



Free Resume Evaluation Transcript

This is Patricia Erickson I am a career management consultant with A Vita Career Management. This is an evaluation based on the formatting and style of the resume, and I will touch just a bit on content.

To start, I would like to see her give more emphasis to her name on the page, she can do that easily by increasing the font size. That will call more attention her name, and will draw the readers' eyes towards the top of the page.

I suggest she bold her contact info so it would be easier for a hiring manager to see.

The title, technical professional could be increased too for greater impact

As for Etti's summary, the first four or five words are in a larger font than the rest so I would suggest she fix that.

Her summary notes that she has 30 years experience. To avoid ageism on a resume, I would suggest that she not mention she has 30 years of experience because we don't want her eliminated from the applicant pool because of her age. There are other strategies that we can use to emphasize her experience and showcase her expertise.

Etti uses personal pronouns, which I think is a bad idea since some companies will eliminate applicants from the pool simply because they opted to use my or I.

The career highlights section is not really filled with career highlights

- A career highlight would be something like managed multimillion dollar technical operations across multiple sites in support of more than 500 users.
- She would be better off using a core competencies section, which would include keywords relevant to her experience and to the position for which she's applying.

Looking at the professional experience, Etti started her jobs with the years - because we read from left to right, the years appear to hold the most importance. Instead I would suggest the years hold less weight on the page.

Take a look at the bulleted area. Right now, Etti emphasizes all of her duties and accomplishments equally. Really, we want to show her duties in paragraph form and her accomplishments as bullets. The reader's eye is more apt to go to the bullets, so we want them to see what Etti has accomplished.

She is a technical expert. She does not take advantage of her ability to use keywords by adding in a technical skills area.

Etti also has very little in the way of content. I would recommend that she add three or four good accomplishments to each of the positions in which she worked.

In the after version, note that Etti's name has more emphasis on the page.

I also bolded the contact info so that it is easier to read.

The title technical professional is divided by a line from the contact information.

The summary does not speak about the position that Etti is seeking - it actually speaks to the expertise she has and how she will be able to meet the needs of the employer.

The core competencies show quickly what skills and expertise she has and draws the readers eyes further down the page.

Utopia signs holds more weight than the years she worked in the position. I added a paragraph that describes her daily responsibilities which includes quantifiable information. Then I separated her accomplishments by bulleting. This allows the eyes to head straight toward the accomplishments which are of most importance.

Note that Tallahassee Public Schools is still on the resume but in an earlier roles section and does not include a date.

I eliminated the date from her education.

And she now has a technical skills section which will be beneficial to employers who are looking for a particular skill set.

Now Etti's new resume provides greater impact and offers more comprehensive information than the before version. This is exactly what job seekers need to ensure they get interviews in this current economic market.

Before you send out your resume to another employer, be sure to take a look at the before and after resumes at <http://www.avitacareermanagement.com> select the resume writing services page.

I wish you the very best in future career endeavors!