



8 reasons your resume is holding you back

A winning résumé is just that. It wins you the opportunity to impress at interview and get the job. If your résumé is not bringing you the success you deserve, chances are something is not quite right.

Here are our 8 top tips for résumé success!

1. Presentation

Have you heard the saying, “first impressions count”? Of course you have, and never is this truer than when you are job hunting. Your résumé is your first impression and if it tells potential employers you are sloppy, use bad grammar, or have poor spelling, you’ll have no chance of making the interview shortlist. Always proof read your résumé and have a friend check it as well!

2. Know who you are, what you can offer, and tell them about it

List all your workplace experience and your related achievements. Be proud of what you’ve done and don’t be shy to ‘blow your own trumpet’. No one else will do it for you. Keep the descriptions clear and concise and watch out for jargon. Use language such as “I increased sales” or “I reduced processing times by 45%” to grab the attention of the reader. Use action verbs to describe what you have done e.g. Managed a project, supervised volunteers, created a spreadsheet, presented a report.

3. Keep the language active

The language you choose matters. Be positive and use active descriptions, not passive. For example, “I did” instead of “I was part of”, “I managed” instead of “I was asked to manage”. Be careful not to start every sentence in your résumé or cover letter with “I” though, as it doesn’t look very creative.

4. Don’t be lazy

Make sure you use a cover letter but not just any cover letter. If your cover letter is clearly part of a bulk email job search campaign, it creates the wrong impression. If you can’t take the time to personalise your cover letter, what does that say about the effort you will make in the job?

5. Make sense

If there is a two-year gap in your work history while you explored the far reaches of Patagonia, tell them about it. Don’t be concerned if your career gap is less glamorous. Domestic engineers (translation: mothers) make excellent employees and know as much as any executive on how to multitask and prioritise.

6. Be contactable

It seems obvious right? You’d be surprised how many résumés are sent out with the wrong email address and/or wrong mobile telephone number. Check and double check your contact information so they know how to reach you.



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7. Be selective

Are you actually qualified to do the job? Do you need to hold a particular qualification that is essentially the 'price of entry' for the job? It's estimated as many as 30% of applicants are not even vaguely qualified for the jobs they apply for. In this digital age, you can apply for a job on the click of a mouse. Don't waste your time, and that of the recipient. Do your research and make sure that when you apply for a job, you have the right qualifications and skill sets to do so.

8. Get out there

Get out amongst the action. Don't limit your job search to just the big job boards, consider localised sites and company websites to cover all your bases.