



# SuperNova Resumes Career Branding Best Practices

Although resume, cover letter, and LinkedIn profile writing is not an exact science, to provide consistent quality service, there are best practices that SuperNova Resumes strives to follow. These practices are industry standards and backed up by career experts and job search organizations that follow these or similar standards.

Here are some links\* to reference materials that are part of the best practices that we follow:

1. **Why we use a 1-page resume format:** As mentioned in the reference material below, a one-page resume is often used for entry-level workers, recent college graduates, and those in career transition. In addition, each page should cover 10 years or so of work history. Employers are looking for **current and relevant work history** and many times, the 10 previous years being covered on the one-page resume will be more than sufficient to showcase the needed qualifications, especially when we have done job description research and matched keywords. As noted below, *“by being strategic with keywords, quantifying your achievements, and most importantly, keeping it concise....your resume will make a good first impression on the recruiter...”* We want to ensure the best possible outcome and create content that is impactful. As a result, we have a proven track record of crafting 1-page resumes that “capture your qualifications”, appeal to employers, and increase calls for interviews. By adding a cover letter and fully taking advantage of a well-written LinkedIn profile, a 1-page resume can be all that is required. To read the full length of the article from which this best practice is taken, please follow this link: <https://www.monster.com/career-advice/article/one-page-or-two-page-resume>.

## When to Use a One-Page Resume

The *one-page resume* is ideal for entry-level workers, new college graduates, and those who have a few years of work experience. Additionally, you should consider a one-page resume if you're looking to make a *career change* and don't have much experience relevant to your new goal.

“The quicker you can get to the point, the better,” Isaacs says. Hiring managers are busy people, sometimes having to sort through hundreds of applications.

The average time you have to capture a reader's attention is around six seconds. During that time, they'll be determining whether you fit their needs or not.

So, how can you make good use of your resume real estate and really stand out?

By being strategic with keywords, quantifying your achievements, and, most importantly, keeping it concise. This way, your resume will make a good first impression on the recruiter, as it typically serves as your first point of contact when you apply to a company. Not to mention, a resume that's all over the place doesn't say much about your organizational skills, does it?

# The Final Word on Resume Length

In the end, the length doesn't matter quite as much as the content filling the pages. If you can capture your qualifications on one page, great. But if it takes two pages or more, that's OK, too.

"I've had new grads do well with two-page resumes and top executives do well with only one page," Isaacs says.

Just remember: Your resume should be a high-level look at your accomplishments that entices the hiring manager to want to learn more. "A resume is like the copy on the back cover of a book, designed to make you want to read the book," Isaacs says. "It's not the whole book."

- 2. Why we only write targeted resumes:** Simply stated because general resumes are ineffective in ranking highly within applicant tracking system (ATS) software and can confuse hiring managers who are on the lookout for very specific criteria when reviewing resumes to find the next best-fit candidates. All our clients are required to choose a position for which to target the resume and as noted below in the reference material, "the closer a match, the better your chances of getting selected for an interview." We include the targeted role at the top of the resume in lieu of the word "Summary" because this is a more effective approach and positively impacts ATS. Creating a general resume would only do our clients a disservice since it would mean paying for a writing service that will not yield a return on the investment. To read the full length of the article from which this best practice can be referenced, please follow this link: <https://www.thebalancecareers.com/how-to-write-a-targeted-resume-2063193>.

## Writing a Targeted Resume

Adapting your resume for each position you apply for takes some time and effort, but it helps to make it very clear to hiring managers and whoever else sees your resume that you're a good match for the position.<sup>[1]</sup>

Also, the [applicant tracking systems](#) that employers use to screen applicants check for keywords and phrases that show a candidate has the right credentials for the job. The closer a match, the better your chances of getting selected for an interview.



**Tip:** Customizing your resume allows you to showcase the qualifications, accomplishments, and particular aspects of your work history that match closely with the requirements listed in the job description.

- 3. Why we care so much about applicant tracking systems (ATS):** The hiring process of the last decade has increased the use of software systems designed to scan and parse data from resumes looking for matches to keywords from posted job descriptions. As noted below in the reference material, ATS software is widely used and can either

*select* a candidate or *de-select* them, meaning if a resume does not pass through this process successfully, it may never be seen by hiring managers and job applicants may hardly—if ever—be contacted for interviews. We research job descriptions to match keywords that will strengthen your ranking within ATS. To read the full length of the article from which this best practice can be referenced, please follow this link:

<https://www.jobscan.co/blog/ats-resume/#:~:text=Creating%20an%20ATS%20resume%20is,resume%20for%20applicant%20tracking%20systems.&text=Creating%20an%20ATS%2Dfriendly%20resume,odds%20more%20in%20your%20favor.>

Creating an ATS-friendly resume is a highly effective way to increase your interview chances and shift the job search odds more in your favor. In this article, we're talking about how to optimize your resume for applicant tracking systems (ATS) by including job-specific keywords and using a parsable format.

## What is an applicant tracking system?

Before you can discover what an ATS resume is, it's important to make sure you're clear on what ATS means. An [applicant tracking system \(ATS\)](#) is a human resources software that allows employers to organize large numbers of applicant resumes. Recruiters and hiring managers can search their ATS by keyword to discover well-matched applicants. You can improve your chances of grabbing a recruiter's attention by optimizing your resume keywords and ensuring your resume sections are easily identified by the ATS.

The best indicator of which words they'll search is the job description. Include the job title in your [resume headline](#) if possible. Then notice which [hard skills](#)—learned skills based on experience and training—appear early or multiple times in the job description, as seen below with the term “marketing.”

- 4. Why we focus so much on accomplishments and numerical data:** It is more important than ever that resumes include demonstrative examples of experience or skillsets that candidates claim to have. As revealed in the reference material below, it is not enough to use descriptive words, but to use action words that include quantifiable data which can provide convincing evidence to a hiring manager that what you are claiming is actually true. Numbers are objective data that when added to a resume can propel candidates to the top of the search pool. Understanding and applying this

process can be a game-changer. That is why we include a resume consultation that allows time for an interview where each candidate will be asked for accomplishments and achievements that can be highlighted within a fully targeted resume, used on a cover letter and a LinkedIn profile. To read the full length of the article from which this best practice is based, please follow this link: <https://www.monster.com/career-advice/article/resume-accomplishments-examples>.

## What Is an Accomplishment?

On your resume, an accomplishment can either be an example of how you contributed to your employer, or an achievement that reflects the kind of worker you are. The most convincing accomplishments are measurable.

### Accomplishment examples:

- A welder relays dedication to quality: "Achieved a record of zero defects in all pipe-welding and ductwork jobs."
- An engineer shows contribution to the bottom line: "Drove \$1.2 million revenue increase by deploying 200-plus software suites for company's leading product line."
- A minister demonstrates increased church participation: "Helped grow membership from 175 to 249 in one year through active involvement in community events."

## Tips to Find Accomplishments for a Resume

Set a timer for five minutes and start jotting down your accomplishments for your most recent position. Write down any accomplishment, contribution, or achievement that comes to mind, even if it seems insignificant (you can always omit accomplishments later). Complete this exercise for each position on your resume. To help jog your memory, here are questions to ask yourself:

- Did you receive praise, recognition, or pats on the back from your supervisor or colleagues? For what (e.g., completing projects ahead of deadline, calming down irate customers, saving money)?
- Did you receive a promotion, award, or commendations from customers/clients?
- Were you selected for special projects, committees, or task forces?
- Name three accomplishments that make you proud. Did you complete a particularly challenging assignment? Participate in a solution that improved customer service, enhanced efficiency, saved money/time, or increased revenues?
- Are you known throughout your department/company for something?
- If you quit your job, what would everybody say about your work at your goodbye party?

These are just a sampling of our best practices, but they reveal our commitment to quality and to meeting or exceeding industry standards. It is vital that we strive to provide clients with a service designed to increase their ability to compete within their desired job market. These best practices coupled with our personalized service, unique writing style, and diverse experience can make all the difference in any job search.

To learn more about SuperNova Resumes or for a free consultation, please visit our website at [www.supernovaresumes.com](http://www.supernovaresumes.com).

\*The reference material was not written by any employee or agent of SuperNova Resumes. Credit for the information quoted or pictured should go to each writer and/or organization found within the website link listed for each reference.