

# An Advertising Feature



## AAA McKinstry helps you create a resume as individual as you are

If you've been searching for a new job, you've probably spent hours putting together your resume. You hope to get a favorable response, right?

If an employer doesn't see your personality, work ethic, talents and skills on paper, how can they determine that you fit the hidden qualifications they haven't included in the advertised job description?

Each resume that crosses an employer's desk should not look the same, just as each job applicant is not the same. A "formula" resume or "fill-in-the-blanks" type of format won't show an employer what sets you apart from other candidates.

To determine what type of resume will best market you as a candidate, you should consider an approach as unique as you are. AAA McKinstry's 8 different models of resumes are designed and created specifically for you as an individual. It is important to target the position and industry to which you are applying without limiting you in either one.

Many resume services overuse white space to fill the resume page, relying on bullets and

brief job descriptions to cover the details of what you've spent years on the job accomplishing. If an employer could determine a person's job qualifications from this skimpy outline format, why should they go to the trouble of reading your entire resume? Strong, brief paragraphs highlighting your accomplishments should tell an employer you job duties, emphasize your achievements, and create an overall impression of your responsibilities in the workplace. A resume should be a brief but thorough overview of your employment life. Would you want to leave it up to a brief advertising flier to announce your skills and achievements for the past 10 to 20 years?

Another misconception is the suggestion from some resume services to leave off earlier jobs to keep your resume to one page. This may inadvertently mislead the employer into thinking that you are hiding these earlier years to create a younger appearance on paper. These entry-level positions may actually contain job skills or industry knowledge that pertain to the current job for which you are applying. If you eliminate this vital information the employer won't be aware of necessary

skills you are bringing to the position.

As an employment agency, AAA McKinstry understands the importance of an overall "first impression." If you want the employer to remember you in a positive light, their first contact with you on paper must be a successful one. Since you are assigning this important duty to a one- or two-page resume, doesn't it make sense to put a lot of effort into creating a neat and literate "paper messenger to do this introduction for you?"

Our employment recruiters work not only with candidates but also with a variety of resumes. For example, although three job candidates were equally qualified for an accounting position, the recruiter wanted to interview only two of the candidates. When asked why the third candidate, who had prepared his own resume, would not be considered further, the recruiter explained that the position required someone with good communication skills and attention to detail. The third candidate used skimpy, bulleted phrases and poor English grammar in composing his resume, which made him appear to be the least desirable of the three. Why waste time interviewing him?

Another important factor in preparing the resume is the writer who is putting the entire resume together. Is the resume service you are hiring to do this job for you in the habit of using only professional writers? Or do they hire typists to fill in the blanks of a common format?

If you care enough to send the employer a well-written, neatly formatted and logically documented resume, chances are you'll be a cut above the average candidates that submit unprofessionally prepared resumes. A professional writer trained in the employment/job placement industry has the skills and expertise to say a lot about you in very little space and place it within a format that markets you favorably to the employer.

The choice seems pretty simple, although the creation of a resume is a complex one. What you say in your resume is just as important as how it is presented on the page. Rather than a Job Objective, a Summary of Qualifications paragraph presents an employer a review of your qualifications in the marketplace. If an employer is looking for a candidate to fill a certain position, the use of an Objective statement referring to "looking for

advancement" would be a negative one, especially if the position is Vice President of a corporation and the interviewer is the president of the company! The president wouldn't want an employee hoping for a challenge that isn't there or looking to replace him.

As you see, there is a lot of common sense and marketing savvy that goes into the creation of a successful resume. Your investment in a professional presentation of your job skills should be one you can be proud of, one that will get you to that important first step—an interview.

AAA McKinstry Personnel Agency & Resume Service is a member of the American Search and Placement Association and the Better Business Bureau with 46 successful years writing resumes and helping people succeed in finding employment. For more information please call the telephone number in your area: 543-9363 in Tustin/Santa Ana, 859-9995 in Lake Forest, 848-1988 in Huntington Beach, 774-7677 in Anaheim, 739-1505 in Buena Park, or 646-9090 in Costa Mesa.