**A Resume That Demands Attention**

While the resume remains a tried-and-true document in job applications, an increasing number of candidates are opting to utilize their own websites and LinkedIn profiles to present themselves professionally.

Resumes serve as a cornerstone in the job application process, encapsulating an individual's professional journey, skills, accomplishments, and potential contributions to a prospective employer. They offer a concise and structured overview of a candidate's qualifications, acting as a first impression and often the initial screening tool for recruiters and hiring managers.

A well-crafted resume not only highlights relevant experience and achievements but also showcases the candidate's ability to communicate effectively and present themselves in a compelling manner. Moreover, resumes serve as a basis for interview discussions, guiding conversations around an applicant's background and suitability for a role. In essence, resumes play a pivotal role in shaping perceptions, facilitating decision-making, and ultimately securing opportunities in the competitive job market.

Based on my 25+ years experience in the industry, here are some practical tips to structure and write your own amazing resume.

* Your resume is your written (and sometimes graphical) representative with employers, agencies and your network
* It’s a personal business development tool. Consider it your personal product statement or brochure. It’s designed to sell you. You need to clearly highlight your sellable attributes, experience and strengths. As much as it can be difficult to do, you need to sell-promote
* When applying to jobs via job boards or employer websites, the main objective of a resume is to get a call from the employer or agency. With this in mind, construct your resume in a way that serves up information easily in an easy to read format
  + Once you get a call, your chances improve as you’re now using 20 percent of your communication ability
  + Once you get a face-to-face interview / meeting opportunity, your chances improve again as you’re now using 100 percent of your communication ability
* To give yourself the best chance in getting a job, you need to be noticed. Therefore, your resume needs to be noticed. People who look at your resume generally make a quick judgment call on your suitability – sometimes within 10 seconds. With this in mind, use a headline at the top of the first page, which succinctly and articulately describes who you are and what you want. Also, lay out the information in a way in which it makes it easier for the reviewer to want to call you
  + Consider including a professional photo on your resume. People will tend to trust you more if they see a photo while reviewing your resume
* Your resume needs to be aesthetically pleasing. Single font, good alignment, simple formatting and a good measure of white space will all contribute to a good looking document that is pleasing to the eye
  + Avoid large blocks of text. They are difficult to read and are not pleasing to the eye
* Use bullet points as much as possible. Bullets break up large text blocks into easy-to-read sections
* Use **bolding** and underlining **(or both)** to further accentuate text that you want the reviewer to notice
* Make sure that you spell check and check your grammar. There is nothing worse that telling people that attention to detail is one of your strengths and your resume is riddled with errors!
* Make sure that your resume mirrors your LinkedIn profile and, if you have one, your personal website. If there are differences, you could lose the trust of the reviewer

**AI & Resumes**

AI is a hot topic, no doubt. Speaking with AI experts, I've learned that most ATS systems still rely on Boolean or word searches, with some scanning phrases or comparing resumes to job descriptions. While tailoring a resume for each ATS isn't feasible, consistently using relevant keywords is key.

So, don't stress it and focus on incorporating words and phrases that reflect your career history and the role you're targeting. Being authentic is the key.

**About Talentology**

Talentology is at the forefront of revolutionizing IT talent acquisition and project resourcing. Founded with the vision of transcending traditional recruitment boundaries, we bring a fresh perspective to the industry by emphasizing community, quality, and trust. Our unique approach intertwines the expertise of a diverse IT SME Partner Community with the flexibility of tailored talent solutions, ensuring that organizations can effortlessly connect with top-tier IT professionals.

**Our Value Proposition**

At Talentology, we understand the critical importance of aligning the right talent with the right project. Our innovative model leverages a community-driven network of IT SMEs (Subject Matter Experts), who not only source but also pre-vet and approve each talent, ensuring unparalleled quality and reliability. From individual IT contractors available for fractional work to comprehensive project teams led by seasoned experts, Talentology offers a spectrum of resourcing solutions designed to meet the dynamic needs of today's businesses.

**What Sets Us Apart**

* **Community-Driven Expertise**: Our talent pool is curated from a trusted community of IT SMEs, ensuring each member is thoroughly vetted and endorsed.
* **Flexibility & Scalability**: Whether it's a short-term assignment or a long-term project, our model is designed to adapt to your specific requirements, providing the right talent at the right time.
* **Quality Assurance**: We prioritize quality over quantity, focusing on delivering talent that not only meets but exceeds expectations.
* **Ethical Approach**: Our foundation is built on trust and transparency, fostering long-term relationships and successful outcomes for all stakeholders.

Features & Benefits

* **Access to Pre-Vetted Talent**: Minimize hiring risks with our pre-vetted, community-approved IT professionals.
* **Customized Solutions**: From fractional contributions to full-scale project teams, we tailor our services to your project's unique demands.
* **Efficient Resourcing**: Leverage our agile ecosystem for rapid talent deployment, ensuring your projects stay on track.
* **Sustainable Partnerships**: We aim to be more than a provider; we strive to be your trusted partner in achieving project success.

**Solving Industry Challenges**

Talentology addresses key challenges faced by organizational hiring managers, IT SME Leaders, and B2B IT Contractors, including the complexities of sourcing reliable talent, the inefficiencies of traditional recruitment processes, and the need for flexibility in project resourcing.

Talentology offers comprehensive support to both IT SME Leaders and B2B IT Contractors, focusing on enhancing their sales and marketing capabilities and providing expert career guidance and coaching. By offering tailored strategies and insights, Talentology helps IT SME Leaders amplify their market presence and optimize their sales processes, ensuring they can effectively reach and engage their target audience. For B2B IT Contractors, Talentology provides invaluable career coaching, helping them navigate the complexities of the IT industry, fine-tune their professional branding, and align their career trajectories with their personal goals and market opportunities. This dual approach empowers both IT SME Leaders and B2B IT Contractors to achieve sustained growth, professional development, and success in the dynamic IT landscape.

**Join Us**

Embark on a journey of discovery with Talentology, where quality meets innovation in IT talent acquisition. Explore how our community-driven solutions can transform your approach to IT resourcing. Learn about how we can partner to achieve your project goals at [www.talentology.com.au](http://www.talentology.com.au)

**TALENTOLOGY’S RESUME TEMPLATE**

**Your Name**

|  |  |
| --- | --- |
| Mobile | Email |
| LinkedIn Profile | Personal Website URL |

**Your Headline – Make it noticeable**

**Summary**

The summary section is a concise explanation of who you are, your career history and your next move. This section will also double as your elevator speech. Make sure that your summary relates to your headline

**Education, Certifications & Memberships**

Year, Degree, Institution

Year, Certification, Institution

**Career Summary**

|  |  |  |
| --- | --- | --- |
| **Employer** | **Role** | **Dates** |
| ABC | Program Manager | Mar 13 – Present |
| XYZ | Senior Project Manager | April 11 – Feb 13 |
| XYZ | Project Manager | Nov 09 – Mar 11 |
|  |  |  |

**Skills Summary**

|  |  |  |
| --- | --- | --- |
| **Skill** | **Years Used** | **Last Used** |
| Project Management | 8 | Current |
| Network Infrastructure | 8 | Current |
| Banking & Finance | 8 | Current |

**Career Detail**

**Dates (From – To)**

**Employer**

**Role**

[Brief explanation of employer]

**Responsibilities**

* Add your job description
* Include all your day-to-day duties
* Never assume anything – make reference to all your tasks
* Use metrics to show the size of your responsibilities. For example, mention project size in terms of $$, time and people, or even team budgets and systems used
* Add more information about your current / last role and less about your first role

**Achievements**

* This is where you mention what you achieved during your role
* Mention projects delivered, awards received, opportunities for improvement realised etc
* Also mention the benefits realised by your effort including revenue generated, costs saved, problems solved etc