



WHAT If You Could Create
Your ' **Professional-looking RESUME** '
without Having to Research Through
15,90,00,000 Results on

Google ! ?



This eBook is ALWAYS a Ready Reference
for both Freshers & Experienced,
So You Don't Need To Google

What is Covered in this eBook ?

6 ANNEXURES

SUMMARY Section
Examples

CLICHES to Avoid in
Your Resume

List of STRENGTHS
to Shortlist for You

List of ACTION Verbs
To Select For You

10-Best
RESUME-BUILDER
Sites for You

How Much Should
You Use LINKEDIN
for Jobs?

15-SECRETS Most Job Seekers Do Not Know

10-Qualities Your RESUME Should Have

What Should You Include in Your CAREER Objective?

What Should You Mention in The SUMMARY Section?

What Should You INCLUDE on Your Resume?

What Should You AVOID on Your Resume?

8-ELEMENTS Your Resume Must Have

3-Basic Resume FORMATS. Choose The Best For You

How Should You Write an Effective COVER Letter?

How to Stand Out on LINKEDIN for Jobs in 15 Steps?

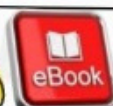
12-Templates for PROFESSIONAL-Looking Resumes

5-Helpful ANNEXURES for Your Resume Preparation

How Can You Make Your RESUME Stand
Out in the Top Positions

of the Applicant Tracking System (ATS)?

(With ATS-Resume-Format Samples)



SALARY
Negotiation Skills





15-Secrets Most Job Seekers DON'T Know

The job Market is like an ICEBERG in the Ocean. 20% Open & 80% Hidden

Recruiters Take Hardly 7 To 10 SECONDS To Shortlist a Resume.
ONLY 2% of Resumes Make It Past the First Round

Recruiters Relate to their Own Needs, NOT Job Seekers' Needs

Career Objective in Resume Can Be a LIABILITY for Recruiters,
if NOT Written Perfectly

SUMMARY Section on Resume is the Only Section
Which Recruiters Fully Read

Some Employers Use LinkedIn's 'Easy Apply' on their Own WEBSITES

50-80% of the Employers Search KEYWORDS on LinkedIn for
Suitable Candidates

A Comprehensive LINKEDIN Profile Boosts Job Chances

LinkedIn URL Can Be Customised as, 'www.Linkedin.in/santosh_HR',
by Removing Alpha-numeric Characters at the End

Some Employers WON'T Even Call for an Interview
If They Can't Find The Candidate **ONLINE**

Job Seekers Should Use a Separate Professional Email / Webmail ID
(of a Reliable Service Provider) Only for Recruitments | Job Applications

TOP 1/3 or 1/2 of any Resume Plays a Vital Role for Interview

Recruiters Get 100 to 3000 Applications DAILY for Vacancies

Job Seekers Should Focus 80% of their Job Search Efforts
Through **LinkedIn**

Job Seekers Should SEND / Mail 3-5 Job Applications / Day. 10-15 / Week





10-Qualities Your RESUME Should Have

- **UNIQUENESS & Outstanding**
- **Updated SNAPSHOT of Your Career (Brief & Relevant)**
- **KEYWORDS of Job Description**
- **ADEPT to Job Description Advertised**
- **Your EXPERTISES Relevant to The Job**
- **Focusing More on ACHIEVEMENTS Quantitatively**
- **Being SELECTIVE & Include Only Relevant Information**
- **Concise & Maximum 2-Pages. LESS is More**
- **Easily SCANNABLE to Look for Desired Characteristics, and Draw Attention to Experiences**
- **Having Several Versions of Your Resume TAILORED for Certain Employers or Types of Positions**
- **Impress RECRUITERS To Meet You in the Interview**
- &
- **PROFESSIONAL Email / Webmail ID & Professional LinkedIn URL**



What To Write in CAREER OBJECTIVE Statement?



Do's & Don'ts



Recruiters Care About What They Are Going To Get From You and NOT What You Are Going To Get From Them.

AVOID any Statement That Addresses Something YOU Hope to Gain for Yourself

State The TITLE of the Job for Which You Are Applying

Prefer Writing a SINGLE Sentence Statement

Examples

" Sr. Executive with 10 Years Experience Promoting Product Brand."

"Commerce Post Graduate with 15-Years Experience Seeking Finance Analyst Role in Finance Sector."

" Seeking a Position as a Laboratory Assistant in an Industrial Chemical Research Facility."

What Else Should You AVOID in Career Objective Statement?

DOUBLE Objectives. Use 2-Separate Resumes If You Have Multiple Career Directions

PHRASES like 'An Opportunity for Advancement', 'a Challenging Position', 'a Position Offering Security', or 'a Rewarding & Challenging Career Utilizing My Skills.'





What is SUMMARY Section?



What You Should WRITE Here?



**SUMMARY Section is the Only Section
Which Recruiters Fully Read**

**An All Important Section & A Short Introduction
in The TOP Part of The Resume**



**Grabs the Recruiter's Attention To Know
Hard-hitting FACTS About You**

**Highlights RELEVANT Experience,
Professional Accomplishments & Skills**



**Says How You Want to Help the Employer
Achieve THEIR Goals.**

**Adds Information on KEY Achievements To
Prove You Can Deliver Results When Hired**



**LIMITS it to 3 or 5 Sentences & USES
Numbers | Range | Frequency | Scale,
Whenever Possible.**

**Above All, Job Seekers Should Write
a SUMMARY Based on the JOB DESCRIPTION**



**For Some Illustrative Examples of
SUMMARY Statement,
Please Refer ANNEXURE
of This eBook**



YES!

What You Should INCLUDE on Your Resume?



CAREER Objective Statement

Executive SUMMARY Section in Brief
(Quantifying Your
Experience / Achievements / Skills in
Numbers | Range | Frequency | Scale)

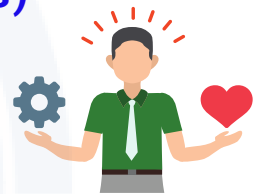


KEYWORDS Matching the Job Description

Beginning Each Statement with ACTION Verbs
followed by QUANTITIES
(Refer to the ANNEXURE for Action Verbs)

VERB

Your Hard & Soft SKILLS
(Specific-Technical Skills | Abilities &
Your Personality | Work Habits)



TECHNICAL & Business SKILLS

Your UNIQUE Talents

Your MAJOR Core Skills

Focusing More on Employer's Needs
NOT Yours

Your LinkedIn Profile Link

Customised LinkedIn URL (www.Linkedin.in/santosh-HR)
or (www.Linkedin.in/engineer-Santosh)
Instead of 'www.Linkedin.in/Santosh/SI29sZslzow7'



LINKS of Videos | Website | Blog | Articles
(Depends Upon the Post Being Applied For)



What You Should AVOID on Your Resume?

Unnecessary Articles Like A, AN & THE



Personal Pronouns Like
I, WE, YOU, THEY, HE, SHE, HIM, HER, US, THEM

Possessives Like His, Hers, Their, Its, Our, Mine & Yours

DOUBLE Verbs like 'Responsible for Managing'
(Instead, Simply Write 'Managed')



White LIES

Using the Word ' Etc. '



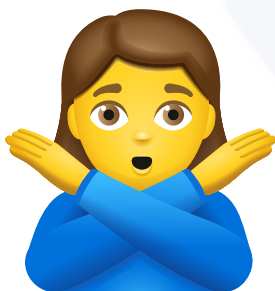
Using a Word REPEATEDLY

SPECIAL Characters | Italics | Script | Shading | Parentheses |

Bolding | Underlining

LONG Words or Phrases When Short Words Will Do

Filling with GRAPHICS



Writing Too Much About The PAST

Writing in PARAGRAPHS



Using CAPITAL Letters Arbitrarily

Values Like Honesty, Integrity, Hard work, & Punctuality

Typing | Spelling & Grammatical Errors



8 Basic Elements Your Resume Must Include

Has Your Good-Looking PHOTO (With Smiling Face)

Suitable FONTS like Arial | Calibri
Cambria | Tahoma | Helvetica
Times New Roman or Bookman Old Style

Right Size of Font - 14 to 16
(For NAME & SECTION Titles)

11 to 12 Font Size for
Other RESUME Details

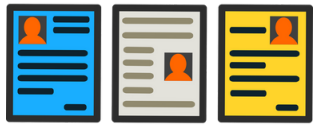
SINGLE Spacing

Suitable MARGINS
Around the Resume

Has Some BLANK Space Also
for any Remarks by the Recruiters

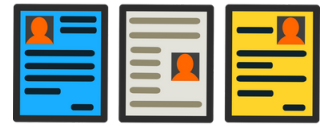
Has a Suitable FILE Name
(Resume_Santosh_HR_15Years.doc (or) .pdf formats)





3-Basic Resume Formats

Choose The BEST for You



Lists work experience and achievements in **CHRONOLOGICAL** order starting with the most recent experience. This format is most effective when your degree and work experience relates directly to the jobs for which you are applying.



FUNCTIONAL: Organized to highlight Skills & Knowledge concerning jobs for which the applicant is seeking. Education and experience skills are included. Because skills gained through experience are emphasized, it is a great format for the college graduate with limited relevant work experience.



Brings together the best components of the **FUNCTIONAL & CHRONOLOGICAL** (Hybrid) Formats.

It stresses relevant skill areas and shows work history. Skills required and honed accompany work and other experiences.



How to Write an Effective COVER Letter?



Should Be Short, Clear & CONCISE

Not to Be TOO Formal with Words

Use FRIENDLY Words with a Respect to Your Employers

Begin With a Strong, Attention-arousing FIRST Sentence

SHOW Your Confidence & Sincerity

Focus More on Your FUTURE

Use KEYWORDS, Relevant Skills & Abilities from the Job Description

Explain in NUMBERS & with Examples, but in Brief Grammar | Spelling & Sentence STRUCTURE Should Be 100% Perfect

AVOID Cliches in Your Cover Letter (Refer to The ANNEXURE)

Finish Your Cover Letter With POLITE & Professional Salutations like Sincerely, Best Regards, Thank you, Respectfully, Kind Regards & Best Regards

PROOFREAD Your 'Cover Letter' a Minimum of 2-3 Times

Write NEW Cover Letter for Each Company You Are Applying to, as per the Job Description Which Company Expects

TO DO LIST





Steps & Strategies to Stand Out in

LinkedIn

for JOBS



- ✓ Create a LinkedIn ACCOUNT with Your Professional Mail/Webmail ID
- ✓ Write Suitable HEADLINE (Your Expertise/KEYWORDS) Under Your Name
- ✓ Upload a Good Looking Profile PHOTO
- ✓ Add a Most Suitable BACKGROUND Image (1584 x 396 Pixels)
- ✓ Configure Your PUBLIC Profile (as per your Needs & Preferences)
- ✓ Fully Utilise 'ABOUT' Section with 2000 Characters / KEYWORDS
- ✓ Add EDUCATION (Profile Section) with KEYWORDS
- ✓ Add WORK Experience (Documents | Videos | Photos | Presentations)
- ✓ Use FEATURED Section (Posts | Articles | Links | Media, if Any)
- ✓ Add Your SKILLS & Endorsements (Profile Section) with KEYWORDS
- ✓ Get & Give RECOMMENDATIONS (like a Letter of Recommendation)
- ✓ Use Your Function | Industry-KEYWORDS Everywhere
- ✓ Keep Your Profile UP-TO-DATE
- ✓ Upload a 30-Second Video About YOU on LinkedIn Mobile App
- ✓ If Affordable, Go for LINKEDIN Premium for More Features | Benefits

- Fully Utilise 'JOB' Section
- Visit LinkedIn on Daily Basis to Check the Job ALERTS
- Know Median Base SALARY Range (from 'Jobs' Menu)
Based On Your Experience & Knowledge
- Apply for Jobs, Matching Your PROFILE



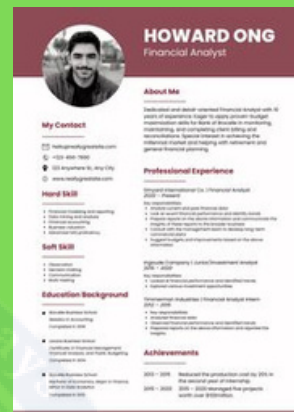


TOP-12

MOST POPULAR

PROFESSIONAL-LOOKING RESUME TEMPLATES

(NOT Suitable for Applicant Tracking System | ONLINE Application)





ANNEXURES

SUMMARY Statement Examples

CLICHES To Avoid

STRENGTHS to Shortlist for You

List of ACTION Verbs

10-Best RESUME-BUILDER Sites

How Much To Use LINKEDIN for Jobs?





Examples of **SUMMARY** Statement for RESUME



Energetic & Optimistic Customer Service Representative With Over 3 Years of Professional Experience. Assisting Customers in Solving Complex Issues. Keen to Support TATA in Becoming a Market Leader Through Proven Customer Support Skills.

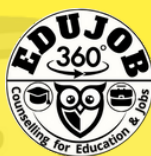
Licensed Clinical Social Worker with Over 7 years of Professional experience. Eager to Help TULASI Health Care's Clients through First-class Treatment Plan. At NIMHANS Center Devised 35+ Plans for Treatment & Cooperated with 40+ Clients with a 90% success rate.

Dedicated Secondary Education Teacher with Over 8 Years of Experience in Devising Curriculum for English Subject. Eager to Join MONTESSORI School to Utilize Expert knowledge of English. Prepared 300+ students for International Language Certifications with a 99% Pass Rate.

Disciplined & Insightful Data Analyst with 6+ years of Experience Analyzing Business Processes. In Current Role, Identified a Major Bottleneck, Reduced Operating Costs by Over 20%, & Saved Upwards of INR 4.00 Crores a year.

Meticulous & Efficient HR manager with 7+ years of experience. In Previous positions, Increased Employee Retention by 20% YOY. Cut Recruitment Lead Time by 30%. Also, Improved Employee Effectiveness by up to 20%.

Ingenious & Determined Mechanical Engineer with Over 10 years of Experience. Boosted Production Efficiency by 25% at IKEA & Consistently Delivered to Customer Needs at over 20% under budget.





CLICHES To Avoid in Resume



1. Best of Breed
2. Go-getter
3. Think out of Box
4. Synergy
5. Go-to Person
6. Thought Leadership
7. Value-added
8. Results-Driven
9. Team Player
10. Bottom-line
11. Hard-worker
12. Strategic Thinker
13. Dynamic
14. Self-motivated
15. Detail-oriented
16. Communication Skills
17. Organization Skills
17. Interpersonal Skills
18. Analytical Skills
19. Result-oriented
20. Problem-Solver
21. Highly Motivated
22. Self-motivated
23. Self-starter
24. Good with People
25. Proven Track Record
26. Have Strong Work
27. Ethics
28. Bottom Line Focused
29. Successfully
30. Accustomed to a Fast-Paced Environment

How To Shortlist Your STRENGTHS to Show on Your Resume?

Your STRENGTHS Are The Right Things About Yourself

What Do You Find Yourself Being GOOD At?

How do OTHERS See & Describe You?

How Your QUALITIES Benefit an Employer?

SHORTLIST 10 Strengths from the List Below

FINALISE & Mention on Your Resume 5 Strengths

Which Are Important for the Job You Apply

Academically Strong

Analytical

Caring

Creative

Communicative

Compelling

Confident

Direct

Efficient

Extrovert

Energetic

Flexible

Imaginative

Independent

Industrious

Innovative

Listening

Neat

Precised

Patient

Practical

Proactive

Reliable

Responsbile

Reflective

Social

Structured

Strict

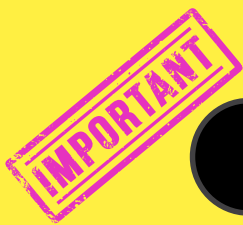
Tolerant

Teachable

Thorough

Thoughtful





List of ACTION Verbs for RESUME

Should Be Followed by
Quantity | Range | Scale | Frequency

Administrative Skills

Approved
Arranged
Collected
Compiled
Despatched
Executed
Generated
Implemented
Inspected
Monitored

Administrative Skills

Operated
Organised
Prepared
Processed
Recorded
Retrieved
Screened
Systematized
Tabulated
Validated

Communication Skills

Addressed
Arbitrated
Arranged
Authored
Developed
Drafted
Edited
Formulated
Influenced
Interviewed

Communication Skills

Lectured
Mediated
Moderated
Motivated
Negotiated
Persuaded
Promoted
Publicized
Reconciled
Recruited

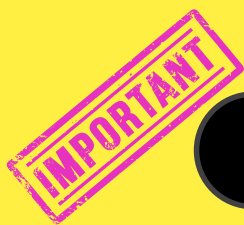
Creative Skills

Composed
Conceptualized
Conducted
Crafted
Designed
Developed
Directed
Established
Fashioned
Founded

Creative Skills

Illustrated
Innovated
Instituted
Integrated
Introduced
Invented
Originated
Performed
Planned
Revitalised





List of ACTION Verbs for RESUME

Should Be Followed by
Quantity | Range | Scale | Frequency

Financial Skills

Administered
Allocated
Analyzed
Appraised
Audited
Balanced
Budgeted
Calculated
Computed

Financial Skills

Developed
Forecasted
Managed
Marketed
Planned
Projected
Researched
Saved

Helping Skills

Aided
Assessed
Assisted
Clarified
Coached
Counselled
Demonstrated
Diagnosed
Educated

Helping Skills

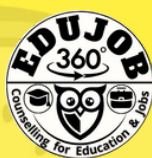
Encouraged
Expedited
Facilitated
Familiarized
Guided
Referred
Rehabilitated
Represented

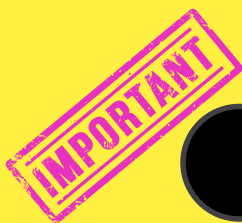
Management Skills

Administered
Analyzed
Assigned
Conducted
Consolidated
Contracted
Developed
Executed

Management Skills

Improved
Increased
Managed
Organised
Produced
Reviewed
Saved
Strengthened





List of ACTION Verbs for RESUME

Should Be Followed by
Quantity | Range | Scale | Frequency

Research Skills

Clarified
Collected
Critiqued
Diagnosed
Evaluated
Examined
Extracted
Identified
Inspected

Research Skills

Interpreted
Interviewed
Investigated
Organized
Researched
Reviewed
Summarized
Surveyed
Systematized

Teaching Skills

Adapted
Coached
Co-ordinated
Developed
Enabled
Encouraged
Evaluated
Facilitated
Guided

Teaching Skills

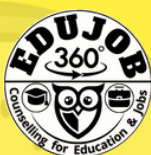
Influenced
Initiated
Led
Motivated
Persuaded
Set Goals
Stimulated
Taught
Trained

Technical Skills

Architected
Assembled
Built
Calculated
Computed
Designed
Devised
Engineered
Fabricated

Technical Skills

Maintained
Operated
Overhauled
Programmed
Remodelled
Repaired
Solved
Upgraded
Trained



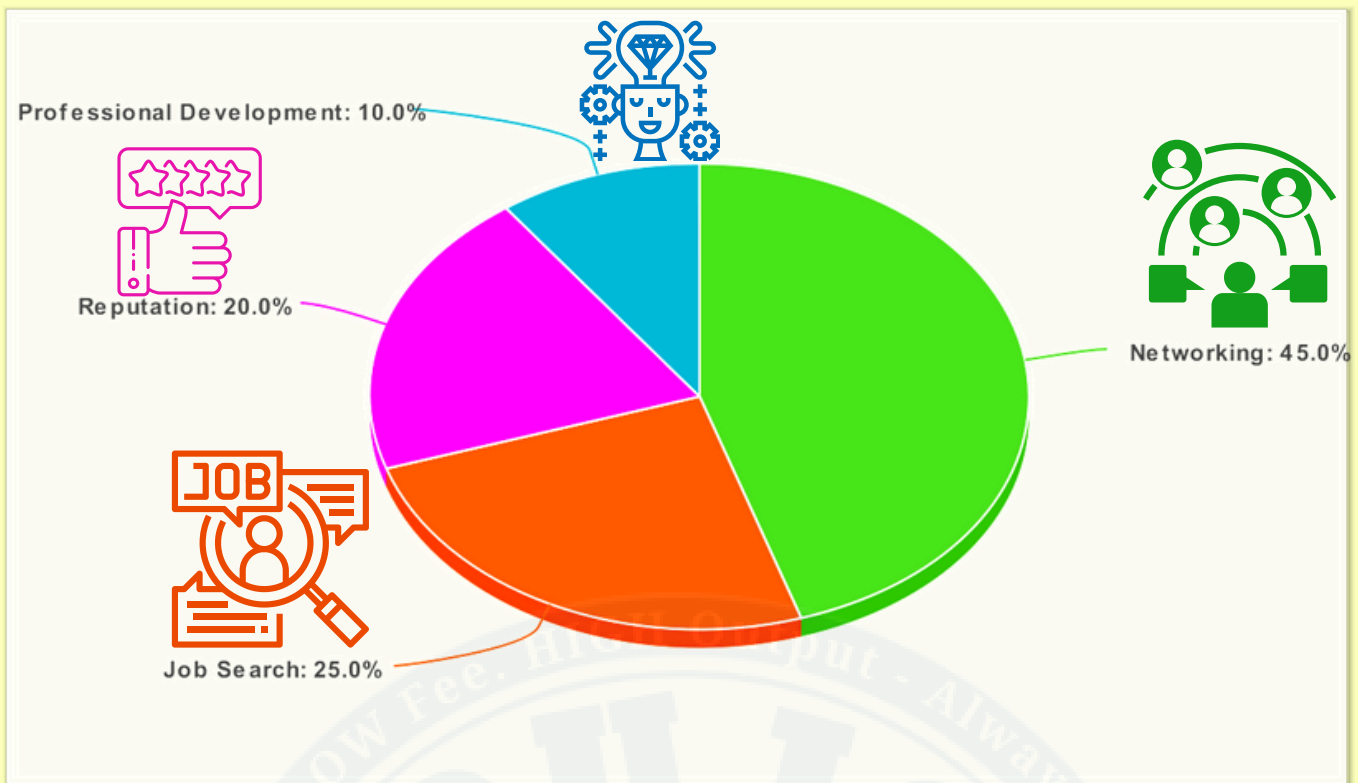
10-Best Resume-Builder Sites



zety.com
cvdesign.mobi
resumekraft.com
resume.io
novoresume.com
cvmaker.com
visualcv.com
resumegenius.com
cvonline.me
resume.com



How Much You Should Use **LinkedIn** for JOBS?



■ Networking ■ Job Search ■ Reputation ■ Professional Development

Job Search?

- Set Job ALERTS Related To Your Career
- APPLY for All Jobs, Matching Your Profile
- Do SALARY Research by Job Title | Location

Reputation?

- By Your PROFESSIONAL Profile & Cover Photo
- By Writing Constructive COMMENTS on Posts
- By SHARING Your Experience | Knowledge | Skills

Networking?

- Connect with the Right PROFESSIONALS in Your Industry
- Join Relevant LinkedIn GROUPS
- Fully Use ' PEOPLE You May Know ' Section

Professional Development?

- Follow COMPANIES & Individuals You Care About
- ENDORSE | Recommend Others' Skill Sets
- Improve Your Knowledge | Skills in the "LEARNING" Section



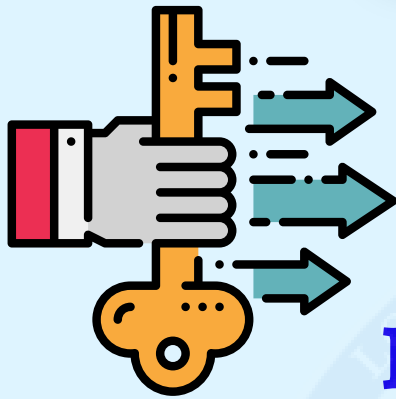


How Applicant Tracking System (ATS) helps You for JOBS ?

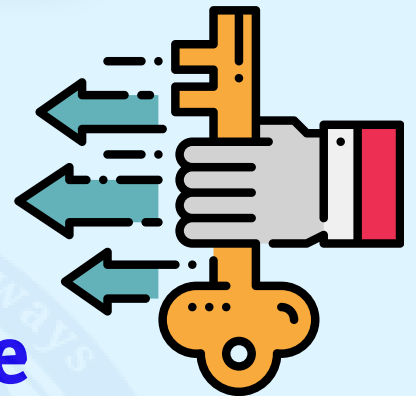


ATS is a Software That Allows Companies To Efficiently Track Suitable Candidates

Important FACTORS To Get Through ATS

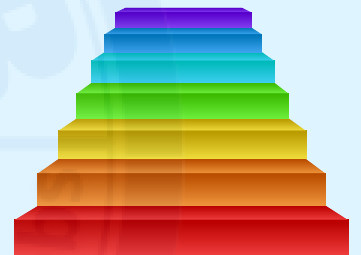


**Keywords
Job Title
Education
Resume Structure**



STEPS To Get Your Resume SHORTLISTED Through ATS

- ✓ Go Through The Job Description (JD)
- ✓ Note Down the HARD & SOFT SKILLS Expected
- ✓ Look for ACTION Verbs (Manage | Control, etc.)
- ✓ Is the Job Description NOT Provided by the Recruiter?
- ✓ Check the Company's EXISTING Employees' JD on LinkedIn
- ✓ 70-75% of the Applicants' Resumes Get SCREENED Out by ATS
- ✓ How to Get Your Resume Moved to the Top 10-15%?
- ✓ Check the Job Title of the Post Advertised & Your Current Job Title
- ✓ Apply for the Job Title of the Post Advertised, if Your Current Profile Matches
- ✓ Check for any Certifications | Skills Expected in JD
- ✓ Write The Same Terms as Used in JD, If Your CERTIFICATIONS | Skills Match





Formatting ATS-Friendly RESUME

Some DO's & DON'Ts



- ✓ 1. Avoid Multiple Columns & Tables
- ✓ 2. Avoid Header | Footer Feature on Your RESUME
- ✓ 3. You Can Make It Bigger & Centered
- ✓ 4. Make Your Section Titles STRAIGHTFORWARD
- ✓ 5. USE Serif or Sans Serif (or) CALIBRI Font
- ✓ 6. AVOID Photos, Graphics, Graphs, or Logos
- ✓ 7. Less is More
- ✓ 8. Use HYBRID Resume Format (Chronological + Functional)
- ✓ 9. Use ATS-Formatted Resume for ONLINE Application
- ✓ 10. Try the CULTIVATED CULTURE Free Tool for ATS Resume
(www.cultivatedculture.com)

**Some ATS-Friendly RESUME Formats.
You Can Use Word Document (or) PDF**

