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4 Tips to Grab Attention with Your Resume

In the labour market today, employers are so overwhelmed with applications for positions that they can't devote much time to potential candidates. How can your resume interest them enough to want to give it more than just a quick glance? Here are some suggestions to help you get your resume read longer.

Make it visually attractive.

The saying "don't judge a book by its cover" may be good advice, but it does not apply when submitting an application. It is a terrible mistake to submit a resume that looks sloppy or disorganized, especially when there will be many other stellar submissions.

Your resume must come across as clean and refreshing in a simple way. You need to have proper alignment and spacing, clear fonts that are consistent in sizing, full bullet points, no abbreviations and good information flow.

Know how to catch a reader's eye.

Many people believe that their resume is going to be read thoroughly, but this is not true, it will be scanned. If it has the right keywords or sparks an interest, it may get reread, but the initial scan is most important.

Try describing your current or most recent position in the middle of the first page. Studies show that when scanning, people will begin at the middle of the page, move to the left and then upward.

Aim for clarity.

Hiring managers are very busy, so they don't want to dig around in a candidate's resume to find out if they are qualified. They want to quickly see which applicants are worth their time and further consideration.

Think of your resume as more of a fact sheet rather than a short story. Straight to the point is preferred, but your points should also be backed up with information that gives the employer a vibrant picture. You should also show your specific impact in the role or on the company by quantifying your points when possible. To help you quantify, ask yourself the following questions:

- o *How many days did it take to accomplish a task or project?*

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- *How much money did you save the company by implementing or changing procedures?*
- *How many people directly reported to you?*
- *What size of budget did you manage?*
- *How much did your efforts contribute to the revenue or growth of the department?*
- *What was your output – such as sales or new clients?*

Also, make sure that you write your titles and functions using terms that any hiring manager can understand. Often times people describe their accomplishments using language they understand, but this could lead to confusion and could keep you from getting an interview.

Focus on achievement.

Remember, you are trying to show the employer why <u>you</u> are the best person for the job. Be sure to present your most relevant skills and greatest accomplishments.

An important aspect of getting attention through your resume is to make it targeted and focused on the specific position you are seeking. Hiring managers will be attracted to resumes that emphasize the candidate's suitability for the position and relevant qualifications. Extra information and skills that are irrelevant for the job you are applying to can dilute your personal brand.

Don't focus all of your energy on telling the employer all of your tasks, focus on how well you completed them. Document your strengths, achievements, honours and promotions. These can help convince a hiring manager that your resume should not be overlooked.