1. Tailor Your Resume for Each Job

✔ Customize your resume for each job by aligning your skills with the job description.
✔ Use keywords from the job posting to pass Applicant Tracking Systems (ATS).
✔ Focus on relevant experience, skills, and accomplishments that match the role.

📌 **Expert Tip:** Avoid using a generic resume—customization makes you 3X more likely to get an interview.

🔗 **Resume Tailoring Guide**

2. Use a Clear & Professional Format

✔ Keep it simple and clean—use professional fonts (Arial, Calibri, or Times New Roman).
✔ Use bullet points (avoid large blocks of text).
✔ Stick to 1-2 pages. Recruiters spend only 6-7 seconds scanning a resume!

📌 **Expert Tip:** Use a reverse chronological format (most recent experience first) unless you're changing careers.

🔗 **Best Resume Formats**

3. Write a Strong Summary (Not an Objective)

✔ Ditch the outdated "Objective Statement."
✔ Instead, use a Professional Summary (2-3 sentences) that highlights your top skills & achievements.
✔ Example:
"Results-driven marketing professional with 5+ years of experience increasing brand awareness by 200%. Proven ability to execute high-impact digital campaigns and drive revenue growth.**"**

📌 **Expert Tip:** The first few lines matter most—grab attention immediately!

🔗 **Resume Summary Guide**

4. Focus on Achievements, Not Just Duties

✔ Use quantifiable results—show your impact with numbers.
✔ Example: Instead of "Managed social media accounts," say:
"Increased engagement by 65% through targeted social media campaigns."
✔ Use strong action verbs like "Led," "Developed," "Increased," and "Implemented."

📌 **Expert Tip: Numbers grab attention.** Always show how you added value!

🔗 **Achievement-Based Resume Tips**

5. Highlight Skills & Certifications That Set You Apart

✔ Include a Skills Section with industry-specific hard skills (e.g., software, programming, sales, marketing tools).
✔ List relevant certifications (e.g., Google Analytics, Project Management, AWS, etc.).

📌 **Expert Tip:** Add skills that match the job description to improve your ATS ranking.

🔗 **Best Resume Skills to List**

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6. Optimize for Applicant Tracking Systems (ATS)

✔ Use standard job titles and industry keywords to pass ATS screening.
✔ Avoid graphics, tables, and fancy fonts—ATS may not read them.
✔ Submit your resume in PDF format (unless instructed otherwise).

📌 **Expert Tip:** Over 75% of resumes are rejected by ATS before reaching a human!

🔗 **How to Beat ATS**

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7. Keep Education & Experience Relevant

✔ If you have 5+ years of experience, move education to the bottom.
✔ List only relevant coursework (if recent graduate).
✔ Remove outdated experiences from 10+ years ago unless critical to the role.

📌 **Expert Tip:** Unless you're a recent graduate, experience matters more than education!

🔗 **Resume Education Tips**

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8. Use Strong Action Verbs & Avoid Clichés

✔ Avoid overused words like "Hardworking," "Detail-Oriented," "Team Player."
✔ Instead, use powerful action verbs:

- Increased
- Managed
- Developed
- Implemented
- Streamlined
- Spearheaded

📌 **Expert Tip:** Strong verbs make you sound proactive and results-driven.

🔗 **Best Action Verbs for Resumes**

9. Keep It Error-Free & Proofread

✔ **Use Grammarly or Hemingway Editor** to catch grammar mistakes.
✔ **Ask a friend or mentor to review it.**
✔ **Read it out loud**—you'll catch errors more easily.

📌 **Expert Tip:** 1 typo can cost you the job! Always double-check your resume.

🔗 **Free Resume Proofreading Tools:**

- **Grammarly**
- **Hemingway App**

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10. Keep It Updated & Test Your Resume's Strength

✔ Update your resume every 6 months, even if you're not job hunting.
✔ Use tools like Jobscan to check how well your resume matches a job.

📌 **Expert Tip:** A fresh, optimized resume makes career moves easier when opportunities arise.

🔗 **Test Your Resume for Free**

Common Resume Mistakes to Avoid

❌ **Too Long:** Keep it 1 page (if under 10 years of experience) or 2 pages max.
❌ **Using a Generic Resume:** Always tailor it to the job!
❌ **Not Quantifying Achievements:** Employers want results.
❌ **Including Irrelevant Jobs:** Focus on what's relevant.
❌ **Listing References on Resume:** References are provided separately if requested.
❌ **Using an Unprofessional Email:** Use Firstname.Lastname@email.com.
❌ **Lying on Your Resume:** Background checks can verify details.

🔗 **Resume Mistakes to Avoid**

Your Resume = Your Personal Brand

✔ Keep it clean, professional, and achievement-driven.
✔ Match it to the job description.
✔ Proofread, optimize for ATS, and keep it updated.