



# Expert Resume

## Checklist

### Contact Info

- First & last name
- Address (at least city, state, zip)
- Available to travel and/or relocate(?)
- Phone & email (also LinkedIn url?)

### Introduction

- Profile / Summary - not Objective
- Unique value proposition
  - 'Big picture' summary of strengths
  - What you have to offer
- Industry relevant skills/keywords

### Experience

- Employer name, job title, employment dates
- Day-to-day functions & long-term responsibilities
- ACTION verbs & results-based language
- Deliberate formatting to guide the reader to most important info

### Impressive Stuff

- Metrics to quantify/prove RESULTS
- Major projects, initiatives, programs, achievements, awards, etc.
- Large-scale leadership and management
- High-profile deals, clients, brands, products, projects, etc.

### Education

- Position based on relevance
- Relevant coursework (if applicable)
- Exclude dates (if long ago)
- Exclude high school

### Unique Qualifiers

- Relevant training/certifications
- Public speaking/presentations
- Publications
- Unique relationships