

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>