

(on canned goods) **Not quite as appealing as fresh!**



Given the choice of fresh food or canned, which would you choose? The choice is obvious isn't it? As a resume writer, I ask: then why do most resumes read like a generic brand of canned food?

Canned Profile

Whether an entry level clerk or a senior v.p., it seems that few know how to present themselves in a resume. Their profiles read "works independently ... team player ... great communication skills." Unappetizing, canned fare.

Authentic and Appealing

Sprinkle your unique spice into your profile; keep it closer to the real thing for a far more appealing read. For example, my profile reads:

Perceptive interviewer with an eye for an interesting perspective; accomplished researcher who enjoys a challenge; enthusiastic writer who continually studies grammar; skilled editor produces "fat free" text, and delivers precise and concise business documents. Also "not bad" at coming up with material written in an appealing, relaxed style. Articulate, versatile and creative.

Here's a client's unique profile.

Creative ideas, pragmatic approach, passion for service, and over 17 years of related experience. Undeniable eye for the details that transform "service" to *experience*. Trains and mentors staff to excellence & eliminates lapses in

quality with pro-active and ceaseless monitoring; gains consensus and mediates resolutions with careful listening, quiet demeanour, and inspired service. Recognized for ethics, enthusiasm, kindness, thoroughness, and ability to "find a way."

Customer Service Manager of exclusive country inn, this client overflowed with personality and creativity, and shared incredible business successes. Her unique value shines through her profile and rings with authenticity; it is gourmet food in the midst of boxed dinners!

Layer the Flavours

You must entice the recruiter with juicy reading throughout your resume. Here are a few ideas:

- Give yourself a title and tagline . For example, the tagline for client above read "envisions and creates unforgettable experiences."
- List hard skills that you bring to the position, ones that are the key words applicable to your role. Our sample client used "Staff Management & Encouragement ... Creative Hospitality Strategies ... Negotiating Service Contracts ... Generating Profits." Don't assume the recruiter knows what you know.
- Unearth the workplace accomplishments that will give your resume a robust flavour! Eliminate "provided customer service." Identify how you work and create an unforgettable statement, for example: "patterned Exclusive Inn's customer service on Disney-level training standards" or "earned positive customer service comment cards removing obstacles to service."

Savoury text will ensure a thorough read! After all, a juicy read, like fresh produce, has universal appeal!

- All the best, Stephanie

p.s. My colleague, Laura Whitelaw of Best Choice 4 Resumes, and I will be delivering a **FREE resume and job search session April 18, from 10 am to noon, in Sobey's Communication Room at 450 Columbia Street West**. Laura offers an insider's perspective with several years' industry experience as a recruiter. Pre-registration is required, thanks!