



Three Ways to Improve Your Executive Resume

It's no secret that your next position relies as much on who you know as what you've done. But you still have to compete for the small number of executive positions available, and that's where your resume comes into play.

Much more than a list of the positions you've held, your resume is an important part of your personal marketing package. It's the tool you need to compliment the professional relationships you've developed over the years. It's also the best way to clearly communicate your successes and differentiate yourself from your competitors.

Sure, you've put in time meeting the right people and carefully cultivating relationships with them. But come crunch time, the decision makers will be sitting in their offices with a few select resumes, trying to decide who to call in for a final interview. If your resume shines with an easy-to-read presentation that makes overlooking your strong points impossible, you can bet you will be called in for that interview!

So how, exactly, do you create a resume that stands out? Start with these tips.

Pull them in fast.

Resumes are as much psychology as they are writing. A bland resume that doesn't immediately draw the reader in is going straight into File 13.

So how do you draw the reader in? Use keywords that get attention right off the bat – keywords that fit what they're looking for *and* highlight your abilities and accomplishments. And then display them in a tasteful-yet-catchy manner.

Prove it.

Don't list responsibilities – list results. Show how you benefited your previous employers. Anyone can say they've led teams. What you've got to do is bring this common function to life. How many teams? Of how many people? With how many direct reports? For how long? In what territories? With what results?

If you don't nail this there's no way for someone to tell your accomplishments apart from all the other candidates' – unless the others have better resumes! And that's not a good place to put yourself.

Monitor your results.

Is your resume working? Is it producing interviews? If not, it's because it doesn't stand out. Which means you have two choices: wait and see, or hire a professional resume writer.

If you have the resources and patience, you can wait and see. But if you want to fast-track your new position, reach out to Mandy at J Allan Studios. She'll get you rolling with a fantastic resume for \$500 or less. Her clients love her work, too:

Working with Mandy at J Allan Studios made preparing my resume easy. I was worried about a few key points, but she had answers and work-arounds for all of my concerns. Her turnaround was just as promised, and I got a terrific resume for much less than what I was quoted at other places.

– K. Vasterling, national sales director, Tampa FL

A no-pressure evaluation of your current resume is yours for the asking. Just e-mail it to mminor@jallanstudios.com and Mandy will get back to you with her honest, straightforward advice.

Maybe your resume is already gold. Maybe it's complete junk. Or maybe it needs just a bit of tweaking. There's no way to know unless you ask someone who's written dozens and dozens of successful resumes.