

Are you at a
disadvantage in
your job search?

10

(fixable) reasons why your resume is not working...

Let's discuss the

TOP FIVE:

5



- **Self-employment** - first, an entrepreneur is considered independent and possibly uncontrollable; second, the employer will not take your achievement statements seriously.
- **Unemployment** - nothing to be ashamed of. However, the appearance of being out of work serves as a weakness. A job seeker who is working has a **32+% better chance** of getting a job.
- **Job-hopping Appearance** - employers and recruiters look for this and are quick to blame the job seeker as an unstable worker. Perception is everything! An astounding **46%** of job seekers are overlooked if it 'appears' to have a job hopping problem.
- **Resonance / Perception** - will the employer or recruiter relate to your resume? Does it depict talent consistent with job seekers with your type of position?
- **Unrelated Job** - More importantly, employers aren't just looking for evidence of relevant experience, they want transferable skills (skills that hold their value across a variety of careers, environments, and positions). Remember, past jobs are an important part of your career. The experience gained from them is significant — even if it's not perfectly relevant.

- **Age** – employers don't care about these details, and including them will come across as naive and unprofessional. Depending on income, industry and discipline, age can be a minor or major factor. Giving hints to age in the resume can be helpful only to the potential employer — you just made it easier for them to narrow the field and eliminate your candidacy.
- **Disjointed Resume** – you need to carefully present your experience to avoid being seen as unstable. Think about other activities you can use to fill that time period. You might have experience relevant to your job target, regardless of whether you were paid.
- **Branding** – effective brand management is the application of marketing techniques to a specific product. (Yes, your resume is a product.)
- **Incorrect / Weak titles** – if an employer is enjoying the benefits of you wearing more than one hat then you should also be allowed to reap those same benefits by claiming that you have and are able to perform those duties.
- **Typcasting Halo** – Most resume scream industry-specific experience, causing the effect that your skills and abilities are non-transportable and non-transferable.



Your Resume

Objective

Education

Contact Information

Experience

Honors & Activities

Chris Q. Surname

Current Address

1234 Wilson Avenue
West Lafayette, IN 47905
(317) 333-4343
chrq@femail.address.com

Permanent Address

1234 Ohio Trail
Long Beach, IN 46358
(317) 333-4557
chrq@femail.address.com

Objective

A sales and marketing internship allowing me to utilize my marketing and communication skills and apply my knowledge of the health care industry.

Education

Purdue University, West Lafayette, IN
Bachelor's Degree in Management
B.S. in Management
• Marketing Minor
• Human Resources Minor

Mar 2009

Major GPA: 3.34/4.0
GPA: 2.94/4.0

Personal Computer Applications

Microsoft Office
Microsoft Access

Microsoft Word
Internet Explorer

Special Course Project

- Acted as class liaison for Memorial Hospital as part of business writing class project.
- Conducted research and prepared report on more efficient communication systems.

Volunteer Service

Volunteer, Memorial Hospital Pharmacy, Michigan City, IN December 1993 to May 1994

- Prepared prescriptions to meet diverse needs of patients and customers.
- Ordered various pharmaceutical products from different suppliers, handled billing.
- Offered over 100 hours of volunteer service at health care facility.

Work Experience

Customer, Acme Supermarkets, Michigan City, IN May 1997-August 1997

- Trained new employees in customer service and efficient order handling.
- Balanced cash register drawers and maintained high level of accuracy.
- Assisted manager with inventory and ordering procedures.

Job Assistant, North College, Michigan City, IN July 1993-November 1994

- Balanced registers and operated store in a separate business.

Leadership Activities

- Phi Kappa
- Capital Committee Co-Chair
- Student
- Publicity
- Delta Gamma Society

Beta Sigma Phi Professional Fraternity
Kappa Kappa Kappa Fraternity
Management Association
Public Works 36 Club
March of Dimes Walk-Assembly

Career Services

Experience. Future. Success.

All students and alumni are welcome to schedule an appointment **free** of charge for Career Development Services.

We can assist you with the following services:

- Resume & Cover Letter Writing
- Interviewing Skills
- Job Search Strategies
- Professional Networking
- Internship Opportunities
- Career Planning and Exploration
- Career Assessments

