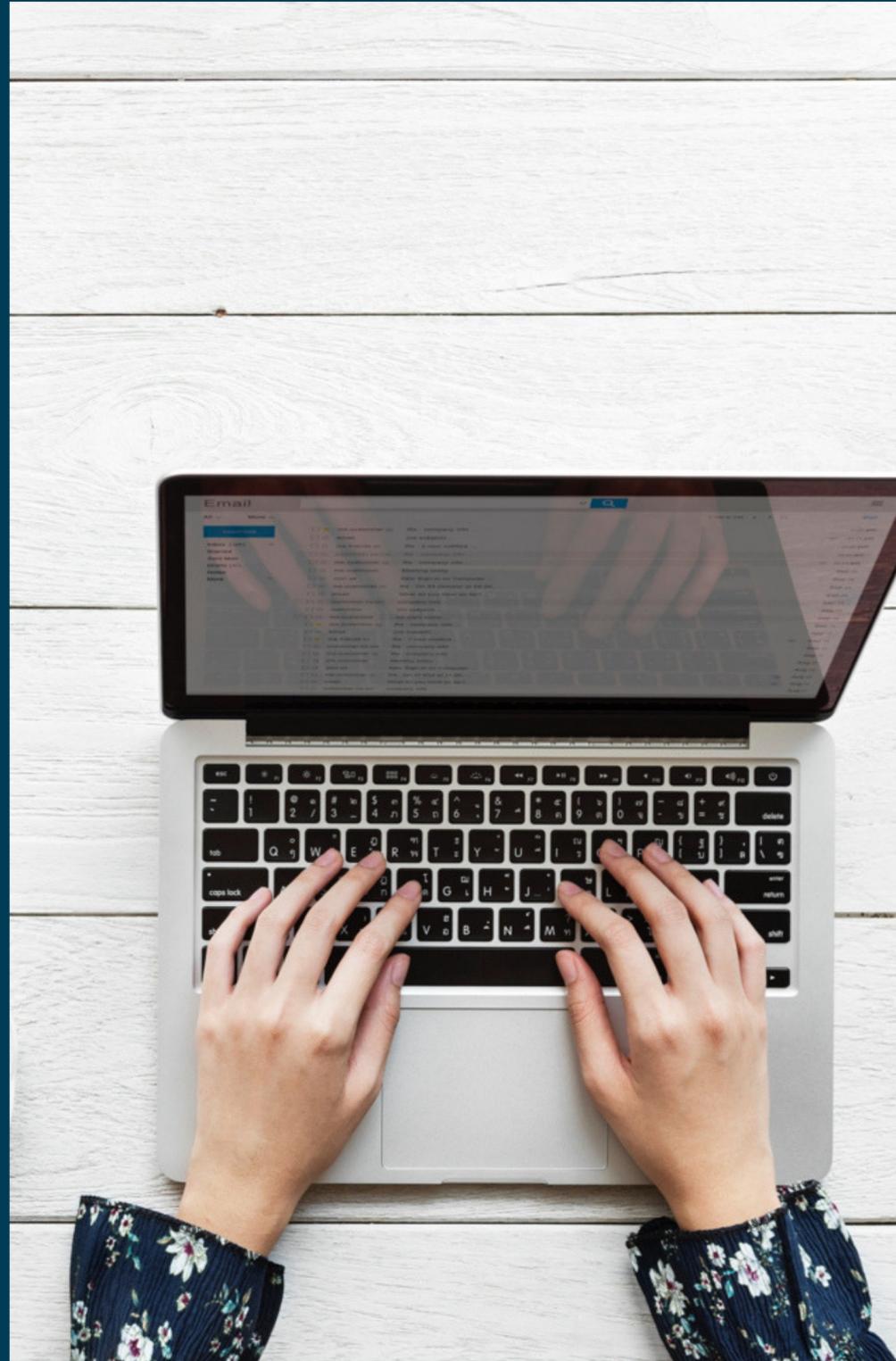


SIX RESUME MISTAKES THAT YOU NEED TO AVOID



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A resume is still the foundation of most job applications and it needs to be compelling. Resume formats have changed dramatically in the past decade and they are no longer just a list of every job you have had since high school and every course that you have completed. Your resume is your primary marketing document and it needs to sell your key transferable skills in a compelling way AND demonstrate to a future employer how you may be able to help them solve their problems.

A poorly written resume—one riddled with errors, poorly formatted and full of boring, irrelevant information can sink even the most qualified candidate.

Here are some of the most common resume mistakes people make:

Mistake #1 - Generic objective statement

The quickest way to get an employer to put your resume into the 'no' pile is to start off with a generic objective statement such as:

“My goal is to use my skills and experience in a rewarding Accountant position with [[insert company name]].”

Such an objective adds absolutely nothing to your resume, particularly if you are a senior candidate with years of experience. More importantly, it takes up valuable real estate on the front page of your resume that should be used for more important information such as a high level summary of your relevant experience and key strengths that are relevant to the role.

An objective statement is really not necessary for most senior candidates unless you are looking to make a significant career change or are returning to work after an extended break.

Instead of an objective, we recommend a 'career summary' written in 3rd person such as the following:

"Established and degree qualified Project Engineer, with over 10 years' experience leading a diverse range of multi- discipline projects. Exceptionally strong capabilities in relation to leading teams, acting as a technical point of contact and liaising with a broad variety of site workers. Results-driven and collaborative with a demonstrated ability to lead multimillion-dollar projects, and deliver objectives within time, budget requirements."



Mistake # 2: Typos

No employer will believe that you have “excellent attention to detail” if your resume is littered with typos. Likewise, check your LinkedIn profiles. I recently spotted a LinkedIn banner for a freelance communications specialist that had communication spelt incorrectly!

Even a single mistake can be enough for your resume to land in the 'no pile', especially if you address the cover letter to the wrong company. The reason is simple: if you are not paying attention to your own resume then why would an employer trust you to be attentive to their needs?

Using a spell checker certainly helps, but it isn't always the answer. Watch out for homophones, such as your/you're, its/it's, affect/effect, and other grammar issues that your spell check won't detect. One of the most common errors I see in resumes and LinkedIn profiles is candidates describing themselves as 'goal orientated' instead of 'goal oriented'.

MISTAKE #3: NO QUANTIFIABLE ACHIEVEMENTS

One of the most common mistakes we see in resumes is that candidates list their responsibilities but fail to list their achievements or where they have had the biggest impact in their roles.

Listing your past job responsibilities tells the future hiring manager nothing about how well you actually did your job and doesn't do anything to distinguish you from other candidates.

To capture the employer's attention, we suggest detailing achievements that can be quantified where possible (numbers, percentages etc) to clearly demonstrate the impact you have had in each of your previous roles.



MISTAKE #4: OUT-OF-DATE EXPERIENCE

Too often people treat their resume as an obituary that lists every job they have had in their life and irrelevant course information or achievements from 20+ years ago. Trust me, if you are 25+ then future employers are not interested if you were class captain in Yr 8 or received a credit in the Year 10 Science Competition.

Your resume should be tailored to the specific job for which you're applying. That means ensuring that your employment and educational experience highlights the skills and achievements that are most relevant to the role for which you are applying.

We recommend reducing your resume to employment in the last ten years, fifteen years at the most. Only include jobs before this cut-off if they are directly relevant to the position due to specific industry knowledge or if you stepped down from a more senior level whilst raising a family/dealing with illness etc.

In regard to education, you only need to include the name and graduation year for your undergraduate degree and any postgraduate qualifications.

Why should you avoid including more information? First, your resume should only be a snapshot of your career history – just enough to pique the interest of a future employer or recruiter. By including irrelevant information you are burying your strongest selling points.



MISTAKE #5: POOR FORMATTING

We are seeing many candidates using very creative and visually attractive resume templates that have been in most cases downloaded from graphic design websites. We appreciate that these are visually appealing, however, these templates are not always Applicant Tracking System (ATS) compliant.

Unless you are applying for a highly creative or design role, then these highly formatted resumes can be sending your resume into the black hole.

Many of these resume formats are very busy and leave very little space to articulate your key skills in a way that will make you stand out from the crowd. Likewise, if templates have many embedded graphics then an ATS system may not even be able to read the content. Most of these programs are designed to parse data from resumes but unconventional formatting can result in the data being read incorrectly. If the ATS can't scan your resume for keywords, your resume won't even make it through the first step of the screening process.

MISTAKE # 6: FORGETTING CONTACT DETAILS

This one seems obvious but you'd be surprised at how many people don't include their phone number or email address on their resume. We also suggest including your LinkedIn Profile URL if you have one (which you should).

If you would like some assistance with resume, cover letter or LinkedIn Profile writing, then contact us on enquiries@relaunchme.com.au to understand how we can help you develop compelling marketing documents to land your ideal next role.

For further information about our writing services: www.relaunchme.com.au.

For regular tips, advice and motivation, follow us on Facebook or Instagram [@relaunchmecareerconsulting](https://www.instagram.com/relaunchmecareerconsulting).



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