

Developing a Strategic, Branded Resume

Your resume is a key piece of marketing material for your personal brand and you are encouraged to develop a resume that strategically highlights the skills, traits and capabilities your reader is looking for. Your resume will typically be reviewed (either formally or informally) to determine how effectively you have highlighted your brand and your abilities to your target audience (recruiting organizations in your area of interest).

As you develop your resume, review the criteria within the checklist below to familiarize yourself with the key format, language and content elements that are expected in order to make your document positively stand out. **To help attempt to set yourself up for formal recruiting success, we have completed the assessment checklist below to provide you with feedback and a sense of how effectively you have been able to develop a strategic, branded resume.** As you continue to modify/refine your resume, keep the elements within the assessment checklist top of mind.

Key Strategic, Branded Resume Principles & Impact Statement Structure Guidelines

Keep in mind the three key strategic, branded resume principles as you continually enhance/adjust your resume:

1. Make it Relevant

2. Make it Compelling

3. Make it Easy-to-Review

When developing bullet points to show that you possess the skills/traits/capabilities your audience is looking for (to make it relevant), keep in mind your goal is to develop complete “Impact Statements” (to make it compelling). For an Impact Statement to be complete it needs to incorporate the following:

- It must clearly state what you did (**Action**), and
- It must explain how or why you did what you did (**Background**), and
- It must highlight the result or outcome of your efforts (**Consequence**)

To ensure that the reader can best understand & credit you for the abilities you possess, each impact statement should:

- Focus on highlighting a **single skill/trait/capability** (for example: Analytical Skills or Communication Skills or Leadership or Teamwork, etc.); do not attempt to embed multiple skills within each bullet point as it increases the chances that your reader may miss one or more of the skills in the statement and not give you credit for all of the skills/traits/capabilities you possess or are attempting to articulate
- Be only **one sentence** in length. If your statement becomes lengthy as you incorporate text to highlight action, background, and consequence you can “pause” within the statement by using a semi-colon (not a period) to connect your thoughts without creating multiple sentences (you should only use one semi-colon or ‘pause’ in an impact statement – multiple semi-colons are not to be utilized)

Sample Impact Statements:

- **Worked closely with a team of 5-10 hospitality staff** (Action) **to schedule reservations, assign tables and manage waitlists** (Background) **resulting in an efficient flow of customers through the restaurant and decreased wait times** (Consequence). (Skill/trait/capability promoted – Teamwork/Ability to work effectively in a team)
- **Researched and compiled product information booklets** (Action) **for distribution to in-store associates regarding product features and differentiation in the product line;** (Background) **efforts improved quality of service provided to customers** (Consequence). (Skill/trait/capability promoted – Analytical Skills)
- **Developed visually appealing infographic** (Action) **to clearly illustrate differences between concepts of equity and equality in a readily understandable manner;** (Background) **clarity and simplicity of included language and images ensured strong understanding of concepts regardless of reviewers' previous level of knowledge** (Consequence). (Skill/trait/capability promoted – Communication)

Student Name: _____

Assessment Checklist

Absolute "Must Do"s (Be extra certain that your resume meets these key criteria)	Yes	No	N/A
<i>Resume is no more than two pages in length (recommend utilizing each page fully to best sell skills)</i>			
<i>Resume contains no spelling or grammar mistakes</i>			
<i>Resume Sections (Education/Work Experience/Activities & Interests, etc.) are listed in reverse chronological order if dates are used (most recent items within each section listed at top)</i>			
<i>Resume does not include use of first-person personal pronouns/possessives (I, me, my, we, us, our)</i>			
<i>Resume does not include the use of periods within body of statements creating multiple sentences</i>			

Recommendations - Content Elements	Yes	No	N/A
<i>Resume avoids use of second or third-person personal pronouns/possessives (your, yours, they, them, their, this, these, those and its)*resume etiquette dictates such words be avoided for clarity</i>			
<i>Resume contains at least 8 full impact statements (need to develop enough impactful statements to 'sell' your skills & capabilities to your target audience)</i>			
<i>Resume contains complete impact statements; all statements incorporate each of the elements highlighted under the impact statement structure guidelines - action, background, consequence</i>			
<i>Resume does not include abbreviations/acronyms (ex: CSC, ICP, SDC, USC, etc.) without also providing full definition of abbreviation/acronym the first time it is used</i>			
<i>Resume does not use future/present tense in impact statements/bullet points (all statements should be framed in past tense even if experience is still on-going or currently being undertaken)</i>			
<i>Resume uses action verbs for impact statements (initiate all impact statements with action words)</i>			

Recommendations - Format Elements	Yes	No	N/A
<i>Resume information is presented in at least 3 primary sections (Education/Work Experience/ Other Activities & Interests) to provide 'well rounded' sense of experience/skills/abilities</i>			
<i>Resume header includes all necessary information (name, mailing address, phone number, email)</i>			
<i>Resume includes correct presentation or formatting of degree/program title</i>			
<i>Resume does not use too small (less than 10pt) or too large (more than 12pt) font size for text</i>			
<i>Resume includes consistent use of bolding/italicizing; bold and italics not underused or overused</i>			
<i>Resume includes consistent use of periods at the end of bulleted points/impact statements</i>			
<i>Resume includes consistent font size/style for section headings and/or within sections</i>			
<i>Resume contains consistent formatting of dates with no dates missing, only years used - months, days not incorporated in dates (Season reference i.e. 'Summer 2024' is acceptable)</i>			
<i>Resume contains consistent formatting of locations/geographic references within resume sections (using consistent short form vs. long form, no locations missing, etc.)</i>			
<i>Resume contains appropriate use of bullets or indenting (no more than one style of bullet used, no imbedding of bullets within bullets, no using symbols as bullets)</i>			
<i>Resume includes consistent spacing before/after/within sections and effective use of white space - text not too crowded or far apart (use of graphics, colour, shading on resume not recommended)</i>			

Additional Comments: