

Build a Resume That Gets Read

Competitive roles can attract hundreds of applications, and your resume may be screened by software before a person reads it. This is the prep work that makes both readers understand the same thing about you. One role at a time.

THE ROLE I'M TAILORING THIS TO

COMPANY

FORMAT RULES THAT REDUCE RISK

☐ **One column, reverse chronological.** Complex layouts parse inconsistently across hiring systems. Keep it simple unless the role specifically calls for a designed format.

☐ **Standard section headings.** Experience, Education, Skills. Clever labels are less likely to be recognized.

☐ **Go easy on images, logos, and skill-rating bars.** They carry no readable text and add parsing risk for no gain.

☐ **Consistent date formats,** the same style in every entry, with any long gaps accounted for.

☐ **Use the target job title** near the top, worded the way the posting words it.

Screening increasingly reads for meaning, not just exact keyword matches. Say the thing plainly and it gets understood.

MIRROR THEIR LANGUAGE

Pull four phrases straight from the posting. Next to each, write how you'd normally say it. Where the words differ, use theirs.

THEIR WORDS (FROM THE POSTING)	MY WORDS (RIGHT NOW)

BACK IT UP

Polished claims are cheap now. Evidence is not.

LINKEDIN IS CURRENT AND CONSISTENT

PORTFOLIO, SAMPLES, OR PUBLIC WORK

CURRENT CERTIFICATIONS OR LICENSES

SKILLS, NAMED PLAINLY

Most employers now weigh demonstrated skills above degrees.

TOOLS AND SOFTWARE

WHAT I'VE RUN OR OWNED

RECENT LEARNING OR DEVELOPMENT

Three Achievements, Not a List of Duties

This is the part that separates your resume from everyone else applying with the same job title. Draft messily. Cross things out. You only need three to land.

What I did + how big it was + what changed because of it

A number beats an adjective every time. No number available? Use time saved, people affected, or a clear before and after. "Redesigned client onboarding, cutting implementation from eight weeks to five" works. "Responsible for onboarding" does not.

ACHIEVEMENT ONE

ACHIEVEMENT TWO

ACHIEVEMENT THREE

BEFORE YOU SEND IT

- | | |
|---|---|
| ☐ Saved as PDF unless they ask otherwise | ☐ Read it aloud once, for typos |
| ☐ Target job title appears in the top third | ☐ My summary is specific to this role, not generic |
| ☐ Every bullet has a result, not just a task | ☐ Nothing here I can't speak to in an interview |

Three real applications beat thirty fast ones.
Better fit. Better evidence. Better odds.