



## Carex Resume Guide

Writing a resume is not an easy task. How can one possibly sum up years of time, effort and dedication onto one or two pages? At Carex, we hear you. This may be your best chance to make a good first impression, so you've got to get it right. This guide provides our best practices for writing an effective and eye-catching resume.

### Best Practices

The most important tip to keep in mind is to write about your experience as it pertains to the job you want and not as a running list of things you previously did.

Your resume should be no longer than 2 pages, and if you have less than 10 years' experience, it should be one page. If your resume is longer than this, look for repetitive points and combine them to make a more powerful statement. Still too long? Reduce or eliminate bullets that don't pertain to the skillset necessary for your next role.

Unless your personal interests and volunteer experience align with the company's values, do not include them in your resume. The people you're interviewing with can get to know the personal side of you during the interview, but the resume should be concise and applicable to the new role.

Keep your Company, Title, and the corresponding responsibilities together on the resume. This makes the resume easier to read.

Triple check your spelling and grammar, there should be no mistakes. Verbs should be in past tense for previous roles, and present tense for the role you're currently in.



## Professional Summary

This is your 60 seconds to engage your reader and make them want to keep reading. Make it short, snappy, and informative. It's okay to use a few buzzwords here, but don't overdo it. The formula is simple: Think of 2-3 things that define your strengths, add in what it is you want to do, and align that information with the position you're applying for.

Opportunity: "Healthcare company seeking a highly creative marketing leader. Ideal candidates have experience within the industry and strong team-building capabilities."

Introduction: "Highly creative Marketing Manager with strong healthcare industry experience. Energetic leader with a knack for design and a desire to work as part of a collaborative team."

## Work Experience

Allow your experience to tell your career story and show your growth. Listing employers, titles, responsibilities and challenges you overcame. Include skills you developed that are relevant for your new role. Some additional basics:

- For each company, list a minimum of 4 bullet points describing the scope of your responsibilities
- Tailor each of these bullets points to reflect the skills listed in the job description that you're applying for
- Include metrics/goals/achievements that quantify your professional impact when applicable

ABC Company, Albany, NY  
Marketing Manager

2014 to Present

- Spearhead global brand strategy, marketing campaign, and product rollout for a new consumer
- Develop digital strategy, including email marketing, social, and SEO
- Lead and mentor a team of 10+ marketing specialists
- Identify campaign objective, target profile, tactics, and vendor sponsorship to support campaign and budget



## Skills Section

Consider these categories when creating your list of skills: core competencies, technical skills, leadership skills, and certifications. Include categories that are relevant for the role or industry you're applying for.

- Core competencies are a high-level description of your main strengths and skills. Examples are: "Strategic Problem Solver, Team Leader, Executive Collaboration, Negotiation, Mentor/Coach, etc."
- A technical skills list allows the hiring manager to understand what tools and technologies you have used in previous roles. Make sure to highlight your specific experience using tools listed in the job description if you have exposure to them.
- Leadership skills include, "Executive Communication, Team Leader, Meeting Facilitation, Conflict Mitigation, Strategic Problem Solving, etc."
- Professional certifications should always be highlighted on your resume, especially if it is relevant to the role you are applying. Make sure if a certification is listed on your resume it is still active. Some examples of these may be, "Scrum Master Certification, Project Management Professional (PMP), Professional Human Resources Certification (PHR), etc."

The skills section is meant to be a brief overview; only highlight the most relevant information for the job that you're applying for.

Carex has resume experts who are eager to work with you on creating the perfect resume. Let us know how we can help you land your next amazing opportunity!



## Professional Summary

2-3 sentences introducing you and your strengths.

## Skills

- Core Competency
- Core Competency
- Core Competency

- Technical Skills
- Technical Skills
- Technical Skills

- Certifications
- Certifications
- Certifications

## Experience

**Employer, City, State**  
**Role**

**Year to Year**

- Experience
- Experience
- Experience

**Role**

**Year to Year**

- Experience
- Experience
- Experience

**Employer, City, State**  
**Role**

**Year to Year**

- Experience
- Experience
- Experience