

What's the problem with my resume?

Do's and Don'ts for the perfect resume.

Considering that the HR department or the Executive Recruitment consultant will use only about 20 seconds to read each resume, you will understand the importance of quickly pointing to your strengths related to the job you apply for. You need to catch the immediate interest of the reader within that very short moment.

Here is how to compose your resume that will help you land the interview and hopefully also the job you want.

The recruiter reading your resume is looking for how good you are and what you have done. If a few words and sentences spark an interest, your resume will land in the Yes pile for a thorough read a little bit later. You are on the way to the interview.

Do not keep the best for last, as the recruiter reading your resume might not even get to the end of your resume before filing you in the No pile. It is essential that you up front state your case, state your achievements and the value you can bring to the company.

After the personal data the next section should show your professional work experience. List always your jobs in reverse chronological order, with the current or most recent job as the first. The section headline should indicate the period as month and year, the company name and your title or function. Unless you have been working for Coca-Cola, BMW or

Thai Airways International it is a good idea to include a short sentence on the type of business your employer was in.

To avoid committing job-search suicide, do not use the so-called functional resume format which employers and recruiters dislike. It is a format which only highlights the job function, such as accounting, sales or public relations. The problem with this type of resume is that you cannot see when you did something at which company, the exact information which is critical for an employer. The risk is that the resume is simply not read and there goes your chance for a new job. Do use the chronological format instead.

Achievements and responsibilities are not the same. What the employer wants to see is when, where and a list of achievements you managed. Describe what you have done to increase the sales with how much percentage, in which way and with how much you were able to reduce the costs of sales. Strong words are achieved, delivered, generated, increased, initiated, cut, decreased, and reduced.

Last but not least use a Microsoft Word document and file it with your own first and last name.

