

Resume Tips



- Include Clear Contact Information:** List your city, state, zip code, a professional email address, and a reliable phone number. Use the name you are most commonly called.
- Link to an Updated LinkedIn Profile:** Make sure your LinkedIn profile is current, complete, and aligns with your resume content.
- Education Goes Beyond the Degree:** Under education, include: degree earned, university or institution name, relevant certifications and licenses.
- Clearly List Work Experience:** For each role, include: company name, job title, dates of employment, a short list of responsibilities, achievements, and wins. Use numbers when possible (percentages, dollars, growth, time saved). Consider adding a one-line description of the company if it's not well-known. Consumer goods companies will want to know things like categories and retail accounts that you have worked with. Make it clear and easy to find.
- Tailor Your Resume to the Job You Want:** Customize your resume to fit the roles you are seeking. Use keywords and buzzwords directly from the job description. Speak the language of the hiring team by using their words in your resume.
- Follow the 5:5:2 Rule:** Paragraphs: No more than 5 lines // Bullet points: Max 5 per role // Pages: No more than 2 total.
- Keep It to Two Pages or Less:** Hiring managers skim. Be concise, relevant, and intentional with what you include. The one-page rule is a myth. Two pages is the sweet spot.
- Highlight Technical & Special Skills:** List relevant skills such as: software and tools, technical competencies, language fluency. This could also include things called out in job descriptions, like international travel experience or experience with specific customers, accounts, or categories.
- Use Simple, Consistent Formatting:** Stick to one or two fonts, consistent spacing, and clean headings. Simple formats work best for ATS systems (1 column). No pictures, graphics, or fancy templates
- Proofread. Then proofread again:** Review your resume multiple times and have someone else proofread it, too. Typos can cost you interviews. Your resume says a lot about your attention to detail.

Professional Resume Services Available
www.matchpointrecruiting.com

LinkedIn Tips



LinkedIn is your FREE online resume.

LinkedIn should have a professional tone and stay up-to-date.

Here are some tips on how to get started with your profile.

- Professional Profile Picture: have a friend take a picture of you wearing conservative clothing with a plain background. Avoid cropping out other people, wedding photos, etc.
- Fill in as many sections of the profile as possible. This will make you pop up in more searches.
- Experience: List jobs as they appear on your resume and the dates you started and ended. Having jobs not on your resume can raise red flags.
- Volunteer: List community, club, and sports you volunteered with. Make sure to highlight any leadership roles that you have held.
- Other than volunteer and leadership roles, keep personal interests off LinkedIn. Save these for Instagram or TikTok.
- Build your network. Don't be afraid to connect with people that you don't know, but have mutual interests. Connecting on LinkedIn is viewed differently than other social platforms.
- When you meet new people in your job, community or social circle- connect with them on LinkedIn to stay in their network.
- Adjust LinkedIn settings so that you can be easily found by recruiters and others. Also make sure you will be notified when someone connects with you or sends you a message.
- See who is looking at you - yes, you can see who has been viewing your profile in the notifications. This is a reason to connect or strike up a conversation.
- Use LinkedIn to search online job postings, connect with people that you want to keep in a professional network, and research a company or hiring manager before a job fair or interview.

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