

## Resumes That Work™

### Quick Tips for Crafting a Winning Resume

Sheryl R. Sever, Business & Career Coach

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1. Include your e-mail address in the heading- street address is not necessary.
2. Include a **Summary of Professional Strengths or Highlights of Qualifications** in the **top third** of your resume. (*Objective statements are useful for entry-level positions, or for a specific position within the same company or industry*). Research shows that a resume must grab the reader's attention with the first ten seconds.
3. Choose a resume that fits your situation (functional vs. chronological).
4. Include name of company and your position title with each entry along with the number of years there. If you were there less than a year, reconsider listing this as a "job".
5. Your resume needs to be ACCOMPLISHMENT based. Each entry should start with an action verb and include a SARS (Situation, Action, Result) statement.
6. Include unpaid positions (volunteer work) to fill in any gaps and that demonstrate you have the skills and experience for the job.
7. Keep your resume to two pages although three is acceptable for senior positions, authors, presenters, and academicians.
8. Do not include references in your resume- the statement "*references available upon request*" is not necessary).
9. The average amount of time spent reading a resume is between 30-45 seconds. Be sure your resume is well formatted with bullets, error-free, and easy to read (10-11 pt font is best).
10. Be sure to include a well-crafted cover letter with your resume.

Remember, your resume is not as much about your history as it is about your future! Describe your experience and accomplishments in a way that match where you are going, not where you have been.

**For a complimentary critique of your resume, contact [sherylsever@earthlink.net](mailto:sherylsever@earthlink.net) or call 510.336.9161.**

## Writing a Compelling Cover Letter

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In the job-search process, your cover letter is like the clothes you wear to your interview. It makes the first impression and partnered with your resume can be a very compelling marketing tool. It will invite the reader into your resume, and in many cases will determine whether or not you will be contacted for an initial interview. With the appropriate background, good writing skills, and the following formula, your chances of getting an interview will increase 90%.

**HEADER (who are you): Seasoned IT Professional Equipped with Solutions!**

### **Paragraph One:**

**Introduction.** Using a catchy rhetorical question, a quote, fact or figure can be a good hook. Most importantly, state why you are writing (state position you are interested in or the name of referral- the person who told you the opening). Avoid telling stories, making excuses, and using long drawn out statements. A warm, yet direct tone is the most effective.

### **Paragraph Two:**

**Summary statements.** (3-4) of your key achievements/qualities as they relate to the specific position you are applying for. These statements can be taken from your highlights or summary in your resume and refined.

### **Paragraph Three:**

#### **Do your research.**

Mention what you know about the company, why you are interested, how you can contribute to the company's goals, vision, direction and create solutions for their current challenges.

### **Paragraph Four**

#### **Conclusion**

Ask for an interview; include your phone number, with a sincere statement of appreciation for their consideration. *Do not say that you will be calling them at a certain time in the next week.*

*For assistance with your cover letter, contact [sherylsever@earthlink.net](mailto:sherylsever@earthlink.net) or call 510.336.9161.*