



## RESUME TIPS

### WHAT TO DO

**This is your chance to tell your story. It's a sales pitch. Organisations need to understand what you can do for them and if you can deliver. Think of these questions when you write your resume.**

- What are your strengths and your core skills?
- What are your career aspirations?
- What is your success track record... your achievements?
- What is your professional identity and does the resume reflect this
- What other skills relevant skills do you have?
- What are your qualifications?
- What is your experience? How has it helped you develop?
- Does your resume include industry key words?
- Does it look good visually, is it easy to read, and free of typos?
- Is it a standout and memorable – does it have a killer pitch?

### WHAT NOT TO DO

**Don't misrepresent yourself and don't...**

- Include half-truths, white lies – you will be caught out
- Assume your referees will support you – check first
- Deliver a generic document
- Overstate your experience and role
- Attribute expertise where you have none
- Write about things you do not understand or know what they mean
- Include anything that you can't back up with a strong explanation or story



## RESUME TIPS

### COVER LETTER

- **Be clear about what you want to say.**  
A cover letter should complement, not duplicate, your resume. Its purpose is to interpret the data-oriented, factual resume and add a personal touch. Show enthusiasm – write with a “can do” attitude.
- **This is the opportunity to sell yourself**  
What you can contribute to the organisation. Your experience and qualifications. Your personal attributes e.g. self-motivated, teamwork, communication, planning skills.
- **Write it very specifically to the job**  
The details you provide should show that you have done your research and understand what the job entails, what the company and industry are looking for. Do not copy sentences from their website.
- **Focus on their problems and define your solutions**  
Show that you know what the company does and some of the challenges it faces. These don't need to be specific but you might mention a trend that's affected the industry. Identify the value you can bring to the organisation with the skills you can offer.
- **Use the terminology in the PD**  
It will be more genuine if you paraphrase the key words mentioned in the job ad as opposed to just listing them verbatim.
- **Provide specific success data and statistics**  
It's important to focus on what you have achieved in past roles, rather than on your capabilities: evidence is key.
- **Write to a specific person**  
This means that you may have to phone the organisation and ask reception for the name and title of the addressee. Use 'Dear Sir/Madam' only if you're unable to find out the addressee's name.
- **Be Concise**  
Three or four paragraphs is sufficient. A cover letter is the first thing an employer will read so make sure it flows nicely, is free of errors and is well presented.