Your Resume is a Marketing Tool

RESUME GUIDELINES

Your resume is probably the first contact with any potential employer. The initial selection is done based on the resume.

It is your personal marketing tool, it needs to sell "You" and it functions as your business card, while you are job hunting. It should raise interest in the potential employer or recruiter. The aim is to hook them into wanting to meet you and find out more.

Keep it clean, structured and relevant to the job you are applying for.

- It has to be clear, accurate and personal

- It provides an objective but also a positive view of yourself

- It reads easily: attractive lay-out, maximum 2 pages

- It only contains relevant information and is as compact as possible. It is NOT a complete biography.

SEQUENCE AND FORMAT

Contact Details: These should be at the top of the page and include Name, Address, Email, Contact Number, possibly Skype name.

Professional Overview (optional): This should consist of a few lines and at most a paragraph that describes who you are.

Key Skills (optional): What can you do for a company? (e.g., software proficiency, professional skills). Always aim to make these pertinent to the role for which you are applying.

Employment History: Begin with your most recent position and work backwards. Include your accomplishments, scope of the position, job duties and responsibilities. Make sure to include specific information about business context and products. Ensure

your dates are correct. For your earlier roles list Company name, Dates and Role to keep the resume succinct.

Personal Details: Use this section to list education, training courses and professional memberships and interests (if relevant).

TACTICS

1. Proofread your resume at least twice. Then ask at least two other people to cross check it. Typing errors might eliminate you for consideration.
2. Don't go wild on lay-out features – it deflects attention.
3. Photo: only include when requested. Use a professional, well lighted picture in a neutral setting.
4. Current salary & salary requirements

   Which could limit you to a lower salary than possible or eliminate you from consideration. Discussion of salary should be saved for the interview.

   However, when sending CV's to a recruitment firm, it is recommended that expected and current salaries are included, as this will expedite the search process.

5. Avoid exaggerations: Present yourself positively though avoid over exaggerating. Most interviewers will spot this straight away.
6. Reasons for leaving employers: Do not include your reasons for leaving past employers. You should provide this information during an interview.
7. Abbreviations: Do not use abbreviations except those that are generally accepted in the engineering/technical fields, such as CAD etc.
8. Job boards: whenever possible attach your resume in an easily accessible format like Microsoft Word, even if the website forces you to provide a detailed analysis in a standardized format
9. References: These will come into consideration after the interview.

Once your resume is ready please submit it with our [Submit Resume](#)

 function to expedite the search process.