

# Here's What the Perfect Resume Looks Like

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Resumes are essential to the job search, but let's be honest: creating one is not exactly anyone's idea of a good time. With so many conflicting pieces of advice, you might feel like you don't know where to start or what to do. But don't worry — this time, we've done the heavy lifting. We combed through some of our [best resume advice](#) and compiled it into one infographic to give you an easy-to-follow outline for a resume that will wow recruiters and hopefully, land you the job of your dreams.

Ready for a resume revamp? Read on below!

STAND OUT FROM THE CROWD

# Anatomy of a Perfect Resume

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**JOSÉ SMITH**

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## KEY SKILLS

### Soft Skills

Brand Positioning & Storytelling  
Project Management  
Team Leadership  
Communication

### Hard Skills

Google Analytics  
Marketo  
Salesforce  
Excel

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## PRIOR WORK EXPERIENCE

### Umbrella Corp.

Dec. 2016 - Present  
*Marketing Intern*

- Collaborated with a team of 4 people to brainstorm 3 major creative campaigns which ultimately drove 100,000+ web site visits and a 27% year-over-year increase in traffic
- Drafted copy for 3 ebooks and associated email marketing campaigns, resulting in 10,000 downloads and 3,000 new leads generated
- Analyzed data from Google Analytics and Marketo to optimize marketing efforts moving forward, leading to a 24% increase in downloads from campaign 2 to campaign 3

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### Coffee 2 Go

Sep. 2012 - Dec. 2016  
*Barista, Shift Manager*

- Served 50-100 customers per day, driving roughly \$800 per day in sales
- Consistently upsold offerings and daily specials, resulting in an average yearly revenue increase of 12%
- Trained, managed, and coordinated schedules for a team of 6 in order to ensure top-quality customer service

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## EDUCATION

**Springfield University** Sep. 2012 - Dec. 2016  
Bachelors of Business Administration (Specialization in Marketing)  
Graduated Summa Cum Laude with a 3.7 GPA

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## ADDITIONAL EXPERIENCE

- Recipient of the Springfield University Hispanic Marketing Society's Rising Star Award, April 2016
- Volunteer, Springfield Animal Rescue
- Avid cyclist and jazz piano player

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**1. Design Matters:** Don't go overboard with intricately decorated templates. Look for sufficient white space, margins of at least .7 inches, and a font size no smaller than 11 pt.

**2. Be Reachable:** Make it easy for recruiters to reach out to you by providing your contact info near the header.

**3. Show Off Your Skills:** Don't make recruiters hunt for the most critical information on your resume — include a table of your key soft and hard skill sets up top. Make sure your highlighted skills show why you're a good fit for the job — all the better if these are keywords from the job description.

**4. List Your Experience:** This section should include each company you've worked for, your title, the dates you worked there, and several bullet points that describe your key accomplishments and responsibilities.

**5. Quantify Your Experience:** Whenever you can, use concrete data points — it helps provide recruiters with the scope and context of your work, and demonstrates how you contributed to the bottom line.

**6. Include Other Positions:** Don't be afraid to include positions that aren't directly related to the one you're applying for, especially if you have limited work experience. You can still use it to demonstrate the skills and qualities you want highlighted.

**7. Get the Grade:** Many jobs require degrees or certifications, so make sure to list yours. GPA is optional, but may be worth including if you've graduated recently with high marks.

**8. The Extra Stuff:** Add some color to your resume with a short catch-all 'Additional Experience' section at the end. Include clubs/organizations, volunteer experience, awards you've won, and even interesting hobbies or activities.

**9. Keep It Concise:** Limit your resume to 1-2 pages at the most.