

RESUME (& COVER LETTER!)

Dos, Don'ts

& a lil' bit of advice
in between!



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Hi! I'm Gladys Pérez, Career Coach, Resume Designer and founder of Career Clarity. I work with professionals who are experiencing dissatisfaction in their careers, guiding them to create the career change they want or helping them make changes to find more satisfaction in their current job.

Like many of my clients, you might be wondering:

- How do I format my resume for maximum impact?
- What do I include - and EXCLUDE - in my resume?
- What can I add to my resume to build rapport with an interviewer?
- And you might have even more questions...

After helping my clients design job searches and craft their resumes for over 15 years, I've "cracked the code" and created a seamless methodology for developing your resume, cover letter and other job search materials that can lead to your next position and lasting career transformation.

This guide is for your resume, which must be deliberately and consciously crafted. Your resume is your calling card for your next career move - even if you want to stay in your current position. Getting your ducks lined up to make a move will boost your confidence.



The 10 Do's and Don'ts provide quick and easy ways to assess your progress, especially when you're wondering about:

- What type of resume to use to present skills you haven't been using recently or transfer skills to a new industry
- How much continuing ed or professional development to include and how far back to go
- How to find words that describe your jobs when you're drawing a blank

Using these strategies will help you evaluate and improve your resume, without stress or anxiety. So, let's begin!

Warmly,
Gladys

5 Things to Remember

Strategies (or Do's) for Resumes & Cover Letters

- **Use Keywords** that reflect the job to which you're applying - these help with the ATS (Applicant Tracking Systems)
- **List quantifiable successes and achievements** - numbers and percentages are great because they are concrete representations of your accomplishments
- **Select a Functional Resume format** to highlight job-related skills that you might not be using in your current position
- **Include your Community Service** commitments - these can help build rapport and initiate conversations when you speak with an interviewer
- **Keep the dates for continuing education** professional training in the **last 5 years** unless otherwise specified in the job listing

5 Things to Avoid

"Don't Dos" for Resumes & Cover Letters

- Use a generic Summary - instead, your Summary should be **specific and targeted** (with Keywords!) to the position
- Be passive - instead, **use the active voice** and **action words** in your Professional Experience section
- Gild the lily - instead, **combine multiple positions with one employer** under one entry and separate by years/titles
- List the year you graduated from college/grad school because **age discrimination is real** - instead, just leave it blank
- Panic when you can't find words - instead, **use job listings for positions similar to yours** for inspiration

And there they are - 10 Dos and Don'ts to help you polish that resume and make it better than ever!

It can be hard to gauge the effectiveness of your resume and job search materials. And you may find that you need more help with your job search, career transition, resume, and so on. And that's OK!

Because I help professionals who want to feel excited about their careers again, I have a bonus gift for grabbing this guide:

A Private, Complimentary Resume Strategy Session

In this FREE call, we will...

- Get clear on the type of move you'd like to make
- Identify your biggest obstacles from making that career shift
- Create a clear plan for you to move forward

Together we can develop your career plan and supercharge your resume. Because with support, taking the sometimes daunting actions required for an effective job search becomes easier. You feel empowered to transform your career and avoid getting overwhelmed in the process.

The reason I offer these free sessions is because I am on a mission to remove stress and overwhelm from the job search process and I really want you to be clear about your next steps so you can get into action.

Book a no obligation call with me to explore options for going from overwhelmed to thriving in your career.

Meet Gladys

Gladys Pérez helps professionals who are experiencing dissatisfaction in their careers by guiding them to create the career change they want, or by helping them to make changes and find more satisfaction in their current job.

She believes that if you keep doing a job that drains you for an organization that doesn't value you because you are scared or worried that you can't find something else, then you're missing out on the most vital opportunity to create amazing flow and connections in your life. She believes if something about your professional situation just doesn't feel right, it's worth exploring further and finding the answer or seeking a better situation.



In working with clients over more than 15 years on resumes, job search plans and coaching, Gladys's methods lead to lasting career transformations. Together with her clients, they work on planning next steps, then make and execute those plans to transform careers – without clients getting overwhelmed in the process.

Known for her bubbly and warm personality, Gladys is passionate about helping her clients get clear about what they want and go after it, even if it's in a different industry altogether. After working together, her clients come away with renewed enthusiasm for their jobs, careers and more feelings of ease in their lives.



Thanks for checking out

RESUME (& COVER LETTER!) Dos & Don'ts

A business card for Gladys Pérez. On the left is a circular portrait of a smiling woman with dark hair. To the right of the portrait is a sun icon, followed by the name "Gladys Pérez" in a large, black, serif font. Below the name is the email address "Gladys@CareerClarityNow.com" in a smaller, black, sans-serif font. At the bottom, the website "CAREERCLARITYNOW.COM" is written in all caps, with a link "Click to book Strategy Session now" underneath it.

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Book your Resume Strategy Session today