HansellTierney

Resumes in Review

Hansell Tierney Recruiters' Resume Tips

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Our recruiters have seen almost every resume format imaginable. What we've learned is that there is no 'perfect' resume template, nor one-sized fits all approach to resume writing. That said, a poorly written or structured resume can be a deal-breaker for our clients and can disqualify a candidate for consideration.

Whether you are actively looking for a new job or simply haven't updated your resume for a few months or years; by following our recruiters' tips below you can maximize your resume's impact in the short few seconds that hiring managers and recruiters spend on initial resume screens.

Core Resume Components

In general, the resumes we like the best have just six (6) basic components:

- Contact Info
- Job / Brand Title
- Professional Summary
- Skills Summary
- Professional Experience
- Education / Certification

Some of these components don't require much thought or guidance to perfect, this article covers each briefly and dives deep into three components we think provide the most value to recruiters and hiring managers.

Pro Tip – A 1-2 page resume will typically always be more desirable than a lengthy CV. This can be tricky when you have a lot of skills, a long career, or robust experience and a skills section can turn into a full page pretty quickly. Remember that this is a ***summary*** *and not an exhaustive history.*

Contact Info

Your name, email, and phone number are the minimum pieces of information needed for recruiters and hiring managers to take the next step in considering you for a role. Links to your LinkedIn profile or other social media are optional.

Pro Tip – Mailing address isn't necessary, but it could be helpful to list City and State, especially if location is a key consideration for you or the job you are seeking.

Job / Brand Title

This is a statement or title of what you are known for or what you want the recruiter or hiring manager to remember about you. This is your elevator pitch title. It should align with your background and the job you are targeting. It could simply be the title of your last job or the title of the job you are going after.

Professional Summary

This component informs a recruiter or hiring manager who you are as a professional. It is usually 3-4 sentences long and is the explanation for your Job / Brand Title that immediately precedes it. This will tell the reader who you are, what you do and how you do it.

Sentence 1: Telling who you are... this will likely touch on.

- Profession
- Industry
- Years of experience

Example – Skilled Project Manager with ten years of progressive experience in public sector industries.

Sentence 2: Discussing what your job involves.

- Main responsibilities and highlighted job duties

Example – Responsibilities encompass vendor management, team leadership and contract negotiation.

Sentence 3: Sharing specific skills to perform the responsibilities of your job.

- Software/technologies that you use

Example – Experience has led to a thorough knowledge and understanding of Microsoft Office Suite (Excel, Visio, Word, PowerPoint) and Bluebeam software.

Sentence 4: Anything else that seems necessary to note.

- Fluency in second languages
- Any notable certifications

Example – Fluent in English (native) and Spanish (advanced verbal, written)
Example – Certified PMP.

For some candidates and roles, especially technical ones, it is often helpful to list out more than one or two skills. When this is necessary a skill summary section should follow the professional summary.

Skills Summary

This is usually a bulleted list between 6 to 10 skills that informs a recruiter or hiring manager of the top skills you bring to the table.

Skills summaries are helpful for recruiters to make quick decisions based on keywords. This section of your resume should always be tailored to the specific job description you are applying to. Be sure

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to only include skills that you are confident in and that you can discuss in an interview and make sure you're neither underselling or overselling yourself.

General Tips:

- If you have a lot of skills, pare them down to the most relevant qualifications.

Example 1 – Bulleted
SKILLS
- *Customer Research • Jira / Confluence • AI / ML*
- *Agile (Scrum, Kanban) • A/B Testing • HTML / CSS*
- *User Experience (UX) Design • Google & Adobe Analytics*

Example 2 – Simple List:
SKILLS: *User Research, SQL, QA, Agile Methodology, Google Analytics*

Example 3 – Organized
TECHNICAL SKILLS
Operating Systems: *Windows, UNIX*
Languages: *JavaScript, C#, Python*
Frameworks: *React, Angular, ASP.Net*
Other: *Git, CSS/Sass, Node*

- If there is more than one way to spell a program or language, be sure to match the spelling from the job description you are applying to.

Example – MS Word vs Microsoft Word
Example – GA vs Google Analytics
Example – UX Design vs User Experience Design

- Reserve Skills Summaries for **hard skills**. Soft skills should be incorporated / demonstrated throughout your experience section or you could choose to include a Strengths / Core Competencies component to highlight your soft skills.

Professional Experience

We recommend chronological order of roles held for the bulk of your resume with Employer Name, Location, Dates, and your title(s) as the headers for each role held.

There is another way to structure your experience, and that is 'functionally', but we only recommend functional resumes for individuals looking to shift industries or who need to explain large gaps in employment. Chronological experience is easier for recruiters and hiring managers to scan and lends itself well to action-oriented accomplishments or responsibilities.

A strong resume has action-oriented statements that use data and show results. The best statements are ones where the resulting action increases revenue, saves time to delivery, or provides some other measurable output. Here are some examples:

Good: Action to Output

- Developed training curriculum for 45 member sales team resulting in a 20% increase in closings.

- Orchestrated the creation of a globally sustainable and scalable interactive dashboard that empowered 7.5K users to meet SOW, SLA, and KPI requirements.

- Created user guides that define methodologies for renewable energy acquisition for an internal campaign designed to encourage cities, campuses, and businesses to commit to 100% renewable electricity generation.

- Redesigned claims model and workflow; first year returns resulted in an across-the-board average of 34% reduction in clients' claims costs.

- Designed and installed a multi-site video infrastructure system across the country decreased employee travel annually by 30%.

Better: Action to Output resulting in increased Revenue/Results

- Partnered with sales team to match and create jobs resulting in a minimum of 3 candidate placements per week and produced $10,000+ per week for temporary hourly work.

- Developed online marketing campaign resulting in a 30% increase in ticket sales resulting in $74k increase in revenue per month.

- Negotiated new lease agreements for corporate offices including reduction in fees that saved the company $20K per year.

- Implemented a project related RFP process that increased access to multiple vendors per project and resulted in an annual savings of $250K.

- Identified and enhanced processes that enabled a volume increase from 745K to 1.2M items, resulting in $24.2M increase in annual revenue.

Education / Certification

List your education or relevant certifications from highest achieved to lowest. You don't need to list graduation dates and only list ongoing / not-completed education or training if it is relevant for the job.