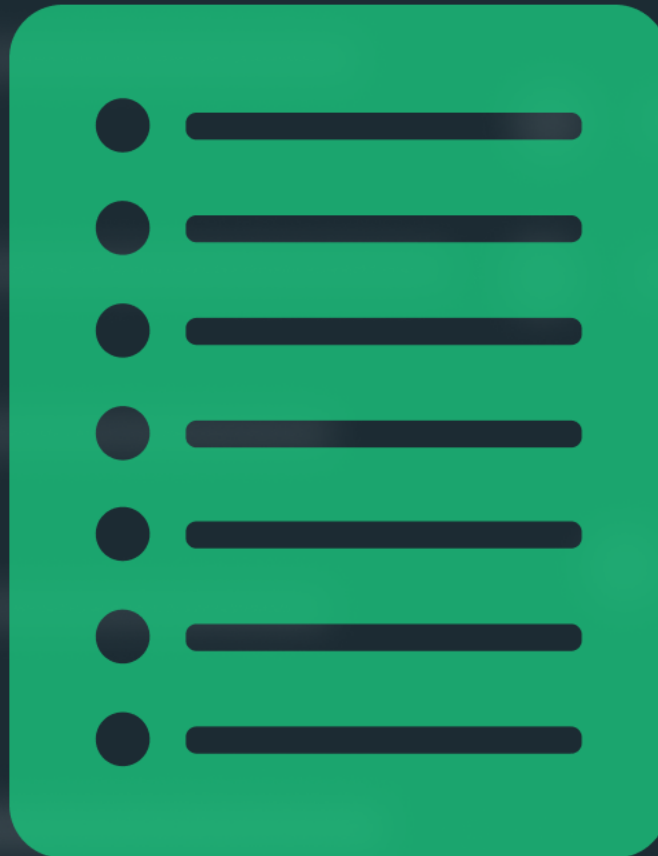


EXA

The Ultimate Resume Handbook

How To Write An ATS-Friendly,
FAANG-Ready Resume!



By Jean Lee

How To Write An ATS-Friendly, FAANG-Ready Resume

Hi, I'm Jean, your trusted Engineering mentor!



My name is Jean, and I'm the Founder of [Exaltitude](#), a platform designed to help Software Engineers get recognized and rewarded for their exceptional work. With over 15 years of experience as a Software Engineer and Manager in Silicon Valley, I've worked with both startups and large companies, including being the 19th engineer at WhatsApp and later working with Facebook after the \$19B acquisition.

Throughout my career, I've conducted countless interviews and resume screens, giving me a keen eye for identifying winning resumes and LinkedIn profiles in a matter of seconds. It's astonishing how often job seekers unknowingly make critical mistakes that hinder their chances of landing their dream opportunities.

I've seen talented individuals with the necessary skills and qualifications, yet their resumes fail to capture the attention of hiring managers and recruiters due to avoidable formatting errors and lackluster content. Witnessing such potential go unnoticed is disheartening.

My passion lies in helping job seekers avoid these critical mistakes and implement proven strategies to significantly improve their chances of securing the opportunities

they truly deserve. I am committed to empowering job seekers like you with the knowledge and guidance necessary to create resumes that make a lasting impression. My mission is to support the tech industry's future by ensuring that avoidable pitfalls do not hinder your progress. Throughout this book, we'll navigate the complexities of the job market, fine-tune your resume, and unlock the doors to incredible career opportunities.

If you're not already connected with me, please find me on [LinkedIn](#) or [Youtube](#). I share a lot of career and job search advice and host monthly events.

I look forward to connecting with you and hope to see you soon at one of our events!

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Introduction

Recognizing the Importance of a Well-Crafted Resume

Your resume is not just a piece of paper; it's a make-or-break representation of you that determines your career trajectory.

In today's cutthroat job market, a well-crafted resume is not just an option but an absolute necessity if you want to secure coveted positions and stay ahead of the competition.

Consider this: research shows that for every job opening, an average of 250 qualified candidates are vying for the same spot. Out of 250 candidates, only FOUR to SIX of them are called in for an interview, and only ONE will land the job. We can argue whether the interview process is broken and why, but the fact is that without a compelling resume, you don't even get a chance to prove yourself. Not even an opportunity to demonstrate your skills. You fade into the background, becoming just another forgotten applicant.

Your dream job could slip through your fingers, all because your resume failed to capture the attention of hiring managers.

A well-crafted resume is your secret weapon, capable of leaving a lasting impression that compels employers to take notice. It enables you to stand out from the sea of mediocrity and position yourself as the top candidate for the job.

It's time to confront the harsh truth: if your resume isn't up to par, you're jeopardizing your career prospects and your future.

Understanding ATS and Its Impact on Job Seekers

ATS, short for Applicant Tracking System, is the software most big tech companies use to scan resumes and streamline recruitment. Large companies, including FAANGs like Facebook/Meta, Amazon, Apple, Netflix, and Google, rely on this software because they are often bombarded with thousands of resumes every day, and it'd be too time-consuming for human recruiters to go through every single resume one by one. These systems are crucial in screening out unqualified applicants and highlighting qualified ones.

With my experience as a Software Engineer and Engineering Manager at Facebook, now Meta, I understand the challenges that even highly qualified candidates face in making their resumes stand out and successfully maneuvering the job search landscape.

Navigating the ATS systems becomes more manageable when you understand the rules of the game. For many new job seekers, it feels like participating in a major league baseball game without knowing the basics of baseball.

As we delve into the following chapters, I will share insights and strategies based on my 15+ years of industry expertise to help you effectively navigate ATS. Understanding how these systems operate and tailoring your resume accordingly can improve your chances of standing out and progressing through recruitment.

Leveraging ChatGPT for Resume Writing: Enhancing Your Resume with AI Assistance

I must admit, I've fallen in LOVE with ChatGPT. It's become one of my favorite technological developments, right up there with the inception of the internet and the advent of smartphones. It's a game-changer, rapidly transforming our lives, and we must

embrace it wholeheartedly to stay ahead and reap its maximum benefits from the get-go.

ChatGPT is your ally in resume writing, helping you elevate your resume to new heights. It's like having a personal writing assistant that guides you toward success.

ChatGPT unleashes your creativity and provides invaluable suggestions on keywords, bullet points, and formatting. It helps you communicate your skills and experiences in a way that resonates with recruiters.

In the upcoming chapters, I'll be incorporating tips and tricks on how you can utilize ChatGPT. I will teach you the commands, so you can learn to work with ChatGPT and explore the endless possibilities it brings to resume writing. You'll discover practical techniques and insider secrets to harness the full potential of this AI assistant.

Walk Through Guide

This comprehensive guide will walk you through each chapter, providing step-by-step instructions and practical tips to help you confidently navigate the resume-writing process.

We'll start by identifying the key skills and keywords relevant to software engineering roles in [Chapter 1](#), ensuring that you have a solid foundation to build upon.

Next, in [Chapter 2](#), we'll dive into resume formatting and structure, exploring different formats and discussing the importance of consistency and clarity. We'll help you determine the best approach to effectively highlight your experience and accomplishments.

[Chapter 3](#) focuses on crafting an impactful Contact Headers section that captures potential employers' attention. You'll learn how to tailor this section to showcase your strengths and goals as a software engineer.

In [Chapter 4](#), we'll guide you in creating a skills section highlighting your expertise, ensuring you present a comprehensive and relevant set of technical and soft skills.

We'll cover the education section of your resume in [Chapter 5](#) and discuss how to effectively present your educational background to align with your career goals.

The heart of your resume lies in the Professional Experience section, which we'll tackle in [Chapter 6](#). Here, we'll show you how to craft impactful bullet points that demonstrate your accomplishments and the value you bring to employers.

For those with zero professional experience, [Chapter 7](#) offers strategies to overcome this challenge by gaining real-life experience through volunteering and project work. You'll discover how to present your experience effectively and showcase your commitment to potential employers.

In [Chapter 8](#), we'll delve into utilizing your Personal Projects section and Github. You'll learn how to determine the relevance of including specific projects and highlight their impact to bolster your resume further.

Optional sections like certifications, publications, presentations, awards, activities, interests, and leadership experiences to enhance your resume's impact will be explored in [Chapter 9](#).

Last but not least, [Chapter 10](#) is a bonus chapter for candidates from diverse backgrounds who want to discover strategies for leveraging their unique background as a minority to enhance job opportunities.

What's Next?

In this journey, we embark on a transformative quest together toward a complete resume makeover that will unlock unique interview opportunities. With the power of ChatGPT and this Ultimate Resume Handbook as your trusted companion, we will navigate the intricacies of ATS, tailor your resume for success, and craft a compelling narrative that captivates employers. Get ready to unleash your full potential and witness the remarkable transformation of your resume as we set sail toward your dream career.

I am thrilled to be your guide every step of the way!

Chapter 1: Developing a Strategy for Targeted Resumes

Identify the Need for a Targeted Resume

Recruiters and hiring managers are inundated with resumes and limited time to review them. If they come across a resume with irrelevant keywords or lack a clear focus, it will immediately end up in the discard pile.

Imagine going to a restaurant in a touristy neighborhood that offers Japanese sushi, Chinese hot pot, American burgers, and Italian pizza all on the menu. Would you want to eat there? No! Only desperate tourists will WANT to dine there.

Guess what? Your resume can end up looking like that restaurant. Unless a job listing specifically says, "We want someone who knows a little bit of everything," and lists random skills, you need to customize your resume.

As a Hiring Manager at Meta, I've seen too many resumes that are a jumble of random skills and experiences. Employers look for candidates with specific qualifications and experiences that match their needs. Instead of showcasing everything you've done, focus on the most impactful projects. You'll present yourself as a focused, highly qualified candidate who understands the employer's requirements. Think like the sushi restaurant [Jiro](#), which only serves a highly specialized menu.

Remember, a targeted resume is your opportunity to make a strong impression and demonstrate your qualifications. By customizing your resume to match the employer's needs, you significantly increase your chances of standing out from the competition.

Extract Relevant Keywords from Job Postings Using ChatGPT

To develop a targeted resume, first identify the types of roles you want to apply for. Then traditionally, you would carefully review the job listing and identify the keywords and attributes in the job posting. But luckily, we have ChatGPT to help us!

ChatGPT Prompt:

Extract the keywords used in this job posting. Group the keywords in sections like programming languages, soft skills, responsibilities, etc. If any of the keywords were used more than once, tell me how many times the keyword was used (skip keywords only used once). Here is the job posting: [COPY & PASTE Job posting 1]

Here is an example output from ChatGPT:

Keywords used in the job posting:

Soft skills:

- Passionate
- Teamwork
- Customer impact
- Rapid iteration
- Communication

Programming languages and technologies:

- React JS
- NextJS
- Vue
- Angular
- Svelte
- HTML/CSS
- JavaScript

Responsibilities:

- Building innovative web applications
- Developing user interfaces
- Creating and maintaining reusable components
- Ensuring codebase quality
- Owning interactions with designers and product managers
- Driving technical designs and implementations
- Incorporating best practices for modern web applications

Minimum qualifications:

- 2+ years of experience with React JS
- Experience working on large modern web applications

- Knowledge of best practices for pixel-perfect applications and UX Designs
- Experience building responsive web applications

The keywords used more than once are:

- React JS (2)
- Modern web applications (2)
- Rich text editors (3)

No other keywords were repeated in the job posting.

Now that you have a clear understanding of this job posting, there are specific keywords you must include. At the very least, incorporate “The keywords used more than once” into your resume—in this example, ReactJS, Modern web applications, and Rich text editors.

Additionally, suppose this is the keyword list you generated for your specific role. In that case, the keywords in the “Programming languages and technologies” section should go into your “Skills” section of the resume. This will help your resume align with the specific requirements of the role.

Create a Personalized Keyword Checklist for Each Role

Tailoring your resume for every job application is ideal but can be time-consuming. To streamline the process, you can create a master keyword list for each role.

Creating a master keyword list for each role simplifies the resume tailoring process, saving you valuable time and effort in customizing your resume for every job application in the long run. By having a comprehensive list of relevant keywords, you can quickly

identify and incorporate them into your resume, increasing your chances of catching recruiters' attention and landing the desired job.

Remember, do NOT mix and match different types of roles. Think of it as scanning keywords from a Chinese restaurant menu and a burger joint menu—blending them wouldn't make sense.

For example, if you are interested in Front End Software Engineering roles, take 3-5 job postings of the roles and ask chatGPT to scrape keywords from each posting. Now run this command to combine the lists.

Example ChatGPT Prompt:

Give me a keywords list that combines these lists-

List 1: [COPY & PASTE list 1]

List 2: [COPY & PASTE list 2]

List 3: [COPY & PASTE list 3]

Then you'll get the ultimate keyword list for Front End Software Engineering roles. This way, your chances of catching recruiters' attention and landing the job you desire in Front End Software Engineering are higher. Repeat this for other roles like Data science or Back End Software Engineering.

Comparing the keyword list against your resume

Now it's time to compare the keyword list you generated with YOUR resume. To do this, you can use the following prompt with ChatGPT.

Example ChatGPT Prompt:

I want to check if the keywords from the above list you generated are included in my resume. Tell me a list of keywords "not included" in my resume. Here is the resume:
[COPY & PASTE your resume]

Here is an example of the output you might receive:

Based on the provided resume, here is a list of keywords that are not included:

- React
- CSS
- SASS
- Styled Components
- Web standards
- Testing tools
- Collaboration
- Communication
- Problem-solving
- Proficiency in JavaScript
- Familiarity with web standards and responsive design

This prompt lets you quickly identify which keywords are missing from your resume. This will help you ensure that your resume includes all the relevant keywords from your keyword list that align with the requirements of your dream role.

What's Next?

Now that you have identified the missing keywords in your resume, it's time to find ways to incorporate them effectively. In the following chapters, I will guide you through each section of the resume, providing you with a step-by-step approach to include these keywords creatively.

Incorporating the missing keywords creatively into your resume is essential to make it stand out to employers, as it ensures that your resume aligns with the specific requirements of the desired role, increasing the chances of capturing the attention of hiring managers and demonstrating your qualifications effectively.

We will explore strategies and techniques to seamlessly integrate the missing keywords into your resume. By following these guidelines, you can optimize your resume and ensure that it aligns with the specific requirements of your target role.

Summary

- A targeted resume is crucial in making a strong impression.
- Using ChatGPT, you can extract relevant keywords from job postings to identify the skills and attributes sought by employers.
- Create a personalized keyword checklist for each role to streamline the process of tailoring your resume.

- Compare the keyword list against your resume using ChatGPT to identify missing keywords.
- Incorporating missing keywords creatively into your resume helps it stand out to employers and align with the specific requirements of the desired role.
- The following chapters will cover strategies to integrate keywords into each section of your resume effectively.

Chapter 2: Optimize Your ATS-Friendly Software Engineering Resume

Structure and Design: Implement ATS-Friendly Resume Examples and Templates

Pay attention to the layout and design to ensure your software engineering resume is ATS-friendly. Follow these guidelines to create a resume to pass the ATS screening and impress human recruiters.

Font Selection and Size:

Stick to standard fonts like Arial or Times New Roman. Alternative fonts may not be recognized by ATS systems, potentially causing your resume to be overlooked. If your resume uses a font that the ATS cannot recognize, there is a risk that it might overlook or misinterpret your resume, leading to missed opportunities.

Consistency in the font used throughout your resume is critical. Using the same font helps maintain a professional and cohesive appearance. It ensures that your resume looks well-organized and avoids any distractions caused by inconsistent font choices.

In terms of font size, the consensus among experts is typically 10-12 points. However, based on my experience as a Hiring Manager reviewing resumes, I recommend using 11-12 point font for better readability. Human recruiters will also read your resume. Using a slightly larger font size makes it easier for both ATS systems and human eyes to read and comprehend your resume without straining or causing fatigue.

Remember, the goal is to present your qualifications and achievements clearly and effectively. Using standard fonts and an appropriate font size ensures that your resume is visually appealing and easy to read, increasing the chances of capturing the attention of both ATS systems and human recruiters.

Date format: Including the Month for ATS Compatibility

When listing the duration of your employment in the experience section of your resume, include the month and the year. While using just the year format (e.g., 2022) for simplicity may be tempting, omitting the month can cause issues with Applicant Tracking Systems (ATS). Missing the month may lead to potential parsing errors, making it more difficult for the ATS to process and categorize your resume.

On the other hand, omitting the day of the month is generally acceptable for ATS compatibility.

There are two recommended formats to include the month.

Spelled-out Month Format Example:

Jan. 2022 - Feb. 2023

💡 This format provides the full month name, making it clear and easy for humans and ATS systems to understand.

Month/Year Format Example:

01/2022 - 02/2023

💡 This format uses numerical representation for the month and year, providing a concise and standardized way to indicate the duration.

Whichever format you choose, be consistent throughout your entire resume to maintain a professional and cohesive resume presentation.

Section Headings:

ATS systems are programmed to identify specific sections in resumes. Using standard headings ensure your resume is correctly parsed and categorized. Here are the standard headings to include:

- Contact Information ([Chapter 3](#))
- Skills ([Chapter 4](#))
- Education ([Chapter 5](#))

- Work Experience ([Chapter 6](#))
- Personal Projects & Github ([Chapter 8](#))
- Other Optional Sections ([Chapter 9](#))

By structuring your resume with these standard headings, you increase the chances of being correctly parsed and understood by ATS systems, ensuring it reaches the hands of human recruiters.

In the upcoming chapters, we will delve deeper into each section, providing expert tips and strategies to optimize your software engineering resume for maximum impact. Stay tuned as we uncover the secrets to crafting an outstanding resume that stands out to both ATS systems and human recruiters alike.

Choosing the Order of Section Headings

When deciding the order of section headings in your resume, there is no one-size-fits-all approach. It depends on your unique experience and the role you're applying for. Think of yourself as the editor of your resume, highlighting the most impressive achievements and leaving out irrelevant information.

As a hiring manager or recruiter, I receive numerous resumes and need to scan them quickly. Whatever is most important should go on top! I usually quickly scan the first half of a resume and read more carefully if something catches my attention. I immediately move on to the next resume if anything is not up to par.

Consider the following guidelines: Showcase your top accomplishments demonstrating your skills and qualifications for the specific role you want. Leave out anything that doesn't add value or isn't relevant.

1. Education on Top:

If you have recently graduated from a prestigious university or have an academic background that holds significant value in the industry you're targeting, it can be advantageous to prioritize the "Education" section. This allows you to emphasize your educational qualifications and leverage the institution's reputation to make a positive impression.

2. Skills on Top:

For roles that emphasize specific skills or technical expertise, which is rare to find in candidates, you may want to consider placing the "Skills" section at the top. This way, you immediately showcase your relevant proficiencies and demonstrate that you possess the required capabilities for the position.

3. Work Experience on Top:

If you have substantial work experience with reputable companies or have held positions that align closely with the desired role, it may be effective to prioritize the "Work Experience" section. By showcasing your professional trajectory and accomplishments immediately, you establish your credibility and demonstrate your ability to excel in similar roles.

The goal is to make it easy for the reader to identify your strengths quickly. By strategically ordering your sections, you increase your chances of standing out.

What If You Don't Have Much to Show?

Not having extensive work experience or a lengthy list of accomplishments can be challenging when creating a resume. However, you still have options. I will give you

more specific advice for people with limited experience in [Chapter 7, “Overcome the Challenge of Zero Professional Experience.”](#)

Eliminate Mistakes in ATS Screening with DOs and DON'Ts

ATS are designed to process a massive number of resumes and often filter out candidates before they even reach human recruiters. To increase your chances of success, you must optimize your resume to meet all ATS requirements.

While each company's ATS may vary, most systems look for similar patterns and information in resumes. To help you navigate the ATS screening process, here's a checklist of DOs and DON'Ts.

Before I jump into the list, I must say this:

Don't try to be creative with the formats!

I cannot emphasize this enough. You want to be creative about showing your impact or skills rather than the font or format. You want to stand out with the resume's content and not by using an unusual font or format.

Don'ts:

- ☐ Don't use Photoshop, Canva, or other graphics editors.
- ☐ Don't use extra colors or highlights.
- ☐ Don't use tables, footers, headers, or images.
- ☐ Don't use columns - ATS may struggle to parse the text.
- ☐ NEVER use symbols anywhere in your resume.

Do's:

- ☐ Only use Google Docs or Word to edit your resume to ensure it is readable and parsable by ATS systems.
- ☐ Save your resume as a PDF file to preserve the formatting when you submit it.
- ☐ Maximize space by reducing margins down to 0.5 on all sides.
- ☐ Whatever margins you decide to use, keep the margins consistent on all sides.
- ☐ Include the right keywords - we'll review them in detail in the upcoming chapters.
- ☐ Only use 1 page, focusing on the most relevant and impactful information.

By following these DOs and DON'Ts, you will increase your resume's compatibility with ATS systems and improve your chances of getting noticed by human recruiters.

Formatting with Company Names First vs. Title First

When listing your work experience on a resume, you may face a choice between two common approaches: starting with the company name or starting with your job title. The decision on which option to choose depends on your work history, particularly if you have worked for prestigious companies like FAANGs.

💡 What holds the most significance and impressiveness in your resume? Is it the names of the institutions, such as the company or school names, or is it your job title or degree?

Highlighting the company name:

Choose this if your work experience includes impressive company names that can enhance your profile. This draws attention to the prestigious organizations you have been associated with, making a solid first impression.

Highlighting the title or degree:

Go with this option if your job titles carry more weight and are directly relevant to the role you are applying for. This highlights your specific roles or degree, showcasing your expertise and suitability for the desired position.

Example format 1:

[Company] | [Title] | [Location] | [Duration]

or

Facebook | Software Engineer | Menlo Park, CA | Jan. 2019 - Sep. 2022

Example format 2:

[Company], [Location]

[Title], [Duration]

or

Exaltitude, San Francisco, CA

Founder, Jan. 2020 - Present

Regardless of the approach you choose, maintain consistency throughout your resume. Once you decide on the order for the work experience section, apply the same format consistently for all your positions. For instance, if you list the company name first in the

experiences section, ensure that you also list the school name first in the education section.

A consistent format provides a clear structure to your work experience section, enabling recruiters and hiring managers to grasp your professional background quickly. This clarity makes it easier for them to evaluate your qualifications and determine your fit for the role.

Verify and Optimize: Utilize ATS Tools for Final Check

To ensure that your resume meets the formatting requirements of Applicant Tracking Systems (ATS), utilize online tools designed for ATS format checking. These tools can help you identify any potential issues and make necessary optimizations.

A simple Google search for "ATS format checker" will provide various options. You will find both free and paid tools available. While the specific features and functionalities may vary, most of these tools offer similar services.

Considering the availability of free versions, I recommend starting with those. Pay attention to the tool's feedback and use it as a guide to optimize your resume's format.

Another good free option is to ask ChatGPT for a basic ATS check. While the analysis may not be fully comprehensive, ChatGPT can still provide a basic idea of the resume's compliance with ATS requirements. ChatGPT can evaluate the resume and assign an overall score by examining the structure, formatting, and content. Additionally, it can highlight any potential red flags, such as missing information, inconsistent formatting, or lack of relevant keywords.

However, note that the assessment should be used as a starting point, and additional review is recommended for a thorough ATS check.

These tools are meant to complement your editing process. You are ultimately in control of editing your resume. The ATS tools serve as checkers to help you identify missed formatting issues. Take advantage of their insights, but rely on your attention to detail to ensure your resume is tailored to your specific needs.

If you need more customized help, check out our [Resume Makeover Coaching Service](#), where I provide a comprehensive resume review via video, providing actionable insights, formatting, and keyword optimization for success based on your specific goals, leaving no room for chances.

Example ChatGPT Prompt:

Do an ATS-compliant resume check on the resume I provide. Give me an overall score and highlight red flags.

Sample ChatGPT Output:

ATS Compliant Resume Check:

Overall Score: 8/10

Red Flags:

1. Missing specific achievements and quantifiable results for work experience.
2. Lack of keywords from the job posting in the work experience section.
3. No clear distinction between job responsibilities and accomplishments.
4. Missing information or formatting for the education section (e.g., GPA).

Improvements:

1. Provide specific achievements and quantify the impact of your work (e.g., percentages, numbers).
2. Include relevant keywords from the job posting in the work experience section.
3. Add necessary information and consistent formatting for the education section, including GPA, if applicable.

Overall, the resume has a good structure and includes relevant sections. However, it would benefit from providing more specific and quantifiable achievements in the work experience section and ensuring consistency and clarity throughout. Incorporating relevant keywords from the job posting and clearly distinguishing responsibilities and accomplishments will further enhance its effectiveness.

Summary

- Use standard fonts like Arial or Times New Roman.
- Stick to a consistent font size, preferably 11-12 pt, for readability.
- Include the month and year in the date format for employment duration.
- Use standard section headings: Contact Information, Skills, Education, Projects, Work Experience, Optional Sections.
- Order sections based on importance: education, work experience, skills.
- Follow DO's and DON'Ts in this chapter for ATS compatibility.
- Avoid being overly creative with formats.
- Use Google Docs or Word for editing and save as PDF.
- Maximize space, include relevant keywords, and focus on impactful information.
- Choose between highlighting company names or job titles based on significance.
- Maintain consistency in the format for all positions listed.
- Utilize ATS format-checking tools for final resume optimization.

Chapter 3: Captivate Readers with an Engaging Contact Header Section

Your contact header section is the gateway to landing your dream job. Get it wrong, and recruiters won't bother reading the rest of your resume.

It's time to level up your game and create a captivating contact information section that demands attention. This chapter will show you how to craft a short and sweet professional contact info section.

Sample Contact Header Section (from the [Template](#)):

Jean Lee

San Francisco, CA | (123) 456-7890 | exaltitude.info@gmail.com | [linkedin.com/in/jeanklee](https://www.linkedin.com/in/jeanklee)

Essential Details:

- **Name:** Place your name prominently at the top of your resume to ensure it stands out.
- **Email address:** Include a professional email address, but use your personal one (not work email). Don't include your birth year or use funny nicknames in your email. Preferably a variation of your first and last name would be good.
- **Phone number:** Provide a reliable contact number, preferably your personal phone number (not a work number).

- **LinkedIn profile:** Include a link to your LinkedIn profile. Research shows that 87% of recruiters will look up candidates on LinkedIn.
- **Location:** Mention your city and state to give potential employers an idea of your location. Do not include your full street address.

Additional Enhancements:

If you have a GitHub or personal website that showcases your programming projects or contributions, you can include it to demonstrate your technical expertise. However, these are strictly optional. See the chapter “[Selecting Supplementary Sections: Enhancing Your Resume's Impact](#)” for more information.

Exclusions:

DO NOT include other social media links: Unless your social media profiles are directly relevant to the role you're applying for (such as a professional Twitter account or a public portfolio on Instagram). Even then, it's generally best to avoid including them in your contact information section unless it's absolutely going to boost your resume for some specific reason.

By carefully crafting your contact information section with these guidelines, you can make a strong first impression and ensure potential employers have the necessary means to reach out to you for further opportunities.

Summary

- The contact header section is crucial for grabbing recruiters' attention and should be crafted carefully.

- Essential details included in your resume are your name, professional email address, location (city and state), phone number, and LinkedIn profile.
- Optional enhancements include including a GitHub or personal website in some instances.
- Avoid including unrelated social media links unless they directly relate to the role.

Chapter 4: Maximize the Impact of Your Skills Section

Let's set the record straight: simply listing a bunch of skills on your resume doesn't effectively showcase your abilities. The real meat of your resume lies in impactful experiences. We'll discuss the Professional Experience section in depth in the chapter ["Craft Impactful Work Experience Bullet Points."](#)

The skills section acts as a filter that can disqualify or push you forward. It's not just a place to show off your worth; it's a strategic component of your resume. This chapter will show you how to optimize your skills section for maximum impact.

Identify Relevant Skills: Utilize Your Personalized Checklist

Your objective in the Skills section is to include as many relevant keywords from the job posting as possible. Remember the keyword list you created with the help of ChatGPT in [Chapter 1](#)? Now it's time to refer back to it.

How many of those keywords can you incorporate into your skills section? This will help you align your resume with the specific requirements of the role.

In an ideal world, you would only apply for positions that match your existing skill set. However, sometimes in life, we have to pursue opportunities even if we don't tick all the

boxes. If there's a keyword or skill you're unfamiliar with, consider it a valuable indicator. It's an opportunity for you to study, learn, or even work on a personal project related to that skill. Include it on your resume and dedicate yourself to mastering it. We'll talk more about this in the chapter "[Utilize Your Personal Projects Section](#)."

The goal of including these keywords and skills isn't to prove your fluency in all of them but rather to pass the initial ATS scan. Once you can engage with a recruiter or interviewer, you can provide more details about your experience level. Even if you haven't fully mastered the skill, you can demonstrate an eagerness to learn and grow.

By optimizing your skills section with the right keywords and demonstrating your abilities through impactful experiences, you'll increase your chances of capturing the attention of recruiters and securing that desired job opportunity.

Sample Contact Header Section—From the [Template](#):

SKILLS

Java, Python, Ruby, JavaScript, Amber, AngularJS, React, HTML, CSS, MongoDB, MySQL

Sample Contact Header Section—Variation:

SKILLS

Technical: Java, Python, Ruby, JavaScript, AngularJS, React, HTML, CSS, MongoDB, MySQL

Languages: English (fluent), Korean (fluent), Japanese (conversational)

Formatting for Maximum Effectiveness: Simplicity

Keep your skills section clear and concise. Avoid listing skills in multiple sections based on programming languages, databases, etc. Instead, focus on technical skills that are directly relevant to your role as a software engineer.

As someone who is bilingual and fluent in multiple languages, there can be potential value in including them. You never know what opportunities may arise. For instance, I have seen a client secure a job at a large company because they were seeking a Software Engineer with expertise in developing tools for the Korean market. Another client landed a position at a company that outsourced some of its development work from Russia, and speaking the language would help with the job. Including language skills could open doors to unexpected possibilities and expand your potential opportunities.

Generally, avoid including unrelated skills, such as software or editing tools, in your skills section. Soft skills are best demonstrated through your experience and accomplishments, so there's no need to list them separately in the skills section.

Throughout this book, I'll be emphasizing the importance of relevance. Don't include anything in your resume unless it directly relates to the job you're applying for. Recruiters are primarily interested in your ability to perform the job tasks, not your personal history or unrelated skills. You can present yourself as a well-suited candidate by staying focused on relevant skills and qualifications.

Highlight Your Best First

One key principle I will repeatedly emphasize throughout this book is the importance of highlighting your best skills upfront. When it comes to your skills section, prioritize the programming language or technical skill you excel at the most at the front of the line. By showcasing your strongest and most relevant skills right at the beginning, you immediately capture the attention of recruiters and make a strong impression. The goal is to grab their attention and demonstrate your expertise right from the start.

Summary

- Incorporate as many keywords from the job posting as possible to align your resume with the specific requirements of the role.
- Consider unfamiliar skills from your personalized keyword checklist created in Chapter 1 as valuable indicators for learning and growth opportunities.
- The goal of including keywords and skills is to pass the initial ATS scan, not to prove fluency in all of them. However, be prepared to talk about any of it during an interview.
- Keep the skills section clear and concise, avoiding unrelated skills.
- Prioritize highlighting your best and most relevant skills at the beginning of the skills section to capture recruiters' attention.

Chapter 5: Showcase Your Education and Relevant Courses

Your education section in your resume highlights your academic background and qualifications. It serves to demonstrate your level of knowledge, expertise, and dedication in a specific field.

Depending on your situation, it can either boost your resume significantly or serve as an additional data point. In the following sections, we'll explore each situation in detail to help you make the most of your education section.

If you went to one of the top schools all recruiters are dying to recruit from:

We're all familiar with those prestigious institutions that recruiters are absolutely eager to recruit from—think Stanford, MIT, Caltech, and the like. If you were fortunate enough to attend one of these esteemed institutions, highlight this achievement at the TOP of your resume. It doesn't matter when you graduated, put it on top!

However, if you did not attend one of these renowned schools like me, move the education section toward the bottom of your resume. That's what I do!

If you've been working for 3+ years in tech:

Your education section can be brief and concise if you've worked in the tech industry for three or more years. Stick to the essentials by listing the name of the school, your major, and the degree obtained. Omitting the graduation year is perfectly acceptable in this case. However, if you find that your real-life work experience doesn't align with the

specific keywords mentioned in the job posting, you have the opportunity to include relevant coursework. This allows you to demonstrate your knowledge and expertise in areas directly related to the job you're applying for. However, I would refrain from adding coursework if it's been over five years since you've completed them.

Remember, the goal is to fill any gaps in your work experience with coursework that showcases your capabilities and qualifications.

Sample Education Section—From the [Template](#):

EDUCATION

School Name, Location

B.S. in Computer Science — 05/2014, GPA: 4.0

Sample Education Section—Variation:

EDUCATION

School Name, Location

B.S. in Computer Science

If You're New To The Field or Still In School:

When you have less than three years of experience in the tech industry or are currently pursuing your education, the education section of your resume takes on greater significance. In this case, include your (expected) graduation date; if your GPA is above 3.0, include it.

Furthermore, you can emphasize any courses or specializations that directly align with the job you're applying for. You can demonstrate your knowledge and dedication in specific areas important to the role by highlighting your relevant coursework. This is particularly helpful when you have limited professional experience to list in the work experience section and need to fill the space.

If you're a student with a substantial history of internships or part-time jobs as a Software Engineer, coursework in your education section is optional. Include it only if you have extra space to spare. Your focus should be on showcasing your hands-on experience and practical skills gained through these opportunities, which hold more weight than listing coursework. You effectively demonstrate your real-world experience and dedication in the field by highlighting your internships and part-time jobs. If you run out of space, the first thing to remove is your personal projects and coursework.

If You're In Bootcamp Or A Recent Graduate Of Bootcamp:

If you are in a coding bootcamp or are a recent graduate of one, treat your boot camp experience as you would a university degree. This demonstrates your commitment to learning and acquiring practical skills in technology. Unless you went to one of the top schools with notable Computer Science programs, you're not much different from any other university graduate.

While attending a top school can provide certain advantages, it doesn't define your capabilities or potential. Remember that your professional experience is what truly matters in employers' eyes.

Overcoming Education-Related Concerns: Success Beyond Traditional Credentials

One of the most common questions I receive is whether companies gatekeep and prioritize candidates solely based on their educational background. Many job seekers worry about not having a degree, attending a prestigious engineering school, or graduating from a boot camp.

I understand these concerns as someone who didn't graduate from one of the top engineering schools. That doesn't have to mean your opportunities are limited. Many leaders in FAANG companies have achieved success without attending these schools.

Instead of dwelling on past educational experiences, adopt a growth mindset. Learn to articulate your experiences, achievements, and potential contributions effectively. Develop your ability to craft compelling resumes, cover letters, and online profiles highlighting your strengths and unique value proposition. Practice interview techniques and communicate your ideas clearly and confidently. Network and build professional relationships to open doors to new opportunities and expand your career prospects. Seek mentors and coaching to gain insights and guidance from experienced professionals.

With determination and the right approach, you can thrive in your career no matter where you come from.

Targeted Course Selection: Matching Coursework to Job Requirements

If you choose to include coursework in your education section, select only the relevant courses. Only add subjects like Calculus or Statistics if they are specifically required for the job you're applying to.

Keep in mind that if you're applying for different types of roles, such as Data Science or Product Management, you should create multiple resumes for each role. Refer to ["Chapter 1: Developing a Strategy for Targeted Resumes"](#) if you missed this. In each resume version, include coursework that directly relates to the specific role you're targeting. For example, if you're applying to traditional Software Engineering roles, focus on including core Computer Science courses.

Sample Education Section for Software Engineering Role—With Coursework:

EDUCATION

School Name, Los Angeles, CA

B.S. in Computer Science — 05/2019

Coursework: Algorithms, Computer Architecture, Data Structures, Object-Oriented Programming in Python, Probability & Statistics in Engineering, Database Systems

Summary

- Your professional experience is more important than the school you attended.

- The positioning of your education section depends on your experience level and background.
- For boot camp graduates, treat your boot camp experience as you would a university degree.
- Overcoming education-related concerns is possible by adopting a growth mindset.
- Include your (expected) graduation date if it's recent or in the future
- Optionally, include your GPA if it's above 3.0.
- Choose relevant coursework based on job requirements and create targeted resumes for different roles.

Chapter 6: Craft Impactful Work Experience Bullet Points

This section holds the key to your resume's success! It's the star of the show and the most crucial part. Hiring managers and recruiters pay close attention to your professional experience because they want to see if you've got what it takes to excel in the role they want to fill.

Put Yourself in the Hiring Manager's Shoes

Take a moment to think from the perspective of the hiring manager. They have limited information about you and are unsure if you have the skills and capabilities to excel in the job. Their worst fear is ending up with an incompetent or unreliable candidate. That's where your Professional Experience section comes in.

The Professional Experience section of your resume is your opportunity to showcase your past accomplishments and demonstrate that you have successfully performed

similar roles in the past. It's about reassuring the hiring manager that you have the necessary experience and have delivered positive results in your previous positions. By highlighting your achievements and showcasing your track record, you alleviate the hiring manager's concerns and provide evidence that you're a competent and capable candidate.

Remember, the hiring manager wants to see that you've not only done the job before but also performed it well. They are looking for someone who can contribute effectively to their team and hit the ground running. Use this section to highlight the specific job tasks you've performed, the challenges you've overcome, and the results you've achieved. It's your chance to shine and prove you have the skills and expertise they seek.

Format of the Experience Section

Choose a format that clearly presents your work experience and allows hiring managers to scan and understand your roles and responsibilities quickly. To determine the company name and job title order, refer to the "[Formatting with Company Names First vs. Title First](#)" section from Chapter 2. Consistency is important throughout your resume, so choose a format and stick with it for all your work experience entries. This ensures a professional and polished appearance and makes it easier for recruiters to review and assess your qualifications.

Communicate Effectively: Get To The Point

Remember that the person reviewing your resume is short on time. Keep your bullet points concise and straight to the point. Use a bullet format to make them scannable.

Ensure that each bullet point is no longer than 1-2 lines. Keeping the bullet points brief allows recruiters to quickly skim through and grasp your key achievements without

getting lost in lengthy sentences. Your goal is to make it effortless for them to understand your accomplishments at a glance.

Avoid using overly complex language or jargon that might confuse the reader. Use simple and straightforward language to communicate your achievements. By presenting your information clearly and concisely, you enhance your resume's readability and increase your chances of making a solid impression on the recruiter.

Tailor Your Resume to Match Specific Job Requirements Using Keywords

One of the most effective strategies to make your resume stand out is to align it with the specific job requirements by incorporating relevant keywords. Remember the keyword list we created in Chapter 1? Let's pull them out again.

As you work on crafting your work experience bullet points, check off the keywords on your list. By including these keywords in your bullet points, you demonstrate to hiring managers and recruiters that you possess the desired skills and qualifications they are looking for. Keywords act as triggers, catching their attention and signaling that you're a suitable candidate for the role.

Example:

-
- ✗ Helped mentor junior developers to get them up to speed
 - Mentored three junior developers, offering guidance on company best practices and cultivating a collaborative and growth-oriented team environment.

💡 Add non-technical keywords such as "offering expert guidance" or "collaborative and growth-oriented" from your keywords list from Chapter 1 when describing your work experience.

Make Your Bullet Points Dynamic with Action Verbs

To make your bullet points stand out, use strong action verbs that showcase your proactive approach and drive. Instead of relying on passive language such as "responsible for," opt for dynamic verbs demonstrating your active involvement and accomplishments.

For instance, replace generic phrases with decisive action verbs like "led," "implemented," or "achieved." These verbs add impact to your bullet points and convey a sense of action and accomplishment. They demonstrate that you have taken the initiative and made tangible contributions in your previous roles.

Example:

❌ Was in charge of a team that worked on a web application, and it was successful, resulting in more user engagement.

✅ Led a cross-functional team of developers to design, develop, and implement a scalable web app, resulting in a 30% increase in user engagement.

💡 In the improved version, the action verb "led" conveys a sense of leadership and ownership. The specific actions of designing, developing, and implementing highlight the individual contributions made to the project. Finally, quantifying the impact with a 30% increase in user engagement adds a measurable result, making the achievement more impactful. We'll talk more about quantification and impact in the next section.

Action Verb Ideas

Here are some action verbs ChatGPT recommends to get you started. Additionally, you can explore online resources by searching "action verbs for resume" on Google to discover more ideas and expand your repertoire of compelling verbs.

Achieved	Analyzed	Collaborated	Created	Delegated
Demonstrated	Designed	Developed	Enhanced	Executed
Generated	Implemented	Improved	Increased	Influenced
Initiated	Innovated	Led	Managed	Mentored
Negotiated	Organized	Oversaw	Planned	Presented
Resolved	Streamlined	Strengthened	Supervised	Trained
Transformed	Utilized	Validated	Volunteered	Won

By incorporating action verbs into your bullet points, you bring your experiences to life and make them more engaging for the reader. It helps create a vivid picture of your achievements and the value you can bring to a potential employer. Choose your action verbs wisely and let your accomplishments shine through.

When incorporating keywords, ensure they flow naturally within your bullet points and accurately reflect your experiences and accomplishments—strategically integrating them in a way that showcases your expertise and aligns with the job requirements. In the following sections, we'll discuss leveraging ChatGPT to achieve this.

Quantify Contributions: Showcase Results and Impact

Quantifying your contributions by incorporating specific numbers and figures is crucial for showcasing the results and impact of your work. When you provide quantifiable data, you bring concreteness and credibility to your accomplishments, making them more compelling to hiring managers and recruiters.

Numbers and figures have a powerful way of speaking for themselves. They provide evidence of your capabilities and demonstrate the tangible value you bring to an organization. By including specific metrics, such as percentages, revenue growth, cost savings, or time reductions, you give context to your achievements and highlight the magnitude of your impact. For example, if your work influenced a large number of users, instead of just saying millions, try to approximate the specific number of millions.

When hiring managers review your resume, they are interested not only in the tasks you performed, but also in the outcomes you achieved. By quantifying your contributions, you go beyond describing your responsibilities and demonstrate the direct results of your efforts. This skill is not only useful for job search but also when you're promoting your work in general. Quantifiable results create a sense of confidence and trust in your abilities. They show that you are capable of handling responsibilities and achieving measurable success. This can make a significant difference in setting you apart from other candidates who merely describe their job duties without showcasing the actual impact of their work.

To get your ideas flowing, here are some ideas of data and numbers you can use to quantify your work:

Quantification & Impact Ideas:

1. Revenue Growth:

Highlight the percentage increase in sales, revenue, or profits generated due to your efforts.

2. Cost Savings:

Showcase the amount of money saved through process improvements, optimization, or efficient resource allocation.

3. Time Reduction:

Quantify the time saved in hours by streamlining processes, automating tasks, or implementing efficient solutions.

4. User Engagement:

Measure the increase in user engagement metrics such as click-through rates, page views, time spent on site, or conversion rates.

5. Customer Satisfaction:

Share improvements in customer satisfaction scores, Net Promoter Score (NPS), or other relevant customer feedback metrics.

6. Productivity Improvements:

Demonstrate the percentage increase in productivity achieved by implementing new systems, tools, or workflows.

7. Efficiency Enhancements:

Quantify the efficiency gains achieved by reducing errors, eliminating bottlenecks, or improving workflow processes.

8. Team Performance:

Showcase the impact of your leadership or collaboration skills by quantifying team productivity, employee satisfaction, or retention rates.

9. Market Share Growth:



Present the percentage increase in market share obtained through strategic initiatives, market penetration, or successful product launches.


10. Customer Acquisition:

Quantify the number of new customers and the success of your initiatives in expanding the company's reach.

The specific data and numbers you choose to include will depend on the nature of your work and the goals of the organization you're applying to. Select metrics that best demonstrate the value you brought to your previous roles and align with the expectations of your target position.

Example:

-
-  Built a web page with personalized recommendations
 -  Increased user engagement by 22% by implementing a personalized recommendation engine, increasing user retention and conversions.
-

 By highlighting the improvement in user engagement by 22%, we demonstrate the effectiveness of the web page you've built and the positive outcome achieved.

If you're finding it challenging to come up with impactful results or unsure how to approach this, don't worry! You can always leverage the power of ChatGPT for assistance, which I'll discuss in the next section!

Enhance Your Resume with ChatGPT's Powerful Assistance

ChatGPT can provide guidance, suggest ideas, and help you brainstorm ways to quantify your contributions effectively. By collaborating with ChatGPT, you can unlock new insights and uncover the impact of your work that you may not have initially considered.

1. Generating ideas:

One of my favorite ways to work with ChatGPT is to brainstorm ideas for the work experience bullet points. With ChatGPT's assistance, you can transform your bullet point into a compelling statement that showcases your tangible results and highlights your technical expertise. Simply copy and paste your original bullet point, and let ChatGPT work its magic to add relevant metrics, quantify the impact of your work, and refine the language to make it more engaging and impressive for potential employers in the software engineering field.

When using the ChatGPT results in your resume, I encourage you to conduct thorough research and gather relevant data to validate the numbers. By relying on solid research and supporting data, you can enhance the credibility and effectiveness of your findings, ensuring that your work is well-grounded and impactful. See the next section, "[Research Your Numbers and Data](#)," for more information on how you can conduct the research.

Sample prompt:

Rewrite this bullet point on my resume to add more metrics and make it sound more impressive for software engineering positions: [insert your original bullet point such as "Helped optimize the codebase to make it faster."]

Sample Result:

Optimized and refactored the legacy code, resulting in a 40% reduction in page load time.

2. Improving language and clarity:

ChatGPT can also assist in refining the language used in your bullet points. You can ask for suggestions to make your writing more concise, impactful, and easily understandable to hiring managers.

Sample prompt:

Rewrite this bullet point on my resume to make it sound more concise and to the point: "Helped launch a new android GTM product in a high growth market that will impact 3+ million monthly active users. I was in charge of the entire registration process"

Sample Result:

Spearheaded the end-to-end registration process and launched a new Android GTM product in a high-growth market, impacting 3+ million monthly active users.

3. Keyword integration:

ChatGPT can suggest relevant keywords or phrases that can be incorporated into your bullet points. This helps ensure that your resume aligns with the job description and includes important industry-specific terms that recruiters or automated systems may be looking for.

Sample prompt:

Give me bullet point ideas using the keywords React, web applications, and front-end for a Front End Software Engineer at Exaltitude, an education tech company. Use data and impact.

Sample Result:

- Developed high-performance React components for web applications, resulting in a 20% improvement in page load times.
- Implemented responsive user interfaces using React, enhancing user experience and increasing customer engagement by 15%.

- Optimized front-end codebase by refactoring and implementing best practices, resulting in a 30% reduction in maintenance efforts.
 - Designed and implemented scalable front-end architectures using React, accommodating increasing user traffic and supporting a user base of over 100,000.
 - Collaborated with UX/UI designers to translate mockups and wireframes into interactive React components, ensuring a pixel-perfect design and consistent user experience.
 - Implemented A/B testing framework in React, enabling data-driven decision-making and improving conversion rates by 10%.
 - Mentored junior front-end developers, providing guidance on React best practices, code reviews, and performance optimizations.
-

The initial response you receive from ChatGPT serves as a starting point for further refinement. Once again, conduct your own research and gather relevant data to support your work and data. Ultimately, you have the final decision-making authority to choose the suggestions that best fit your unique circumstances and writing style.

ChatGPT's capabilities are seemingly limitless, and there are many ways you can utilize ChatGPT to enhance your bullet points and make them more impactful for software engineering positions. I hope you will have fun experimenting with ChatGPT and come up with cool ideas to support your writing and showcase your work!

Research Your Numbers and Data: Unleash Your Creativity

There are various approaches to researching numbers and data to support your work. Be creative and resourceful to get compelling and accurate information to showcase your impact. Here are some strategies to consider:

1. Leverage Internal Tools:

If your company has internal tools or systems that track relevant metrics, take advantage of them. These tools can provide valuable data on user engagement, conversion rates, performance improvements, and more. Work closely with your data science team or find internal documentation to learn to extract the necessary information for your resume.

2. Build Your Own Tools:

In cases where there are no existing tools you can utilize, consider building a new data collection tool. The beauty of being an Engineer is that you can build your own tools like this! Track user interactions, measure website performance, or capture specific metrics that demonstrate the impact of your work. By taking this approach, you also demonstrate your ability to be resourceful and take the initiative to gather the necessary data.

3. Surveys and Feedback:

If collecting systematic data is challenging, consider running surveys or seeking feedback from users or stakeholders. Surveys can provide valuable insights into user satisfaction, product usability, or the impact of your work. Incorporate survey results into your resume to demonstrate your positive impact on user experience or customer satisfaction.

4. Analyze Code Activity:

If you're working on a software project, analyzing code activity can provide valuable metrics. Count the number of commits, track the frequency of code updates, or analyze code reviews and contributions. This data can showcase your involvement and contributions to the project and provide tangible evidence of your impact.

5. Simple Math and Educated Guesses:

In situations where collecting precise data is not feasible, you can try simple mathematical calculations or make educated guesses based on available information. For example, you can estimate the number of users impacted by a feature or calculate the potential cost savings from code optimization. While these numbers may not be exact, they can still provide a sense of scale and demonstrate the value of your contributions.

Creativity and resourcefulness are essential in researching and gathering numbers and data for your resume. Combine your technical skills, problem-solving abilities, and willingness to go the extra mile to ensure you have compelling and quantifiable results to showcase your impact as a software engineer.

Presenting Your Work History: Demonstrating Progression and Versatility

If you were promoted or worked on multiple teams or projects, there are ways to show your career trajectory effectively. Use this experience format in these cases:

1. Promotions or Team Switches Format:

If you have experienced growth within a single company, such as receiving promotions or switching teams, each position within the company should be listed separately, with clear sub-headings indicating the role, department, location, and duration.

Example:

Company Name, City, State

Senior Software Engineer, 08/2018 - 12/2019

- Experience bullet points 1
- Experience bullet points 2

Software Engineer, 10/2016 - 07/2018

- Experience bullet points 1
 - Experience bullet points 2
-

2. Consulting or Contracting Format:

The formatting is essentially the same for individuals who have worked for consulting or contracting companies and have been involved in multiple projects. Use a consistent format for each project and list each project as a separate subheading, detailing the client, project scope, duration, and key accomplishments.

Example:

Company Name | City, State

Software Engineer | B2B Client | 08/2018 - 12/2019

- Scan the job posting you're applying for the keywords, and be sure to include as many keywords in the job posting as you can
- Use action verbs to describe your work and quantify your work to show the impact

Software Engineer | Ads platform | 10/2016 - 07/2018

- Optionally create sections within the company or indicate the team if you need to show promotion, team switch, or acquisition
 - Highlight the most impressive achievements, and leave off any information that isn't relevant
-

By utilizing the appropriate format based on your work history, whether it involves promotions or team switches within a company or multiple projects within a consulting or contracting role, you effectively communicate your progression and adaptability to potential employers. This approach provides clarity and enables hiring managers to understand the breadth of your experience and the value you bring to the table.

Write an Elevator Pitch for Lesser-Known Startup Experiences

If you worked at a small company or lesser-known startup, provide an elevator pitch that gives recruiters an overview of the company and its work. The elevator pitch should communicate the company's value proposition and highlight its achievements or scope so that the recruiter or hiring managers can quickly grasp your experience.

Here are ways to craft an elevator pitch. Pick one of the following options to include in your bullet points:

1. Start with the Company Overview:

Begin your elevator pitch by briefly introducing the company. Mention its industry and any distinguishing factors that set it apart. For example: "Led a team at XYZ Tech, a fast-growing startup in the e-commerce industry specializing in innovative solutions for personalized online shopping experiences."

2. Highlight the Value Proposition:

Emphasize the unique value the company offers to its customers or clients. Focus on what differentiates it from competitors and how it addresses a specific need or problem. For instance: "At XYZ Tech, we revolutionize e-commerce by leveraging machine learning algorithms to deliver highly personalized product recommendations, resulting in increased customer engagement and conversion rates."

Keep your elevator pitch concise and compelling. By providing a clear overview of the company and its accomplishments, you can capture recruiters' attention and demonstrate the value of your experience at a lesser-known startup.

Summary

- The Professional Experience section is the most important part of your resume, showcasing your past accomplishments and reassuring employers of your skills and capabilities.
- Keep your bullet points concise and readable.
- Incorporate relevant keywords from the job requirements to demonstrate your skills and qualifications.
- Use strong action verbs to make your bullet points dynamic and engaging.
- Quantify your contributions with specific numbers and figures to showcase the results and impact of your work.
- Leverage ChatGPT to enhance your bullet points and brainstorm impactful metrics.
- Provide an elevator pitch for lesser-known startup experiences to communicate the company's value proposition.

Chapter 7: Overcome the Challenge of Zero Professional Experience

This chapter is specifically designed for individuals facing the challenge of having zero professional experience. You can skip this chapter if you have real-life professional experience in your chosen field. Whether you're a recent graduate, a career changer, or someone entering the workforce for the first time, this chapter will provide strategies

and tips to effectively present yourself and demonstrate your value to potential employers, even without a traditional work history.

Everyone starts somewhere, and your lack of professional experience doesn't diminish your potential. Let's also acknowledge that asking potential employers to take a chance on you can be perceived as a risk. From the company's perspective, they may need to invest time and resources in mentoring you, and there's always the possibility that you may try out being a Software Engineer and then decide it's not the right fit for you.

That being said, this chapter will guide you in navigating these challenges and mitigating the perceived risks.

How do you get your foot in the door?

Gain Real-Life Experience: To Amp Up Your Professional Experience Section And Prepare For Interviews

One of the most effective ways to overcome the challenge of zero professional experience is to gain practical, real-life experience through volunteering for a local charity or a business that could benefit from your skills. This is especially helpful if you have nothing to list in your Professional Experience section that's actually related to Software Engineering. While you may not be paid for your efforts, the hands-on experience you gain can be invaluable and serve as a solid foundation for your professional development.

Consider offering assistance in building a website, helping with database building and management, or even developing an app for a business in need. By taking on these projects, you can demonstrate your capabilities and contribute to meaningful initiatives,

all while honing your skills and expanding your portfolio. This practical experience can be highlighted in the professional experience section of your resume, giving it substance and credibility.

I often get pushback from people who say they will never work for free. Let's recognize that volunteering your skills is not about exploitation or working for free. Instead, it's a proactive approach to gaining a valuable learning experience without paying for tuition. Think of it as free real-life training.

Benefit 1: Opening doors for you

While some individuals may hesitate to work for free, the value of the opportunity you're creating for yourself outweighs the pay when you're just getting started. By leveraging your skills to benefit organizations in need, you enhance your abilities and contribute to the greater good. Most importantly, the experience you gain can open doors to future paid opportunities as you build a strong foundation of practical experience and a network of contacts.

Benefit 2: Providing Interview Talking points

Real-life projects give you relevant experiences to discuss during job interviews. Once you volunteer for real-life projects, you'll quickly realize the complexity and intricacy they entail compared to personal projects. Compared to personal projects, where you have more flexibility, in real life, everything must not only meet the client's expectations or even function with live servers or require security protocols.

You'll develop communication skills as you collaborate with clients and learn to effectively communicate your ideas, understand their requirements, and align your work with their expectations. There may be challenges and constraints in working within specific timelines or budgets. You'll encounter unforeseen obstacles and learn how to

adapt your approach to overcome them. These experiences foster resilience, problem-solving abilities, and resourcefulness, all of which you can use as examples to talk about in your interviews!

Requesting Opportunities with Honesty and Authenticity

Approach the volunteer opportunities with honesty and authenticity. Making your intentions clear will help you avoid sounding creepy or scammy. Considering that there are, unfortunately, many bad actors in the world, it's understandable that people may have their guard up and be suspicious of offers that seem too good to be true. Here are some tips on offering your services without sounding like a scam and embracing vulnerability in the process:

1. Be Transparent About Your Motivations:

Clearly express who you are and why you are interested in volunteering. Share your genuine passion for the cause or the desire to gain practical experience in tech. Authenticity and sincerity go a long way in building trust with organizations.

2. Explain Your Background:

Provide a brief overview of your educational background, relevant skills, and any relevant personal projects you have worked on. This helps others understand your qualifications and how you can contribute to their initiatives.

3. Research the Organization:

Before reaching out, research the organization, its mission, and the state of its technology, like its website or app. Show that you have done your homework and explain why their specific cause resonates with you. This demonstrates your genuine interest and commitment.

4. Offer Specific Skills or Ideas:

Instead of making a general offer to help, be specific about the skills or expertise you can bring to the table. For example, mention your proficiency in web development and offer to build a website or assist with database management tasks.

5. Be Honest about Your Availability:

Communicate your availability, whether a few hours a week or specific time slots. This helps others assess whether your schedule aligns with their needs and expectations.

6. Embrace Vulnerability:

Acknowledge any lack of professional experience but emphasize your willingness to learn and contribute. Everyone starts somewhere, and by embracing vulnerability, you show your authenticity and commitment to personal growth.

By being open about who you are, why you want to volunteer, and what you can bring to the table, you can establish trust and build meaningful connections with organizations seeking volunteers.

Researching Potential Clients and Opportunities

Finding potential clients for your volunteering services requires proactive searching and exploring. Here are several avenues you can explore:

1. Company Websites:

Visit the websites of companies or businesses in your local area. Look for businesses that do not have an existing website or an online presence. Find their contact information, such as email addresses or social media handles. Reach out to them, offering assistance in building a website or improving their online presence.

2. Charities or Nonprofits:

Many charities and nonprofit organizations require assistance with website development or other digital initiatives. Check their websites or online platforms for any volunteer positions related to web development or digital support. Call or email them to inquire about their needs if no specific opportunities are listed. Express your interest in volunteering and offer your services to help improve their online presence.

3. LinkedIn:

Use keywords related to your skills and interests, such as "web development." Explore the profiles of these companies and look for indications that they may benefit from your expertise. Contact these organizations through LinkedIn messaging, expressing your interest in volunteering and discussing a potential collaboration.

When reaching out to potential clients, always introduce yourself professionally and genuinely. Explain why you are interested in volunteering and how your skills can benefit their organization. Be polite, respectful, and open to discussing their needs and requirements. Similar to a job search, most people will not respond to you or decline your offer, and that's okay. By actively seeking out opportunities through various channels, you increase your chances of finding clients who can benefit from your skills and expertise.

Personalize Your Requests Using ChatGPT Prompts

I mentioned multiple times how much I love ChatGPT! You can ask ChatGPT to help generate emails for any needs. By providing a clear prompt to ChatGPT, you can receive a well-structured and compelling email draft. Review and customize the generated content to align with your style and goals. ChatGPT is a valuable tool that can save you time and provide valuable insights, allowing you to focus on other aspects of your job search or project.

Sample Prompt:

You are a junior engineer looking to gain real-life experience and add projects to your portfolio. Write an email to [company/organization] offering your volunteer web development services to help develop a website for them. Explain your motivation is to add real-life projects to your portfolio for job applications.

Sample Email Template:

Subject: Offering Volunteer Web Development Services to Enhance Online Presence

Dear [Contact's Name],

I hope this email finds you well. My name is [Your Name], and I am a junior engineer passionate about [service such as web development]. I recently came across your [company/organization] and noticed you do not have [a website or service you're offering.]

As I am actively seeking opportunities to gain real-life experience and enhance my portfolio, I am reaching out and offering my volunteer services to help develop a website for your business. A well-designed and functional website can significantly contribute to your online visibility and success.

While I may be a junior engineer, I am highly motivated to learn and grow. I have acquired solid foundational knowledge and hands-on experience through my studies and personal

projects. I am eager to apply my skills to real-world scenarios and contribute to meaningful projects like yours.

I understand you may be hesitant about accepting offers from an unknown person online. In light of that, I am happy to provide additional information or references. I am open to discussing any concerns or questions you may have.

If you are interested in discussing this opportunity further or have any questions, please reply to this email or reach me at [Your Contact Number]. I would be thrilled to contribute to [company/organization]'s growth and success.

Thank you for considering my offer, and I look forward to the possibility of collaborating with you.

Warm regards,

[Your Name]

[Your Contact Information]

Summary

- Gaining real-life experience through volunteering can enhance your resume and prepare you for interviews when you have zero relevant professional experience.
- Personalize your volunteer requests using ChatGPT prompts.
- Offer your services with honesty and authenticity, emphasizing your willingness to learn and contribute.

Chapter 8: Utilize Your Personal Projects Section And Github

Determine the Relevance of Including a Project Section

The Project Section can be a valuable addition to your resume, but it should complement and enhance your overall professional profile. Evaluate its relevance based on your experience level and career goals, ensuring that it effectively communicates your skills and demonstrates your potential to employers.

1. Experience Level of 3+ Years:

The Personal Projects section may only be relevant if you're transitioning or looking to dabble in a new field or role. As explained in Chapter 6, "[Craft Impactful Work Experience Bullet Points](#)," the professional section is the highlight of your resume. Other sections don't play a significant role if you have a great Professional Experience section.

2. Career Switchers & Students:

The Project Section is a great opportunity to showcase skills and keywords you may be missing in your Professional Experience section. For students with limited professional experience, career switchers, or experienced Software Engineers looking to try out a new field in tech, the Project Section can be a good resource for your resume. However, note that real-life experiences, such as volunteering for nonprofit organizations or local companies, as discussed in Chapter 7, "[Overcome the Challenge of Zero Professional Experience](#)," is highly valued and should be prioritized.

Assessing Project Relevance: When You Have Too Many Projects To Choose From

When you have an abundance of projects in your portfolio, assess their relevance to the roles you're applying for. By ruthlessly cutting out irrelevant work, you can focus on showcasing projects that will have the greatest impact on your resume.

1. Ruthlessly Cut Irrelevant Work:

Review your projects and choose only those directly relevant to your target roles. For example, if you're applying for Android developer positions, prioritize Android development projects and exclude projects that are not relevant.

2. Identify Relevant Keywords:

Utilize the keyword list you generated in Chapter 1 to identify the key skills and qualifications that companies seek. Look for specific technical terms, programming languages, tools, or methodologies that align with your projects. These keywords will not only help your resume pass through applicant tracking systems (ATS), but also demonstrate your suitability for the role.

3. Tailor Descriptions to Highlight Keywords:

Incorporate the identified keywords naturally within your project descriptions. Showcase how you applied these skills and the outcomes you achieved. Be specific and provide concrete examples of your contributions, challenges overcome, and results obtained. You'll effectively communicate your capabilities to potential employers by aligning your project descriptions with relevant keywords.

Quality over quantity is essential when selecting projects for your resume. Focus on projects that best highlight your skills and accomplishments and fit the desired role. By choosing wisely and tailoring your descriptions, you'll present a powerful and targeted portfolio that enhances your chances of landing your desired job.

Add a Descriptive Project Name

Provide each project with a descriptive and concise name to help recruiters quickly understand the nature of the project and its relevance to the desired role. Instead of using generic terms like 'Mobile App Development' or 'Web Development,' consider creating more specific and engaging project names.

For example, 'Interactive Fitness Tracking Application for iOS' or 'E-commerce Website with Integrated Payment Gateway.' These descriptive project names instantly convey the purpose and scope of your work, capturing the attention of recruiters and emphasizing your expertise in a particular domain.

Craft Project Descriptions And Bullet Points

Your personal projects in the resume will follow the same principles as the professional experience section. Use action verbs, data and numbers to show your impact, and targeted keywords, effectively communicate your capabilities and catch the attention of hiring managers. Craft an elevator pitch and project descriptions that highlight the relevant skills and expertise you gained.

1. Quantify Achievements:

When possible, quantify your projects' impact. Include measurable outcomes such as increased efficiency, cost savings, user engagement, or performance improvements. Numbers and figures prove your accomplishments and make your projects more compelling.

2. Use Action Verbs:

Start your project descriptions with strong action verbs to convey a sense of proactiveness and accomplishment. Instead of passive phrases like "involved in" or "assisted with," use dynamic verbs such as "developed," "implemented," "optimized," or "collaborated." These verbs create a vivid and engaging description of your project contributions. Refer to the [Action Verb Ideas](#) section for more ideas.

3. Write a Compelling Elevator Pitch:

Craft an elevator pitch that succinctly summarizes the project's purpose, key features, and outcomes. This brief introduction should captivate the reader's attention and provide an enticing overview of your project. Focus on the unique value proposition and any notable achievements or challenges overcome.

For example, an elevator pitch for "Interactive Fitness Tracking Application for iOS" can be "Revolutionize fitness tracking by gamifying the experience, providing real-time data, personalized workout plans, and seamless integration with wearable devices."

Refer to the [Write an Elevator Pitch](#) section for more information.

GitHub: Showcasing Your Coding Skills and Projects

One optional section for your resume is GitHub. Including a GitHub section allows you to showcase your coding skills, projects, and contributions to open-source repositories. If you are adding Personal Project Section, it makes sense to include a Github link that showcases your projects.

While most hiring managers or recruiters may not spend extensive time reviewing your code, having a well-curated GitHub profile can make it easier for them to explore your work if they decide to do so.

If you choose to include your Github link, here are some key considerations:

1. Provide Your GitHub Profile Link:

Include a direct link to your GitHub profile in the Contact section of your resume, as discussed in [Chapter 3](#). This allows recruiters or hiring managers to navigate to your GitHub page and review your projects easily. Your GitHub profile is a landing page that provides a comprehensive overview of your coding expertise and contributions.

2. Optimize Your Github Profile:

Think of your GitHub profile as your personal showcase. Make it user-friendly by customizing your profile with a professional photo and a concise bio highlighting your key skills and interests. Consider including a summary of your programming languages, frameworks, or technologies you specialize in to attract relevant opportunities.

3. Organize Your Projects:

Organize your GitHub repositories so it's easy to navigate. Create separate repositories for different projects, making it convenient for recruiters or hiring managers to locate specific codebases. Use clear and descriptive names for your repositories to provide an instant understanding of the project's nature and purpose.

4. Include a README for Each Project:

For every project on your GitHub profile, create a detailed README file that explains its purpose, features, and any dependencies or installation instructions. This documentation helps viewers understand your project's functionality and facilitates their engagement with your code.

5. Highlight Key Contributions with an Elevator Pitch:

Within each project's README file, emphasize your key contributions and the problem-solving skills you demonstrated. Describe the project's goals, your challenges, and how you overcame them. Including relevant screenshots or links to live demos can provide additional context and visually demonstrate your work.

GitHub should not overshadow other important sections of your resume, especially if you have more relevant professional experiences or notable achievements to highlight. Consider GitHub as an optional addition that can supplement your profile if time permits and if it aligns with your career goals and the specific requirements of your target roles.

Summary

- Assess the relevance of your projects by ruthlessly cutting out irrelevant work and prioritizing those that align with the roles you're targeting.
- Identify relevant keywords from Chapter 1's keyword list and incorporate them naturally within your project descriptions.
- Quantify your achievements whenever possible to add credibility and impact.
- Craft a compelling elevator pitch that briefly summarizes your project's purpose, key features, and outcomes.
- Use action verbs to start your project descriptions and create a vivid and engaging narrative of your contributions.
- Provide each project with a descriptive and concise name that conveys its nature and relevance to the desired role.

Chapter 9: Selecting Supplementary Sections: Enhancing Your Resume's Impact

Supplementary sections can be valuable additions to your resume. However, consider their relevance and impact based on your specific circumstances and the role you are applying for.

In this chapter, we will explore several optional sections that you can include to enhance your resume's impact. Note that only some sections may be relevant or necessary for some applicants. Tailor your choices based on your experience, career goals, and the requirements of your target role.

1. Certifications and Licenses

Including relevant certifications and licenses can be beneficial if you are considering switching roles or have obtained certifications in areas directly related to your desired role. However, unless a job description specifically states that a certification is required or recommended (which is rare in the tech industry), it's generally safe to assume that certifications hold little significance. In such cases, it's advisable to focus more on practical experience, projects, and skills that directly align with the software engineering position you are pursuing.

For example, if you are considering a role switch from software engineering to product management, obtaining relevant certifications in product management can add value. By including these certifications in your resume, you signal potential employers that you have taken proactive steps to acquire the necessary expertise for the new role. Plus, it's an excellent way to include new keywords in your resume.

Evaluate their relevance and impact on a case-by-case basis.

2. Publications

If you have authored or co-authored publications, articles, research papers, or similar works relevant to your field, you can include them in this section. This is particularly applicable for research-based roles such as Research Software Engineer positions. However, this section may be irrelevant for general software engineering industry roles.

3. Presentations and Speaking Engagements

Highlighting speaking engagements, conference presentations, or workshops can be valuable if the role you are applying for requires strong communication and presentation skills, such as sales-related or client-facing roles. If the conference you have spoken at holds significant recognition or value in your industry, it could enhance your credibility. However, you can omit this section if speaking engagements are irrelevant to the desired role or lack substantial impact.

4. Awards and Honors

Showcasing awards, honors, scholarships, or academic achievements can be beneficial, primarily for students or recent graduates. These accolades demonstrate your dedication and excellence in your academic journey. However, for experienced professionals, this section may only hold as much relevance if the awards are highly prestigious or directly related to Software Engineering.

5. Activities

Including activities can be relevant for students and recent graduates to showcase their involvement in extracurricular or leadership roles. However, for professionals with significant work experience, these activities are typically better incorporated as line items within the education section or omitted altogether unless they demonstrate transferable skills or align closely with the desired role.

I'd encourage leveraging activities section if you have a unique, diverse background to highlight, which will be covered in the next chapter, "[Leverage Your Unique Background for Diversity Recruiting](#)."

6. Interests and Hobbies

While this section provides insights into your personality, it should only include activities or hobbies that showcase transferable skills or align with the company culture. In most cases, this section is only critical for software engineering roles if the interests and hobbies directly relate to the position or highlight unique qualities that can benefit the employer.

7. Leadership

A leadership section can be valuable for experienced software engineers with significant leadership roles within their organizations. If you have taken on responsibilities such as leading onboarding programs or training programs or spearheading company-wide initiatives, highlighting these leadership experiences can demonstrate your ability to guide and influence others.

Additionally, suppose you were involved in student activities and held leadership positions, such as being the president of a club or organization. In that case, this can also showcase your leadership skills and potential.

Focus on specific examples and outcomes to provide concrete evidence of your leadership abilities, similar to the Professional Experience bullet points.

However, if you do not have notable leadership experiences to showcase, you should omit this section from your resume unless listing the organization can help you showcase your unique background. This is explained in the following chapter, "[Leverage Your Unique Background for Diversity Recruiting.](#)"

Summary

Selecting supplementary sections for your resume requires careful consideration of their relevance and impact on your specific circumstances and target role. While certifications and licenses can be valuable for role switches or specialized fields, publications and presentations are more suited for research-based positions. Awards and honors or activities may be relevant for students and recent graduates, while leadership experiences can be highlighted by experienced professionals or individuals with significant involvement in student organizations.

Focus on concrete examples and outcomes to substantiate your claims. Ultimately, choose the sections that enhance your resume's impact and support your career objectives.

Chapter 10: Leverage Your Unique Background for Diversity Recruiting

Embrace Diversity Recruiting: Importance and Benefits

In today's diverse and inclusive society, companies have come to realize the immense value of building teams that reflect the richness and diversity of the communities they serve. To create a more inclusive workforce, diversity recruiting has emerged as a proactive approach to actively seek candidates from underrepresented groups, including those from protected minority backgrounds. This chapter delves into the strategies for leveraging unique backgrounds to enhance job opportunities.

Diversity recruiting serves a crucial purpose: to rectify historical disparities and foster an inclusive workforce where individuals from underrepresented groups have equal access to professional opportunities. By actively seeking out candidates from diverse

backgrounds, companies can tap into a vast array of perspectives, experiences, and ideas that drive innovation and a better understanding of customer needs.

Research has shown that diverse cultures and companies improve productivity and deliver better products and services. The failure of some companies to understand the diversity of their target market has resulted in significant setbacks and missed opportunities. Recognizing these potential pitfalls, companies are investing in creating welcoming and inclusive work environments. They strive to build cultures where individuals from protected minority groups feel valued, respected, and empowered to succeed. This inclusive approach increases employee satisfaction, engagement, and a more collaborative and productive work environment. Consequently, attracting talented individuals from diverse backgrounds has become an increasingly important goal for organizations, including large companies and FAANGs.

Many companies now have dedicated teams of recruiters specifically focused on diversity recruiting. As a former Hiring Manager, I have personally witnessed the commitment to diversity by hosting diversity recruiter marathons and collaborating with recruiters who specialize in recruiting for specific minority groups. If you belong to a minority group, embracing diversity recruiting is an opportunity to showcase your unique background proudly. By actively engaging with diversity recruiters and highlighting your experiences and perspectives, you contribute to their diversity goals and help foster a more inclusive and diverse workforce.

Showcase Your Unique Background: Strategies for Enhanced Visibility

To enhance your visibility as a diversity candidate, consider utilizing relevant keywords to help recruiters identify and recognize your unique background. One effective strategy

is to highlight groups and organizations you are a part of that cater to specific diverse communities.

While listing every organization and community is impossible, here are additional examples of groups catering to diverse minority groups if you are interested in joining one:

1. Code2040
2. Dev Color
3. Indigenous Women in Tech
4. Latinas in Tech
5. Lesbians Who Tech
6. National Society of Black Engineers (NSBE)
7. Out in Tech
8. Society of Hispanic Professional Engineers (SHPE)
9. Society of Women Engineers (SWE)
10. TransTech Social Enterprises
11. Women in AI
12. Women Who Code

Please note that I cannot endorse or recommend any specific organization from the above list, and I am not involved with any of these organizations. Please research and evaluate each organization to determine its alignment with your values and goals.

These groups not only provide valuable networking opportunities and serve as powerful keywords that diversity recruiters often search for. If you are part of a minority group, include them in your resume and join the group on LinkedIn to increase visibility.

I recommend including a new section at the bottom of your resume. The section title can be Activities, Volunteer Experience, or Leadership, depending on your level of involvement.

Example 1:

VOLUNTEER EXPERIENCE

AnitaB.org | Committee Member | San Francisco | Sep. 2020 - Present

- AnitaB.org is a global organization dedicated to empowering and advancing women in technology.
-

Example 2:

ACTIVITIES

Dev Color | Member | San Francisco | 06/2019 - Present

- /dev/color is a platform dedicated to empowering and elevating black software engineers, technologists, and executives.
-

By actively participating in these groups, attending events, and engaging with fellow members, you can feel a better sense of inclusion and increase your chances of being noticed by recruiters looking for candidates from diverse backgrounds.

Connect with Diversity-Focused Recruiters: Networking and Engagement

Networking and engagement are crucial in connecting with diversity-focused recruiters and maximizing your opportunities as a diversity candidate. Another effective strategy is attending conferences and events catering to diversity in the tech industry.

One notable conference to consider attending is the Grace Hopper Celebration, which celebrates women in computing. This event provides an excellent platform to network with recruiters actively seeking to engage with talented women in tech. Additionally, conferences like "Black is Tech" and "Out in Tech" focus on empowering and connecting individuals from Black and LGBTQ+ communities, respectively, offering valuable networking opportunities with recruiters who prioritize diversity and inclusion.

Also, keep in mind some key dates and months that celebrate diversity. During these periods, recruiters often prioritize networking and engagement with groups and organizations that align with these celebrations.

By actively engaging with diversity-related groups and attending events during these key dates, you increase your chances of connecting with recruiters specifically focused on diversifying their candidate selection.

Some Notable Dates:

- February: Black History Month
- March: Women's History Month
- June: Pride Month
- September 15th to October 15th: National Hispanic Heritage Month

Make use of online platforms, professional networks, and social media channels to stay updated on upcoming events, workshops, and networking opportunities within the tech industry.

Networking and engagement provide opportunities to showcase your skills, expertise, and commitment to diversity while connecting with recruiters who share the same values. By actively participating in events and engaging with diversity-focused communities, you increase your chances of building meaningful connections and accessing career opportunities that value and celebrate diversity.

Summary

- Diversity recruiting aims to create equal opportunities for candidates from underrepresented groups and foster an inclusive workforce.
- Companies recognize the value of diverse perspectives and experiences in driving innovation and understanding customer needs.
- Strategies for enhanced visibility include utilizing relevant keywords and highlighting involvement in groups catering to diverse communities.
- Networking and engagement with diversity-focused recruiters and attending relevant conferences and events are essential.

Chapter 11: Conclude and Take Action

Recap Key Insights and Strategies

Throughout this comprehensive guide, we have explored various aspects of resume writing for software engineering roles. As we conclude, let's recap the key insights and strategies covered to help you take action toward creating a compelling resume:

1. Identify Key Skills and Keywords:

Start by understanding the skills and keywords relevant to software engineering roles to ensure your resume aligns with industry expectations and increases your chances of getting noticed by employers. Develop your keyword lists based on the target roles, which are the basis for many of the resume strategies recommended in this book.

2. Formatting and Structure:

Aim for consistency and clarity in your resume formatting and structure. Choose a format that effectively highlights your experience and accomplishments, making it easy for recruiters to read and comprehend.

3. Contact Headers:

Craft an impactful Contact Headers section that captures potential employers' attention. Tailor this section to showcase your strengths and goals as a software engineer.

4. Skills Section:

Create a comprehensive and relevant skills section highlighting your technical skills. Include the most sought-after skills in the software engineering industry using the relevant keywords.

5. Education Section:

Effectively showcase your academic background, highlight relevant coursework, and emphasize educational achievements that align with the desired job requirements.

6. Professional Experience:

The heart of your resume lies in the Professional Experience section. If there is one section you pay attention to, this is it! Craft impactful bullet points demonstrating your accomplishments and the value you bring to employers. Quantify your achievements whenever possible to provide concrete evidence of your contributions. Utilize ChatGPT to give you ideas and improve your content.

7. Overcoming Lack of Experience:

If you don't have relevant professional experience, leverage volunteer work to gain real-life experience.

8. Personal Projects and Github:

Optionally, utilize your Personal Projects section and Github to showcase relevant projects and highlight their impact.

9. Optional Sections:

Consider including optional sections such as certifications, publications, presentations, awards, activities, interests, and leadership experiences to enhance your resume's impact if necessary. Choose the sections that best align with your profile and add value to your application.

10. Bonus for people in minority groups—Leveraging Your Unique Background:

Embrace diversity recruiting and leverage your unique background to enhance job opportunities. Understand the importance of diverse perspectives and experiences in driving innovation and better understanding customer needs. Utilize relevant keywords and engage with diversity-focused recruiters and communities.

By implementing these key insights and strategies, you will be well-equipped to create a compelling resume that showcases your skills, experience, and unique background as a software engineer.

Additional Coaching Resources

If you need more customized help, check out our [Resume Makeover Coaching](#). With my extensive experience as a software engineer and a manager in Silicon Valley, I offer a comprehensive resume review via video, ensuring your resume is optimized for success based on your specific goals. From formatting and keyword optimization to actionable feedback, this coaching program leaves no room for chance and increases your chances of landing your dream opportunities.

What sets our Resume Makeover Coaching Service apart is the opportunity to have your resume reviewed by someone with a wealth of experience, which is not easily

accessible elsewhere. I offer this service because I am genuinely passionate about helping people like you and promoting diversity in the tech industry. I believe that everyone should have access to high-paying jobs like Software Engineering in the tech industry and equal opportunities, and by providing Resume Makeover Coaching, I aim to contribute to that vision.

Take Action and Implement the Strategies Discussed

Job seeking can be challenging, and it's easy to feel lost and overwhelmed with conflicting advice. I hope you feel empowered and equipped to tackle the resume-writing challenges as you finish reading this guide.

If any part of the guide needs clarification or you have further questions, please contact me on LinkedIn. I host monthly free events where I answer audience questions and am committed to answering every question. You can [find me on LinkedIn here](#) if we're not already connected. I also host many career advice videos on [Youtube](#), so check that out.

I hope you feel inspired and more confident in your job search.

Best of luck, and I hope to see you soon!

Jean

Jean Lee (Resume Template)

San Francisco, CA | (123) 456-7890 | exaltitude.info@gmail.com | [linkedin.com/in/jeanklee](https://www.linkedin.com/in/jeanklee) | Github [optional]

WORK EXPERIENCE

Exaltitude, San Francisco, CA

Senior Software Engineer — 01/2020 - Present

- Led a team of 3 engineers to launch a new main page with 33% faster load time using React, Redux, and Apollo, which led to 27% growth in user retention
- Optimized site-wide load times by reducing latency by 23% by updating 70+ dependencies and 600 files in less than 2 sprints
- Reduced build bundle size by 39% by utilizing the Webpack 4 Terser mangler/compressor toolkit to improve DX & app load times
- Designed and implemented an intuitive and responsive website that streamlined user experience and improved overall functionality, resulting in a 15% increase in user engagement

Company, Location

Senior Software Engineer — *B2B Client [optional]* — 08/2018 - 12/2019

- Scan the job posting you're applying for the keywords, and be sure to include as many keywords in the job posting as you can ([Chapter 1](#))
- Use [action verbs](#) to describe your work and quantify your work to show the impact

Software Engineer — *Ads platform [optional]* — 10/2016 - 07/2018

- Optionally create sections within the company or indicate the team if you need to show promotion, team switch, or acquisition
- Highlight the most impressive achievements, and leave off any information that's irrelevant ([Chapter 6](#))

Company, Location

Software Engineer — 06/2014 - 09/2016

- If you don't have any professional experience, volunteer for local charity, family business or your school. Offer to build them a website or help with their database
- Real-life work experience is the most important part of your resume—It doesn't matter if you are getting paid or not! ([Chapter 7](#))

EDUCATION

School Name, Location ([Chapter 5](#))

B.S. in Computer Science — 05/2014 [optional], GPA: [optional]

Coursework: You can include coursework relevant to the job you're applying for if you lack the keywords listed in the job posting in real-life work experience

SKILLS ([Chapter 4](#))

Java, Python, Ruby, JavaScript, Amber, AngularJS, React, HTML, CSS, MongoDB, MySQL

PROJECTS [optional]

Project Name — One-line elevator pitch ([Chapter 8](#))

- If you don't have direct work experience with the technology, think of personal projects you've done or coursework that you can include using the keywords. Otherwise, this section is optional.