



PROSUM'S GUIDE TO THE PERFECT TECH RESUME

In a competitive job market, create a standout resume that tells a compelling story and showcases your unique value. Here's a guide to creating a narrative for your resume.

UNDERSTAND YOUR UNIQUE SELLING PROPOSITION (USP)

Highlight the distinctive qualities that set you apart from the competition, positioning you as a promising investment for prospective competitors. Weave your USP throughout your resume creating a central theme.



TIP: Include the USP directly in the resume's summary section for a powerful opening; supporting with concrete facts and stories throughout resume builds credibility.

GET STARTED: CRAFTING THE RESUME

Key principles:

- **Make a Strong First Impression:** Tailor resume to the specific purpose and targeted role to create an unbeatable first impression.
- **Professional Summary or Profile:** Include a section at the beginning of the resume labeled **Professional Summary, Career Accomplishments**, or something similar. This section should quickly establish your value as decision-makers spend only a few seconds scanning a resume.

HIGHLIGHT ACCOMPLISHMENTS AND IMPACT

Provide decision-makers with valuable information that highlight your achievements and impact:

- **Uncover Hidden Achievements.** We often overlook our own accomplishments, which may be buried within routine tasks. Dive deeper to uncover your true impact to showcase your value.
- **Transform Routine Statements into Concrete Accomplishments.** Avoid vague or clichéd statements by turning them into measurable accomplishments.



Example

BEFORE:

Improved client acquisition during a period of change.

AFTER:

Secured five high-value event clients during a disruptive phase, convincing prospects to buy into the venue's vision despite ongoing heavy construction.



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Once you have identified and quantified your achievements, package them effectively for maximum impact.

Two recognized resume techniques that resonate with potential employers are:

- S.A.R. (Situation-Action-Result)
- C.A.R. (Challenge-Action-Result)

These methods provide context and depth to your accomplishments.

Here's how to apply them:

S.A.R. METHOD

- **Situation:** Describe the specific situation or challenge you faced.
- **Action:** Explain the actions you took to address the situation or overcome the challenge.
- **Result:** Quantify the results or outcomes achieved as a result of your actions.

Example:

Elevated ABC Bank from average performance to the top performer among 18 banks by prioritizing profitability (Situation). Initiated vital changes in HR, pricing strategies, and financial reporting (Action). Resulted in a 62% increase in dividend rate to members (Result).

C.A.R. METHOD

- **Challenge:** Identify the challenge or problem you encountered.
- **Action:** Describe the actions you took to tackle the challenge.
- **Result:** Quantify the positive results or impact of your actions.

Example:

Amid disruption, secured and executed five new events, convincing clients to invest in the venue's vision despite heavy construction (Challenge). Leveraged visual aids to bring their story to life (Action). These events led to the company surpassing annual revenue goals by 23% (Result).



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CREATE A "WOW" FACTOR



Address the "What's In It For Me?" (WIIFM) Perspective: Focus on the value and accomplishments you can bring to the role. Avoid outdated Objective statements that focus on your career desires.

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HIGH-ACHIEVING INFORMATION TECHNOLOGY MANAGER WITH GLOBAL EXPERIENCE.

Captivating Headline: Instead of a standard title, begin the Summary section with a powerful headline that captures attention, such as "High-achieving Computer Science Major with Global Experience." This section provides pertinent skills and information related to the desired role.

PROFESSIONAL EXPERIENCE

Tech Time Oct 2022 - Present

Senior IT Project Manager

Process improvement and data-driven strategic planning

Showcase Past Achievements: Highlight instances where you demonstrated initiative, problem-solving skills, and went beyond the job description. Avoid generic phrases and provide specific examples of achievements.

Innovation, Inc. June 2020 - Aug 2022

IT Project Manager

Use Powerful Descriptors: Use descriptive language relevant to the job to draw attention to your skills and compatibility. Highlight instances where you improved outcomes, whether in terms of quality, speed, or profitability.

"Upgraded SAP system to ECC6, increasing productivity by 30%"

Get Tech Company March 2019 - May 2020

Project Management Assistant

Quantify Accomplishments: Use numbers and specific details whenever possible to quantify your achievements. Selectively use modifiers and adjectives to accurately describe your level and scope of experiences and skills.

"Reduced 7% of the forecasted spending through negotiation of lump sum contracts with vendors"

IT Management Associate March 2018 - March 2019

- Industry-Specific Language: Use terminology specific to your industry but spell out acronyms for clarity. List skills precisely rather than using vague phrases.
- Concise and Relevant: Provide a snapshot of your skills, abilities, and experience rather than an exhaustive history. Focus on accomplishments relevant to the employer's needs.

"Successfully launched multi-department \$4million project using SCRUM implementation techniques."

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration

Majors: Computer Science
Top University

PMI Certification

Project Managers International Co.

Impact Evaluation Methods 3-Day Short Course

Leadership Co.

EXTRACURRICULAR ACTIVITIES

President, Business Club

PMP International Co.

Community Volunteer

Career Training Center



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DRAFT A PROFESSIONAL SUMMARY WITH IMPACTFUL KEYWORDS

Integrate keywords naturally into your resume instead of having a separate section dedicated to keywords.

- **Weave Keywords Naturally:** Incorporate keywords derived from the job description into your professional summary, achievement narratives, and other personal branding areas. Integrate them seamlessly to create a cohesive and comprehensive resume.
- **Use Headlines with Keywords:** Use headlines to incorporate keywords and make your resume scan-friendly for digital recognition and human readers.



Examples of headline incorporating keywords include:

- End-to-End Business Transformation Solutions
- Inspiring and Empowering Employees to Deliver Amazing Cross-Channel Customer Experiences

Helpful Tech Keywords and Action-Verbs

Coding
Data analysis
Security monitoring
Quality assurance
Frameworks
IT infrastructure
Vendor Management
User Experience (UX, UI)
Workflows
AI
Machine learning
Migration

Information management
Information security
Languages: .Net, Java, C#
Networking
Agile development
Computer hardware engineering
Front end development
Back end development
Graphic user interface (GUI)
design
Testing and debugging
Cloud management
Mobile and web development

Adapted
Built
Converted
Debugged
Engineered
Fortified
Operated
Rectified
Remodeled
Solved
Standardized
Upgraded

OUTLINE WORK EXPERIENCE EFFECTIVELY

- Opt for concrete, descriptive words over vague expressions. Instead of saying you were "responsible for providing," use strong action verbs to highlight your role. For example, replace "responsible for managing a team of software programmers" with "directed a team of software programmers."
- Be concise and emphasize the results and impact of your work. Instead of stating that you "worked on a new format for analyzing data and tracking trends," specify that you "designed an effective data analysis model that reduced input time by 30%."



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TARGET YOUR RESUMES

It's crucial to tailor effective resumes to specific job opportunities rather than using generic ones.

Incorporating keywords from the job announcement can make your resume more appealing to potential employers.

Here are some guidelines for creating targeted resumes:

- **Highlight Relevant Skills and Achievements:** Identify the keywords mentioned in the job description and emphasize your skills and achievements related to those keywords. For example, if the job requires designing and delivering training programs, you could highlight it as an achievement:



Acknowledged for expertise in designing and delivering training programs, enhancing team skills and boosting confidence.

Successfully designed and implemented dynamic training programs that engaged learners and transformed them into motivated employees.

- **Quantify Achievements:** Whenever possible, quantify your achievements to provide concrete evidence of your impact. For example, mention the number of years of experience, the scope of programs, or the number of participants affected. For instance:



Over ten years of experience designing and delivering national training programs, impacting over 300 participants weekly.

- **Use Impactful Adjectives and Numbers:** Use impactful adjectives sparingly to describe your initiatives. Instead of stating that you "managed a successful initiative," opt for adjectives like groundbreaking, unique, revolutionary, or game-changing. Moreover, use numbers to paint a clear picture of your accomplishments.

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