

PROMOTABLE YOU

**ACCELERATE  
YOUR  
CHANCES  
WITH A  
AAA RESUME**



# THE "AAA" WAY:



## Architecture

Construction & Layout



## Appeal

Outcomes Driven Content



## Aesthetics

Branding & Design

We all know we need a rock star resume to increase our chances of role selection, but not everyone knows the three key components to achieve this.

This is the first time a recruiter gets to see who you are. Make sure your resume is well branded and shows off what you're capable of.

Let's talk about creating you a "AAA Resume"; what you need to include, the look and feel and my purposeful content and design tips. Read on lovely lady!

# Architecture

 Construction & Layout

## Career Objective

Include if you're confident it is purposeful and tailored to the job you're apply for; otherwise leave it out.

## Overview

Summary of key roles, organisations, dates. Show the reader you have the experience!

## Contact

It's not mandatory to write your home address (it can cause unintentional bias so think about leaving out). Do include your email & phone numbers ensuring you have a clear voicemail recorded and activated. You must have a professional email address ie. first.surname@mail.com

## Work History

No "gaps" in the dates (all must be explained!). Use concise dot points. Highlight your key achievements.

## Education

Include relevant education, courses and technical skills for the role. Leave out what's not relevant.

## Interests

Only list if you are a grad student. If you must list something use "volunteer / community" instead.

## References

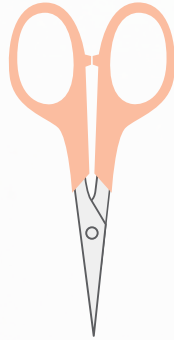
Only add if they are ready to take a call. Otherwise provide references later in the process.

# Appealing

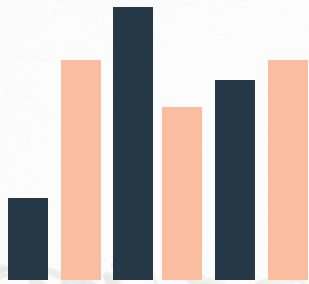
 Outcomes Driven Content



Insert a quote from a past senior manager highlighting your great work ethic or experience. This is an impactful way to embed your message.



Create each resume to the specific role you're applying for and carefully include key words from the job advertisement (or synonyms) - this will assist with recruiter keyword searches (don't overdo this!)



Use statistics to highlight your achievements. Solid evidence speaks for itself.



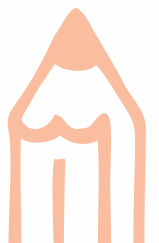
Use your own authentic voice and language when writing. Please no spelling errors. Always print document and proof read.

## The most important bit...

Use statements that have measurable outcomes with sentences/dot points that outline: What you achieved in the role, how you impacted the business, what skills you have and how you used them - link to your highlights. This bit is what creates maximum appeal!

## Become a pro!

Not confident that you're putting the right stuff in your resume? Check out our purposeful online training at [www.promotableyou.com.au/resumeworkshop](http://www.promotableyou.com.au/resumeworkshop)



# Aesthetics

 Branding & Design

## Keep to 2-4 pages

### BALANCED:

Lots of "white space" around the edges of the page and don't cram ridiculous amounts of text. Use careful spacing & tables for consistency  
Think "simplicity"

Avoid *Fancy* cursive texts and writing that is too small as it is too hard to read

Use consistent design elements (fonts, colours, imagery) & avoid overuse of bold, italic or underlining.  
Less is more!

## Include a photo?

In most cases I don't recommend including your photo. Your skills, experience and achievements are more important.

## Style it!

Make it relevant to your industry i.e. smart, simple resume for corporate style roles, creative style for designers, etc

## *Simplify*

Use dot points and short sentences rather than long text and paragraphs.  
Use outcome driven statements.

## Hire a pro

Pay a professional designer if you want your resume to look amazing. Ensure you brief them in extremely well! Fiverr or Upwork is a good place to find them.



# PROMOTABLE YOU

for women who want to get ahead

We are on a mission to equip and empower women to build the careers they want and deserve by lifting the lid on what's possible!

Our "Get Ahead" Workshops and webinars are held across Australia providing women with a powerful, easy to follow methodology, practical tools, conversation guides and templates to "get ahead" in their careers.

We're also pretty great at getting you fully prepped for your next role or interview too - through e-learning or private coaching.

We do it because there are some scary statistics regarding women "not getting ahead" and that's just not cool with us.

We've created our female only dedicated content to share our best actionable tools, resources and conversations templates to make it just that little bit easier and quicker to get ahead in your career.

Visit [www.promotableyou.com.au](http://www.promotableyou.com.au)

We help with:



RESUMES  
TRAINING



INTERVIEW  
COACHING



CAREER  
WORKSHOPS



GETTING  
RESULTS