

Jasmine Tala

Job title you're applying for

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City, State

A summary statement is 2-3 sentences that provides a brief synopsis of your work experience and skills. You might use this if you have quite a few years of experience. An objective, on the other hand, is a focused 2-3-sentence statement that demonstrates your interest and candidacy for the position you hope to land. You might use an objective if you're changing careers, a student or entry-level candidate, or if you're going to take the time to write a compelling, custom objective.



Skills:

- Include 6 to 8 skills, no more than 10
- Hard skills: tools, software, etc. needed, like CRM or Python
- Soft skills: not easy to measure, like communication or empathetic
- Include "keywords," skills you find mentioned in the job ad
- Be honest; exaggerating your abilities will eventually be found out
- Make sure your skills are represented in your work experience



Education:

Name of School (If you have a college degree, don't include a high school diploma)

Degree earned

Years attended | City, State



Certifications/Licenses:

- Be sure to stay on top of this as certifications and licenses can differ between states and even across jobs in the same industry.



Work Experience:

Company / Location (Dates of employment)

Job title

- Focus on your contributions, not your responsibilities. For example, "Grew digital marketing ROI by 14%" is much better than saying, "Led digital marketing efforts."
- Start your job description bullet points with active verbs rather than personal pronouns. For instance, "Designed and implemented work ticketing system" propels your content forward while "I designed and implemented work ticketing system" slows the recruiter.

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- Quantify your impact whenever possible because numbers corroborate your claims. Stating that you "Uncovered \$3.2M in potential savings" shows a real result over a generic claim of "Discovered potential savings."
- Keep your bullet point descriptions at three lines or under. "Created nutrition and personal training plans for 30+ clients, helping clients lose 26 pounds on average" is a lot more compelling than a run-on sentence, redundancies, or wordiness.
- Write your job descriptions in the past tense, though you can write current experience in the present tense if you wish. "Partnered with cross-functional teams to design multimedia campaigns that boosted subscriptions by 17%" will make a lot more sense to a recruiter when you left that role three years ago.