



Resume Strategies

How to Use Your Resume Effectively

A good resume is an important job search tool. But like any tool it is only as good as the person using it. Much has been said about selling your employment skills to a prospective employer. What it takes to accomplish this is job search skills. It is not enough to have the employment skills that an employer desires if you do not have the ability to market them.

Now that you have perfected your resume, there are some guidelines for using it effectively. Job search strategies range from the simple and common to the innovative and complex. Following are some of the more common strategies and guidelines. The successful job seeker will master these skills.

Give your resume to:

- Job Service
- Employers with advertised job openings
- Employers with no advertised job openings
- Private and public employment agencies
- Vocational and college placement offices
- Personal and professional networking contacts
- Your references
- Executive recruiters

Tips for using your resume:

- Resumes should be sent to a person by name. Avoid sending the resume to a job title such as "Production Manager." It will take an extra effort, but do your research and find out the name and title of the appropriate person to whom your resume should be sent.
- If you are asked to send your resume to Personnel or Human Resources, do so. Then also send a resume to the person in charge of the department in which you want to work. Most of the time Personnel does the screening; it is the department manager who is the final hiring authority.
- When mailing your resume always send it with a cover letter. Never send it by itself.
- Mass mailing your resume to many employers, hoping that a couple of them will get someone's attention, is not an effective strategy.
- When researching an employer or employment agency, among other important information, find out if they use a resume scanning system. If they do, it will help you prepare your resume for presentation.
- Always precede or follow up the sending of your resume with a phone call to the employer. Be courteous and professional and sell your qualifications. Be sure to ask for an interview. Send your resume to the employer even if they are not hiring. You never know what the future will bring.
- When directly contacting employers, always have a copy of your resume available and take the initiative to offer it to them.

- When applying for a job with an employment application you may want to attach your resume. The resume will add impact and should complement the application. If you are asked to fill out an application, never write on it "See resume." Take the time to fill out the application completely.
- Applying for jobs by resume can be an effective strategy to overcome employment barriers. The resume should paint the best picture of you, while the application may paint the worst.
- Give a copy of your resume to your references. It provides them with information about you and will help them to talk to an employer about your qualifications.
- Give a copy of your resume to all networking contacts. It is an excellent icebreaker to use the resume as a center for discussing your qualifications. Ask your contacts to critique your resume.
- Always bring extra copies of your resume to an interview.
- Finally, **Follow-up, Follow-up, Follow-up!**
- It is no use mailing resumes if you do not take the time to follow up on your efforts. If you are not getting responses or interviews from your resume, you may want to reevaluate it. The true test of an effective resume is that you are offered interviews.