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Resume tips in a tight economy

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By: Tara Lynn Wagner

More job cuts means more people are looking for work at a time when there are fewer positions to go around.

“This is probably the worst job market I have seen in my 28 years staffing experience,” said Catherine Palmiere.

Catherine Palmiere is the president of Adam Personnel, Inc., and co-author of the upcoming book ‘Unlocking the Door to Your Career’. She said a resume is more than a piece of paper. It's a first impression.

“I did a survey of human resource professionals and it takes them between 20 and 60 seconds to read a resume. Therefore a candidate had less than one minute to convince a potential employer to bring them in for an in house interview,” said Palmiere.

Since companies are getting hundreds of responses for every job listing, Tawana Wood of Country's Best Resumes said there are three words to keep in mind.

“Easy to read. Making sure that the words stand out, the sections stand out and you know the font is very important,” said Wood.

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More job cuts means more people are looking for work at a time when there are fewer positions to go around. Tara Lynn Wagner explains how your resume could be a foot in the door.

With all the competition out there it's important that your resume pop, but this isn't legally blond. Your resume should stand out because of its content not because it's pink and perfumed.

“This is your opportunity to shine and to highlight what it is that you do well, so if you have professional affiliations, you want to list

that. If you have community involvement you definitely want to list that," Wood said.

"Perhaps on a job, perhaps you've received an award for outstanding customer service, that should be on your resume, that brings value versus the other resumes that are being reviewed," said Palmiere.

While emphasis used to be put on the objective, experts now advise their clients to write a profile instead. This lets the employer know who you are rather than what you want.

"You're basically saying you're a financial management executive with 15 years job experience. Boom. You made my job easy. I can easily tell someone in an elevator pitch what it is that you do," said Wood.

And members of the National Resume Writers Association say it's vitally important to tweak your resume for each individual job. With so much of the process being handled electronically, it's important that you include words that a computer scanner will recognize.

"If they know the job description that they are reading that they're applying for is asking for extensive itineraries, they better make sure the word itineraries is in that resume.

Otherwise, the scanner and the job opportunity may pass you by.