

# JOURNEY TO A STRONGER RESUME

## PART 2: HOW TO CRAFT A BETTER RESUME

1

### Contact Information

Where and how can the employer find you?



#### Cell Number

Your personal number



#### LinkedIn URL

Link to your profile



#### E-mail

Professional E-mail address



#### Address / Zip Code

Home address OR zip code of targeted job



### Title and Professional Profile

The first REAL impression.

2



#### Resume Title

For what position are you applying?



#### Professional Profile

WHO are you and WHY did you choose to target this position?

3

### Core Competencies

The first connections



#### Smart

Research and be intentional



#### Relevant

Help the reader connect you to the vacancy



#### Keywords

Make your resume ATS-friendly



### Top Achievements (Optional)

YOUR great starts here.

4



#### IMPACT

Exceptional achievements



#### Your Commercial

Create enthusiasm



#### Driven

Focused on objectives

5

### Professional Experience

What achievements have you accomplished previously?



#### Action Verbs

Begin each achievement with a strong action verb



#### Quantify

Demonstrate to the employer you are results-oriented



#### Specific

Give details about the situation

#### PAR

**Problem, Action, Result**

Highlight your most significant achievements



### Education

College, University, Community College, or Technical/Trade School

6



What subjects did you study?



What did you learn?



What skills did you acquire?



Did you pass the tests?

7

### Leadership, Skills, and Volunteerism

A more complete picture of you.



#### Giving back

What have you done with your free time?



#### Training

What skills or training have you acquired?



#### Leadership

How have you helped others grow?

### Sources and Resources

Where you can find out even more about this topic

8

#### SOURCES

- LinkedIn (articles and posts)
- Copeland Coaching Podcast - Angela Copeland
- What Color is Your Parachute? - Richard Bolles
- <https://resumegenius.com/blog/resume-help/accomplishments-for-resume>

#### RESOURCES

- <https://www.linkedin.com/in/brian-schneider-br549>
- <https://www.copelandcoaching.com>