

TAINA M BROWN COACHING

# RESUME BEST PRACTICES

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WHAT YOU NEED TO KNOW TO CREATE AN  
ELEGANT, ATS COMPLIANT RESUME

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## IT'S TIME TO UPDATE YOUR RESUME. NOW WHAT?

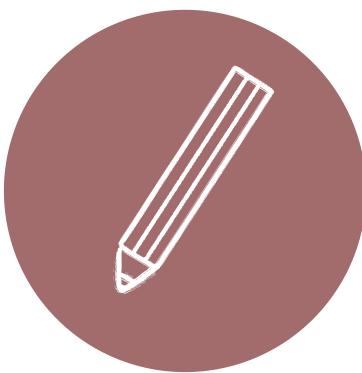
Your resume is your sales pitch; it's how you want recruiters to know that you're a superstar and would be an asset to their team. As such, treat your resume as a marketing tool, not a historical document.

The tips in this document are not meant to be comprehensive, but cover most of the issues I've seen with my clients. Reach out if you need additional support: [www.tainambrown.com](http://www.tainambrown.com)



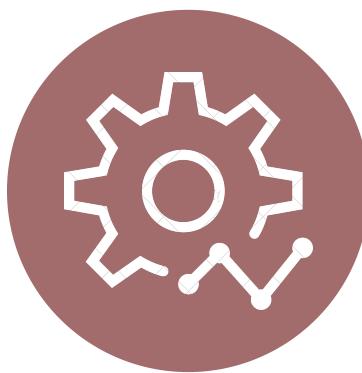
### KEEP LINES TO A MINIMUM

Horizontal and vertical lines can confuse the ATS causing it to misread the content in your resume. Never use vertical lines. If you must use a line to create a section break, keep it minimal (i.e.: a horizontal line under your name/contact info to separate that info from the rest of your resume).



### EDIT, EDIT, EDIT!

Proof read like your life depends on it! Spell check and Grammerly are great tools for catching common mistakes, but they also miss things (i.e.: the multiple ways you can spell and use there, their, and they're). Ask a friend with excellent grammar to help you with this.



### FUNCTION OVER FORM

Forget listing your information in chronological order. Today the trend is leaning toward functional resumes instead, as they give both you and an employer the opportunity to focus in on **only** relevant information. Gaps can be explained in cover letters if need be.



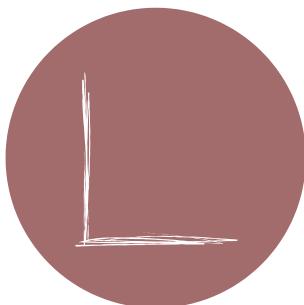
## STAY AWAY FROM COLUMNS

Just like lines, columns can make it difficult for an ATS to parse your resume causing it to overlook essential information. Don't use columns in your experience section, but you can in your skills section for readability.



## KEYWORDS ARE YOUR BFF

Optimize keywords by using a word cloud generator. Copy and past the job description and responsibilities (include basic qualifications if listed) into the generator to see which words are used most. Then, sprinkle some of those throughout your resume and cover letter in a way that is truthful and makes sense.



## USE WHITE SPACE WISELY

Most recruiters only have time to skim resumes, not read through every detail before deciding on interview candidates. Make sure you have enough white space between your sections to make it easier to skim and read.



## KEEP YOUR SKILLS SECTION AT THE TOP

The top of your resume is prime real estate! Because recruiters only have time to skim and we tend to read from the top to the bottom, keep important information at the top: contact info, relevant skills, professional summary, etc. Stay away from generic skills like "team player" or "critical thinker."



## CURATE YOUR BULLET POINTS CAREFULLY

Make sure that the first 5 words in your bullet points are striking. As recruiters skim your resume, they won't read the entire bullet point unless their interest is piqued. Use a thesaurus if you need to find synonyms. Also, use data to validate your experience.



## FILE APPROPRIATELY

Keep a master resume that you can cherry pick from. That way, each job you apply to has a customized and relevant resume. Only submit a PDF if you are emailing your documents directly or if the online portal accepts PDF documents. Otherwise, submit a word doc and use an appropriate and simple file name (i.e.: Resume\_Taina Brown)

# CIA RODRIGUEZ

CREATIVE DIRECTOR

Cell: 123-456-7890 hello@reallygreatsite.com  
www.reallygreatsite.com Any City, State

## PROFESSIONAL SUMMARY

Confident and highly creative designer. Motivated, hardworking, and idea-driven. Expert in layout design, digital arts, and photography.

## SKILLS

Excel, G Suite, Photoshop, Illustrator, Canva, Java, HTML, AWS, Web Design, UX, Data Analytics

**Languages:** French, Spanish

## WORK EXPERIENCE

### Senior Graphic Designer

*Rhineheart Media, 2016 - Present*

- Create layout designs and proposals for numerous clients resulting in client satisfaction and repeat business
- Spearhead the launch of several successful advertising campaigns bringing in \$1mil+ for various clients such as Biosannce, Drunk Elephant, and Kiehl's
- Responsible for the day-to-day operations of design team within the department including 8 designers, 2 interns, and 1 marketing coordinator
- Oversee various advertising budgets ranging from \$100k-\$2mil+
- Streamlined process for budget review resulting in company wide savings of \$200k annually

### Graphic Designer

*Pen & Ink Co. Productions, 2013 - 2016*

- Designed brochures, posters, and other ad materials for clients resulting in \$150k+ annual revenue
- Maintained the company website from backend coding to design strategy
- Created content for the company's social media channels raising visibility and engagement from 23% to 76%

## EDUCATION

### Panamera University

*BS in Digital Illustration and Animation, 2013*

- Design Student of the Year, 2012
- Disney Studios Internship, 2010
- Honorable Mention, Digital Shorts Film Festival

# CIA RODRIGUEZ

CREATIVE DIRECTOR

Cell: 123-456-7890 | hello@reallygreatsite.com  
www.reallygreatsite.com | Any City, State

<Date>

Dear <Name>,

I am writing in regard to your job opening of <Target Role>. As a candidate with extensive experience in <job title>, I am highly skilled in <Hard Skills to JD>. My solid background in <People Skills> has allowed me to manage teams with exceptional performance.

The opportunity to join <Organization> greatly interests me because <Reasons>. As a holder of <Degrees, Certs> I can competently execute <JD Responsibilities>. I believe that I would make a valuable asset to your team and I offer my resume for your review.

As per my professional summary, my qualities and experience make me highly suitable for the role of <Target Role>. I am highly regarded for <Transferable Skills> and I am proficient in <Systems>. Throughout my career, I have demonstrated the highest levels of service and commitment to the mission of any organization I have worked for. These include:

- <List 3-4 achievements relevant to the JD>.
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Thus, if you are looking for an organized <Job Title> please contact me to arrange an interview. I am best reached by email or phone at <Email and Phone>.

I am eager to learn more about how your organization can benefit from my contribution. I thank you for your time and consideration and I look forward to hearing from you.

Regards,

<Your Name>