

# HOW TO CRAFT THE PERFECT RESUME

Watch the [video](#) "Amazon Share 21 Resume Tips and Advice" by Amazon News

## 1 WARM UP

Task 1: Let's discuss why people leave their jobs. As a class can you think of 8 reasons?

**Example below:**

1. **Want a better salary.**
2. **Poor management.**
3. **Toxic work culture.**
4. **Career change.**
5. **Better opportunity elsewhere.**
6. **Want to live in a different city / country etc..**
7. **Want a better work-life balance.**
8. **Fired.**



Task 2: Discuss the following questions as a class.

- a. Describe a reason why you have left a job in the past.
- b. Where are the best places to find a new job in your country?
- c. Is it easy to get a new job in your country?
- d. What aspects of the recruitment process do you dislike the most?
- e. Are there any aspects of the recruitment that you enjoy?
- f. Have you been an interviewer? What makes a resume stand out?
- g. What are the most challenging aspects of resume writing?

## 2 VIDEO ANALYSIS

Task 1: Study three quotes below which are taken from the [video](#).

### 1. Self-Marketing.

stand out

authentic

self-marketers

“When it comes down to it, we're not really great **self-marketers**. That might be why writing your resume is really difficult. So move that aside for just a moment. Think about the things that you would really want to say to somebody, but do it in a way that's more of a humble brag. The best way to **stand out** is to really just be your **authentic** self,”

1. In your own words, what is self-marketing?
2. In your professional life, what achievements are you most proud of?
3. Describe how you would present these achievements on your resume.

### 2. Proofreading.

misspelled

writer

surefire

“One thing that I would tell you is really make sure you get a lot of eyes on your resume before you actually submit it to a job. A **surefire** way to make me stop reading your resume and move on to the next one is if you have **misspelled** words. Use spell check, have your friends review it, have your family review it. If you know a recruiter, ask them to review it. Now, you could actually go and find and hire a resume **writer** for you. You can also sign up for classes potentially. There's also YouTube videos that you can watch.”

1. Why is proofreading important?
2. What can you do to ensure that there are no errors on your resume?
3. Do you have a resume written in English? Did you find it challenging to write?





### 3. Date ranges.

highlight

gaps

positions

“Always include date ranges of your **positions**. It really helps create a nice timeline of your experience so that your reader can understand more about what job you were in, when, and what that job was about. What if you took a year off? What if you have some **gaps** in your resume? Those are important questions as well. What I'd say is, don't be afraid to actually **highlight** that too. You want to show exactly what you've been doing in that time off. If you took time off to be a mom, say that. If you took time off to go travel the world, say that too. Say something that you learned.”

1. Give date ranges of your job history, explaining what job you were in, when, and what that job was about.
2. Give date ranges of your education history. Explain what you studied, when, and your results.
3. Give examples of occasions when resume gaps could be positive. What can be learned in that time off from work?

## 3 VIDEO QUESTIONS

**Task 1:** Decide if the statements based on the [video](#) are true or false.

1. Generally, a resume should not be less than 3 pages. **F**
2. Do not include pictures on your resume. **T**
3. You should only include your day-to-day tasks. **F**
4. A 'skills' section is essential. **F**
5. Do not include a summary section. **F**
6. Add links to your LinkedIn page and the company you work for. **T**
7. You should link all your social media profiles to your resume. **F**
8. Including your interests on your resume is positive. **T**
9. You should include your dog's name on your resume. **F**
10. Cover letters are essential for all jobs. **F**
11. You do not have to include references on your resume. **T**
12. You should tailor your resume to the type of job you want. **T**

**Task 2: Discuss the following video-based questions as a class.**

- a. How long is your resume? Why is it recommended to keep your resume to two pages maximum?
- b. In your country, is it common to include a picture on your resume? What are the pros and cons of including a picture?
- c. Describe the font that the recruiter recommends. Why does he recommend it?
- d. Why should you include examples and results instead of just your day-to-day tasks?
- e. Describe the advantages of including a summary section on your resume. Take 2-3 minutes to plan a summary section, then present it back to the class.
- f. Is LinkedIn popular in your country? What are the advantages of optimising your LinkedIn profile?
- g. Give examples of non-relevant information some people share on their resumes.
- h. Describe the interests that you include on your resume. How could they help you to show you are the perfect candidate for a position?
- i. What are the pros and cons of cover letters? Are they common in your country?
- j. How can you network with recruiters? Give examples of appropriate and inappropriate ways of contacting recruiters.
- k. How should entry-level applicants make their resumes stand out?
- l. How does the recruiter recommend you tailor your resume? What are the benefits of tailoring your resume to the type of job you want?



## 4 EXAMPLE RESUMES

Read each resume below, and analyse them by discussing the questions.

### Resume 1



## JANET DAVIES

GRAPHIC DESIGNER

#### About Me

I am passionate, hard working senio graphic designer seeking a new opportunity within the industry. I have a proven track record of delivering great results for my clients.

#### Contact

-  6 Clay Lane, London
-  654-767-9878
-  www.janetdavies.com
-  janetdavies@gmail.com

#### Education

- BA in Product Design**  
2008 - 2010  
*Manchester University*

#### Skills

- Project Management  
●●●●●●●●
- Problem Solving  
●●●●●●●●
- Creativity  
●●●●●●●●

#### Work Experience

- Fanatics**  
2018-2020  
**Senior Graphic Designer**
  - Oversee all design projects, from conception to delivery. Design original pieces, including illustrations and infographics.
  - Manage a team of 5 designers. Review junior designers' work to ensure high quality.
- Norden News**  
2017-2018  
**Graphic Designer**
  - Study design briefs then develop illustrations, logos and other designs using software or by hand.
  - Ensure final graphics and layouts are visually appealing and on-brand.
- Microsoft**  
2016-2017  
**Junior Graphic Designer**
  - Manage website appearance, as well as SEO content and marketing, as well as brand and logo design.

1. Are there any gaps on the resume? **Yes, between university and work. Plus, no dates, only years.**
2. Are there any spelling or grammar errors? **Yes, "senio"**
3. Do you think Janet Davies is a great self-marketer? Explain.
4. What aspects of this resume do you like?
5. Describe ways in which you would improve this resume.

**Resume 2**

# HANNAH ROBERTSON

Digital Marketing

## PROFESSIONAL SUMMARY

Passionate, hard-working digital marketing professional with 7 years of commercial experience. Excelled in multiple aspects of digital marketing through experiences at Apple & Facebook. Experienced great success in each role. My experience shows that I am a committed individual who is motivated to achieve success.

## PROFESSIONAL EXPERIENCE

2016-2018 **Digital Marketing Executive**  
Apple, California

- Assist management in building the company's digital marketing strategy
- Research competitors and provide suggestions for improvement
- Measure ROI and KPIs
- Prepare and manage a digital marketing budget
- Stay up to date with the latest technology and best practices

2018-present **Digital Marketing Manager**  
Facebook, California

- Lead, supervise and motivate members of the digital marketing team
- Build, plan and implement the overall digital marketing strategy
- Manage the strategy
- Measure ROI and KPIs
- Prepare and manage a digital marketing budget

### INTERESTS

- Health & Fitness
- Marathon running
- Reading
- Language learning.

### EDUCATION

**Chorlton University**  
2016

- Bachelor of Arts
- International Business

### CONTACT

232-4455-1440  
123 Canel St., Newcastle.  
hannah@gmail.com

1. Do you like the style of this resume?
2. Would you invite Hannah Robertson in for an interview?
3. Would you like more information from Hannah?
4. What aspects of this resume do you think are impressive?
5. Describe ways in which you would improve this resume.

**Resume 3**



## BETH HANSON

Web Developer

I am a qualified and professional web developer with five years of experience in database administration and website design. Strong creative and analytical skills. Team player with an eye for detail.

### EDUCATION

**2012 - 2015**  
Shodwe University

- Bachelor Degree
- Web Development

**2015 - 2018**  
Salford University

- Master Degree
- Web Development

### EXPERIENCE

**2018 - 2019**  
Larana Inc, Branding

**Applications Manager**

- Database administration and website design

**2019 - present**  
Shodwe Cosmetics

**Web Content Manager**

- Write code in one or more programming or scripting languages, such as JavaScript

### REFERENCES

**Danny Downs**  
danny.downs@example.com

**Joanne Hamilton**  
joanne.hamilton@example.com

**Kimberly Jackson**  
kimberly.jackson@example.com

### CONTACT

 +123-456-7890


 beth@gmail.com


 345 Church Close, Manchester


1. Would you advise Beth Hanson to remove the picture? Explain.
2. Do you like the references section? Explain.
3. Is Beth's experience section clear? Explain.
4. What aspects of this resume do you like?
5. Describe ways in which you would improve this resume.


## 5 LET'S DEBATE

Study the statements, then decide if you agree or disagree with them. Use the language in the table at the bottom of the page to help structure your answer.

**John**  

 In the future, resumes will be done via video so that people can explain their careers in more depth and show their personalities.

**Oli**  

 Before submitting a resume, applicants should have to take a test, answering questions on the position and company.

**Beth**  

 If you are serious about finding a new job you should hire a professional to write your resume.

**Amy**  

 To give yourself the best chance of landing an interview, you need to exaggerate your accomplishments, as the job market is so competitive.

|  |   |
|--|---|
| <p><b>Express an opinion</b></p> <p>It seems to me that...</p> <p>I feel that...</p> <p>I'm absolutely convinced that...</p> <p>In my opinion,...</p> <p>I believe / suppose / feel (that)...</p>  | <p><b>Express disagreement</b></p> <p>I don't agree with you about...</p> <p>I can't accept your view that...</p> <p>I have a different opinion...</p> <p>I'm not sure if...</p> <p>I'm not convinced that...</p> |
| <p><b>Express pro's and con's</b></p> <p>There are two sides to this point...</p> <p>On the one hand...,on the other hand...</p> <p>An argument for / against is...</p> <p>Some people think that...,others say that...</p> <p>The advantages / disadvantages are...</p> | <p><b>Summarise</b></p> <p>So, in conclusion...</p> <p>To summarise..</p> <p>Overall, it is clear that...</p> <p>As a result..</p> <p>The bottom line is...</p>   |

## 6 COMMON IDIOMS

**Task 1: Study the idioms in the box, then match them to their definitions.**

a two-way street **1**                      a tall order **2**                      to shy away **5**  
to lose one's train of thought **3**                      a proven track record **4**

1. a situation between two people or groups in which equal amounts of action is required from both parties.
2. something that is difficult to do.
3. to suddenly forget or become distracted from what one was thinking or saying.
4. a past record of the accomplishments of a person.
5. to try to avoid (something) because of nervousness, fear, dislike, etc

**Task 2: Complete the following sentences using the idioms from the box.**

- a. A successful job interview is like **a two-way street**– both the candidate and the employer should actively engage in a meaningful conversation..
- b. Asking for five years of experience is **a tall order** for an entry-level job, and it could discourage potential candidates who would be great for the role.
- c. Although the candidate was initially hesitant, they didn't **shy away** from highlighting their successes during the interview.
- d. The unexpected question made the candidate **lose their train of thought**, but they quickly regained their composure and provided a good answer.
- e. The applicant's resume shows **a proven track record** of consistently exceeding sales targets, making them an ideal candidate for the sales manager position.

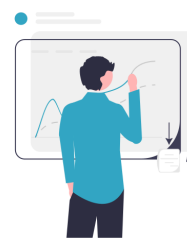
**Task 3: Practice using the idioms by answering the questions below.**

1. Have you ever encountered a job posting that seemed like **a tall order** in terms of qualifications, and how did you approach applying for it?
2. How do you adjust when you **lose your train of thought** during an interview?
3. Do you agree that interviews should be **a two-way street**? Why / why not?
4. Do you have **a proven track record** of something at work? Give detail and examples.
5. What strategies can candidates employ to confidently discuss their weaknesses or areas for improvement during an interview, rather than **shying away** from them?

## 7 SYNONYM GAME

### Task 1: Let's end the class with a fun game.

- Study the adjectives in the box below
- Place the words from the box next to their synonyms listed.
- The first one has been done for you.



|        |            |         |           |      |
|--------|------------|---------|-----------|------|
| serene | distraught | arduous | destitute | dull |
| petite | spotless   | hideous | furious   |      |

- |                    |                      |
|--------------------|----------------------|
| 1. Very angry.     | a) <b>furious</b>    |
| 2. Very calm.      | b) <b>serene</b>     |
| 3. Very ugly.      | c) <b>hideous</b>    |
| 4. Very small.     | d) <b>petite</b>     |
| 5. Very upset.     | e) <b>distraught</b> |
| 6. Very poor.      | f) <b>destitute</b>  |
| 7. Very clean.     | g) <b>spotless</b>   |
| 8. Very boring.    | h) <b>dull</b>       |
| 9. Very difficult. | g) <b>arduous</b>    |

### Task 2: Now, practice using the new words by discussing the following questions.

1. Describe places or activities that make you feel **serene**.
2. Describe a time you were **distraught** at work.
3. Do you keep your desk or workstation **spotless**?
4. Describe the most **arduous** task you have to do at work.
5. Are there any **hideous** parts of your city / country? How would you improve them?
6. Are there any **destitute** people in your city? How could big businesses help them?
7. Which part of your job do you find **dull**?
8. Describe a time your boss was **furious**. What happened?



# HOMEWORK

Read the article “Common Resume Mistakes to Avoid” adapted from the Fast Company.

## 1 COMMON RESUME MISTAKES TO AVOID

**Spelling or Grammatical Errors.** An error on your resume might make recruiters think you didn't take the time to proofread before submitting it. Read your resume carefully, and use a grammar-checking app like Grammarly to catch mistakes. It's also a good idea to get a friend, family member, or mentor to take a look at your resume. They may be able to catch any errors that you missed.

**Using a Generic Resume.** Before you apply for a job, look over your resume and think about how you can customise it for the position. When possible, use the same keywords that are in the job description. For example, if a job opening requests applicants with sales experience and a college degree, you can describe yourself as someone with 10 years of sales experience and a degree in business. If the company says it wants charismatic, friendly individuals, mention that you're charismatic and friendly. Many businesses use keyword searches to find the most qualified individuals. Without the right keywords, an actual person might never get a chance to take a look at your resume.

**Overly Elaborate Formatting.** Avoid using bright colours, elaborate fonts, or anything else that could distract from the content in your resume. Many employers use search algorithms to identify the best candidates by the keywords in their resumes. This makes having an

easy-to-read, clear resume extremely important. When in doubt, stick with black ink and a basic font like Times New Roman or Arial. Choose a font size that's at least 10 to make it easily readable.

**Leaving out Details** - When you list each former job on your resume, include the month and year that you started and stopped working at the position. If you only give the year it could seem like you're trying to cover up gaps in your work history. Instead of trying to hide any gaps, explain them. You can say that you were taking a short vacation, looking for work, or improving your education. When you mention each position, include three to five responsibilities, accomplishments, or duties. For example, you could talk about your high sales performance and your responsibility to train new salespeople.

**Too Long or Too Short.** In most cases, it's a good idea to keep your resume around one or two pages long. If it's too long, recruiters may not take the time needed to read all the way to the end. If it's too short, people could get the impression that you don't have the experience required for the position. If you're a new graduate or have limited professional experience, consider listing your previous volunteer work or internships. You can also talk about your participation in honour societies, professional groups, etc.

[Article](#) adapted from fastcomopany.com



## 2 ARTICLE ANALYSIS: WRITING TASK

On a separate piece of paper, write detailed answers using the new words and concepts presented throughout the lesson.

1. What do spelling and grammar mistakes show to recruiters?
2. How can you avoid having spelling and grammar mistakes on your resume?
3. Why are keywords important to use on your resume?
4. Describe other ways in which you can customise your resume.
5. Why is using elaborate formatting not advised?
6. Give examples of elaborate formatting, then give the solutions.
7. Why is it important to include the month and year that you started and left a job?
8. What other details should you include on your resume?
9. Describe the problems that can arise if a resume is too long.
10. How could a young person with no experience expand their resume effectively?
11. Write your own tips for writing a high-quality resume. Rank them from 1-10.
12. On a separate piece of paper, write your own resume. As a guide, use all the information presented throughout the lesson.

