

**There. Now I feel better.**

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*Personal Branding 101 is proud to present the following guest article by* [*Tim Tyrell-Smith*](http://twitter.com/TimsStrategy) *of* [*www.TimsStrategy.com*](http://www.timsstrategy.com/)*. Tim clearly has a passion for helping others build careers. His blog contains a wealth of information to jump start your job search, networking efforts, social media presence, and more – enjoy!*

* <http://www.chrisbrogan.com/branding-basics-2011/>
* [7 Tips for Personal Branding in a Socially Networked World](http://personalbranding101.com/7-tips-for-personal-branding-in-a-socially-networked-world)
* [3 Ways to Spark Your Job Search Using QR Codes](http://personalbranding101.com/qr-codes-personal-branding)

Other resources:

<http://skillstoachieve.com/>

<http://chameleonresumes.com/blog/>

<http://www.girafferesume.com/>

**Replace the Resume Objective with a Personal Brand Statement**

**By Martin Buckland Monster Contributing Writer**

**from:** http://career-advice.monster.ca/resumes-cover-letters/resume-writing-tips/replace-the-resume-objective-with-a-personal-brand-statement/article.aspx

Does your objective resemble the one below in tone and style?

*OBJECTIVE: To secure a position as a Retail Manager in a fast growing company.*

Personal Branding can replace the “Objective” statement as a more strategic approach to engaging the reader’s attention.

A current and well-written resume focuses on answering the employer’s question “[Why should I hire you?](http://career-advice.monster.ca/job-interview/interview-questions/why-should-we-hire-you-canada/article.aspx)” It should quickly and concisely describe your qualifications for the position and the unique value you will bring upon your appointment. While many clients are challenged to describe themselves as a product, a resume is your marketing document and must embrace the use of Personal Branding to sell your abilities and entice the reader into granting an interview.

Consider this statistic: an HR professional spends a maximum of 30 to 60 seconds conducting an initial resume assessment. It is therefore critical the resume is structured and strategically composed to maximize the impact made upon the reader in such a short timeframe.

Your personal brand is:

* Credible, relevant and expresses your unique value.
* Consistent throughout your resume, cover letter, online and [personal networking](http://career-advice.monster.ca/job-hunt-strategy/professional-networking/online-professional-networking-for-beginners-ca/article.aspx).
* A key marketing tool in differentiating you from the competition.

In determining your unique personal brand, ask yourself:

* [What ONE WORD best describes you?](http://career-advice.monster.ca/job-interview/interview-preparation/50-personality-traits-for-the-workplace-canada/article.aspx) (Examples of powerful words include: robust, tenacious, effervescent, courageous, persuasive and resilient.)
* What is your leadership style? Are you an influential leader? Supportive mentor and coach?
* What is your communication style? Are you an attentive listener? Articulate communicator?
* What makes you stand out from the competition? Are you Bi-Lingual? Possess relevant business knowledge as a Subject Matter Expert? Earned a reputation as an industry leader?

The above questions represent the tip of the iceberg in developing your personal brand. Seek the help of friends, family and coworkers to ensure your personal brand statement is accurate and consistent among your network.

Now compare these two statements. The first is a usually stated objective, a somewhat uninformative introduction. The second into a strong personal brand statement. Which one has more impact for this [Senior Retail Manager](http://jobsearch.monster.ca/jobs/?q=retail-manager&cy=ca)'s resume?

This:

OBJECTIVE: To secure a position as a Retail Manager in a fast growing company.

Or That:

Steadfast, committed and passionate sales leader, conceives and deploys creative proposals to overcome challenges and advance organizational measurables. Motivating and enthusiastic mentor and coach, instils ownership to engage successful performance-driven teams. Intuitive and attentive listener, readily uncovers customer need to offer viable and enticing product solutions.

To see an example of how to place your new Personal Brand statement into your resume, check out this [resume template](http://career-advice.monster.ca/resumes-cover-letters/resume-samples/accounting-manager-resume-example-canada/article.aspx).

**Related Articles:**

* [Six Steps To A Resume Upgrade](http://career-advice.monster.ca/resumes-cover-letters/resume-writing-tips/resume-upgrade-ca/article.aspx)
* [Good Looking Cover Letters](http://career-advice.monster.ca/resumes-cover-letters/cover-letter-tips/eye-catching-covering-letter/article.aspx)
* [Resume Strategy: Specialist or Generalist](http://career-advice.monster.ca/resumes-cover-letters/resume-writing-tips/choosing-your-resume-strategy-canada/article.aspx)
* [Eight Tips for Better Email Cover Letters](http://career-advice.monster.ca/resumes-cover-letters/cover-letter-tips/eight-tips-email-cover-letter-ca/article.aspx)
* [Fun Ways to Beef Up Your Resume](http://career-advice.monster.ca/resumes-cover-letters/resume-writing-tips/fun-ways-to-beef-up-your-resume-canada/article.aspx)

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**Six Steps To A Resume Upgrade**

**Perk It Up!**

 ***by Karen Hofferber
with updates by Mark Swartz,* Monster Contributing Writer**If it has been years since you've updated your resume, you may be wondering where to start. There have been changes in the ways resumes are constructed and sent. Follow these six steps to turn your dusty retro resume into a high-powered personal marketing tool for winning interviews in a competitive job market.

**1. Find Your Focus**

Before you start refreshing your old resume, you need to clarify your job target. Without a clear vision of your career direction, your resume won't do a good job selling you to potential employers. If you have more than one career interest, you'll be much better off developing different versions of your resume rather than trying to construct a one-size-fits-all document.

Having trouble finding your focus? You might want to start with some [self-assessment tests](http://career-advice.monster.ca/job-hunt-strategy/career-assessment/career-quizzes-can-help-you-choose-your-path/article.aspx) or by speaking to a career counselor.

**2. Research Your Target**

[Thoroughly research your job target](http://career-advice.monster.ca/job-interview/interview-preparation/research-before-interview-ca/article.aspx) before writing the first draft of your resume, especially if it's been a while since you've been in the job market. Talk to people in your target industry, and read through relevant job postings on Monster to get a good idea of the qualifications employers are looking for. If you are changing careers, your research may prompt you to enroll in continuing-education classes to gain new skills.

**3. Develop Your Profile/Objective**

Now you're ready to begin writing. If you're a [career changer](http://career-advice.monster.ca/career-development/changing-careers/career-change-and-the-seasoned-worker-canada/article.aspx), you'll need a clearly stated objective to open your resume. Don't expect busy hiring managers to figure out what you want to do. Use this section to explain key skills you can leverage from your prior career into your new job target. Emphasize how you can help the organization, rather than what you want in a job.

Here's a before-and-after example:

* **Before:** Seeking a challenging position with a future-oriented company offering opportunities for growth and advancement.
* **After:** Dynamic public speaker/presenter with advanced technical knowledge, seeking to leverage these strengths as an award-winning computer instructor into an entry-level software sales position.

If you're looking for a new position within your current field, use the Objective section on Monster's Resume Builder to write a compelling Profile Summary. This is the perfect place to write a few hard-hitting sentences emphasizing the breadth of your experience and the value you bring to the table.

**4. Zero in on Your Achievements**

Your resume must have an accomplishments-driven focus to compete in today's job market and maximize calls for interviews. Avoid simply rehashing boring job descriptions. Instead, [detail the results and outcomes of your efforts](http://career-advice.monster.ca/resumes-cover-letters/resume-writing-tips/create-accomplishment-statements-canada/article.aspx).

If you were a hiring manager, which would you find more compelling?

* **Before:** Responsible for troubleshooting and maintaining workstations and systems.
* **After:** Improved systems uptime from 91% to 99.9% for 350 corporate and remote users through expert, cross-platform (Windows NT/UNIX) troubleshooting/maintenance.

For each of the positions you've held, use action verbs to describe how you contributed to your employers, such as: cut costs, generated revenue, improved service, enhanced processes, solved problems or saved time. Use numbers, percentages, dollar amounts, comparisons or other key details to back up your claims. Be sure not to reveal facts that disclose proprietary or confidential company information.

**5. Include "Key Words" And Make Your Resume Scannable**

These days many employers review your resume electronically. They want you to [send it to them](http://career-advice.monster.ca/resumes-cover-letters/cover-letter-tips/emailing-cover-letters-and-attachments-canada/article.aspx) in ways that a computer can easily read and sort.

So avoid using overly fancy fonts or complex layouts. If you are not confident in your design capabilities, seek assistance from a resume writer. In addition you can [review our many resume samples](http://career-advice.monster.ca/resume-sample/employment.aspx) for ideas.

Also make sure that your updated resume includes plenty of relevant key words. Look for words, phrases and credentials that continually crop up in ads you want to apply to. If you see terms used frequently, they should probably be in your resume whenever applicable. Pay attention to skills that aren't mentioned in these ads as well, and remove items from your old resume that will make you seem outdated.

**6. Proofread and Test-Drive**

Your resume must be perfect. Carefully proofread your resume to ensure proper grammar, punctuation and usage. If you are changing careers, ask for feedback from hiring managers and recruiters in your targeted field for valuable input on how your resume stands up to the competition.

After it's complete, post your resume to Monster.ca where thousands of employers will see it, and you can [apply for jobs](http://jobsearch.monster.ca/jobs/?cy=ca) easily.