

Feedback Broken Down By Components:

Section A: "The 15 Second Test"

It is commonly understood that most resumes are initially sorted in 15 seconds or less. The more competition a particular position has, the less time your resume will be given to compel the reader to keep reading. This is not about "WOW" as much as it is about targeting and fit. The reaction you are hoping to illicit with your resume in the first 15 seconds is "hmm... seems like a good initial fit, I want to keep reading and learn more about Gordon." The more targeted your resume is for the position you are applying, the greater your chances are of surviving the crucial 15 second test.

Overall Impression after 15 seconds:

Sometimes I see resumes that have the appearance of being very well put together but the core elements that compel the HR professional to keep reading are absent or lacking the correct content and syntax to survive the first 15 seconds. Gordon, I fear that your resume potentially falls into this category. On a positive note, many of the elements that we would consider vital for the resume to be considered excellent are present and merely require tweaking and reworking to make your resume compelling.

Personal Brand Statement/Resume Title:

Where the personal brand statement should be in your resume you use the section header "Professional Profile". This really is a waste of prime real estate on your resume and puts you at a disadvantage in a competitive search environment. Underneath the heading you have descriptors that in theory target you to the position you are applying to but in reality they are too broad to achieve their aim. We often see words used within resumes that are simply too overused or should be assumed to belong to the core competency list of any professional. A prime example of this is the word "reliability". Unless your competition is stating that they are unreliable in their career marketing documents, this word does little to move the reader to take notice of your resume and keep reading. Remember, your personal brand statement or resume title is so vital because it very quickly frames you in the eye of the reader and if written well and targetted to the position you are applying for it entices the reader to continue to read your executive summary.

TIP: *There is no set formula that works for every resume, however, we have seen executives craft a compelling personal brand statement by breaking it down into components or sections. The first component is a concise descriptor to give the reader a frame of reference (your level,*