REVAMP YOUR RÉSUMÉ FOR 21st CENTURY JOB SEARCH

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1ST Rate Resumes

The résumé that landed you a job five or ten years ago may no longer be as effective as it once was, especially if it was the "one size fits all" type. In order to conduct a successful job search, it's essential that you custom fit your document to the targeted position and its' challenges. It's not enough to copy sentences out of resume books. Every good resume begins with a strategy based on the applicant's skills, experience, education, and industry.

Accomplishments sell

The résumé from 10 years ago listed job titles and boring descriptions. Today's job search documents get to the point and highlight accomplishments: how you helped your former company make money, cut costs, expand territories, lower insurance rates, reduce tenant turnover, i.e. what did you do to make a difference?

In Facilities Management, here is a short list questions to ask yourself before writing your resume.

1. What is the scope of your facilities management? What is the square footage, number of buildings, ground acreage, and number of employees?
2. What primary aspects do you handle?
3. What programs have you implemented to ensure the buildings, grounds, employees, customers, and others are safe and secure?
4. What type of projects or capital improvements have you supervised or been involved in?
5. Have you handled any real estate purchases or sales?
6. Have you set up any new standard operating procedures? What were the results?
7. Have you initiated any new programs? What was their purpose and end result?
8. Have you decreased building costs or expenses in anyway?

Next, don't forget to include your professional memberships, including CoreNet. This shows you stay at the top of your game through continuing education. You can also include memberships outside your industry if they are relevant, such as your local chamber of commerce or builder's associations.

Computer literacy is essential!

The resume from a decade ago didn't include computer skills, but since they are necessary in any industry, these skills need to be on your resume. Instead of "Microsoft Office" put down the individual programs, such as MS Word, Excel, Outlook, and PowerPoint. Most job vacancy announcements will state the proficiency they are seeking, but notice they list specific software applications rather than generic "strong computer skills." That's why it's important to list each one individually.

Key Words are Key!

Because your résumé may be scanned into a computer, remember maximize use of diverse key words. For example, if you work in Facilities Management, you might also include Senior Financial Analyst, or Global Real Estate Director (if applicable) to increase your chance of a match. Borrow some words from the vacancy announcement, but don't copy them word for word.

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Less is More

If you have a background that fills up four pages, you'll need to find a way to pare it down. Most hiring directors will not read past two pages and the mark of a polished presentation is either one FULL page or two FULL pages. If you have a half page you'll need to expand the page or edit it down. A resume is a summary, not your entire work history, so only include the best and most relevant information. It's a marketing document designed to get you an interview.

What's the Worst that Could Happen?

Finally, think about the worst traits someone in your field might possess and address them in your resume. For example, if one of the perks of the position is a company car, it doesn't hurt to add "clean driving record" to your summary of qualifications. You have no idea if a previous employee wrecked a company car, or got caught driving drunk in it. Ease the hiring director's mind from the start.

Applying online

Research indicates that more than 50% of large companies accept applications through their corporate websites. The fancy Microsoft Word document you created will not cut and paste as neatly as you'd like into the "paste resume here" box. You may notice question marks instead of bullet points, and large gaps where there was once a tab. Save time and improve your presentation by first converting it to an ASCII format and changing the question marks to asterisks, and adding borders back in. Then you'll have an "on line" version that will correctly print out at the receiving end.

Because resumes are marketing documents, it makes sense they need to be targeted to the audience you are seeking. Focused resumes always produce greater results in a shorter period of time over their generic "one size fits all" counterparts. Always keep this in mind during your job search.

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