

How to write a resume employers will notice

With Steppingblocks



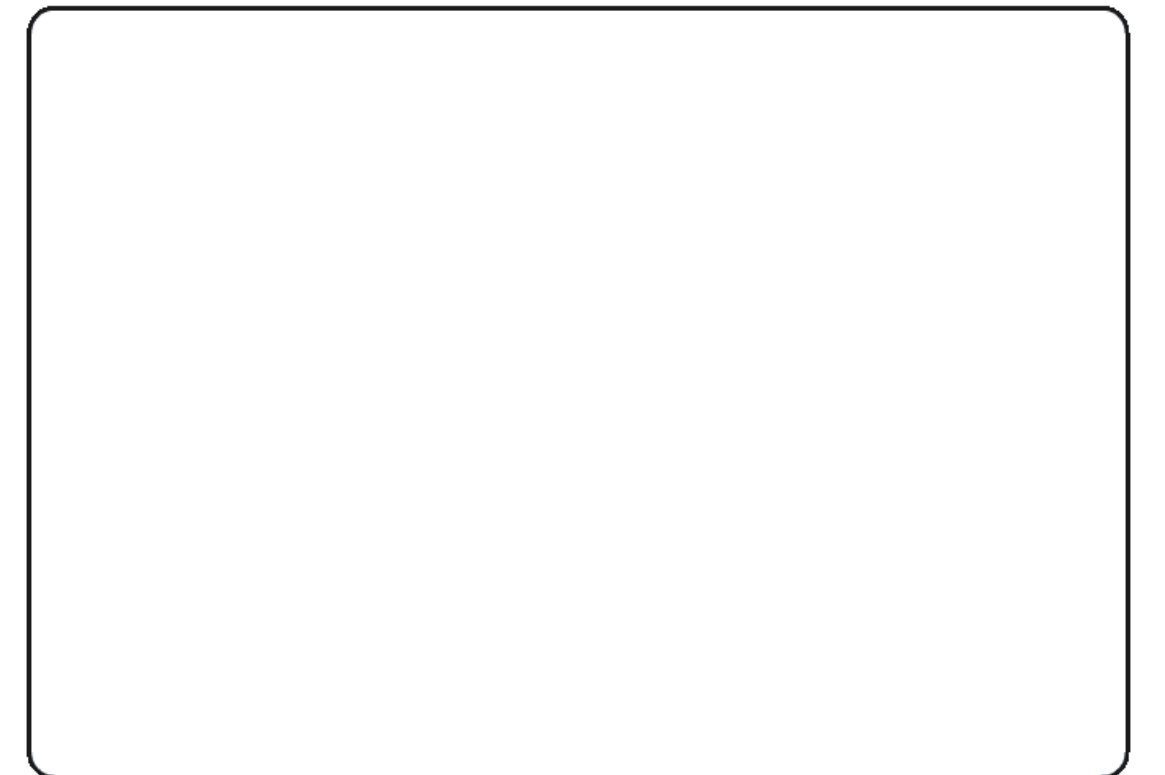
What's in this resume guide?

- Identify relevant skills by job title
- The importance of keywords
- How to write headlines or summaries
- How to write about your experience
- Listing your wins
- The education section
- Leveraging your network
- Don't forget to edit



Identify relevant skills by job title.

Your resume should be tailored to every application. Use Steppingblocks to learn the most relevant skills for the job title you're applying for.



**How do you identify
relevant (and popular)
skills by job title?**

With Steppingblocks!



Erin King



Home



Search360°



Tuition



Job Board



Outcomes



Personality

Search by Career

Search by Major

JOB TITLE

digital marketing manager



COMPANY NAME (OPTIONAL)

e.g. Facebook

US STATE (OPTIONAL)



Hooray! Your search matched 65,064 real people.

Common Job Skills

Education

\$ Employment

Career Paths

Skills

Top Skills for Digital Marketing Manager

hover for info

Popularity

Relevance

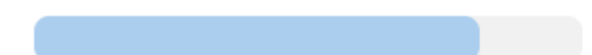
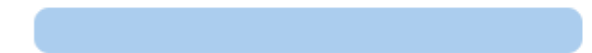
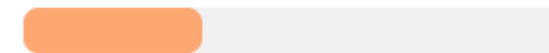
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Google Ads

Google Analytics

Digital Marketing

Search Engine Optimization





The importance of keywords.

Use keywords from the job post.
They help you get found online and
through Applicant Tracking Systems.



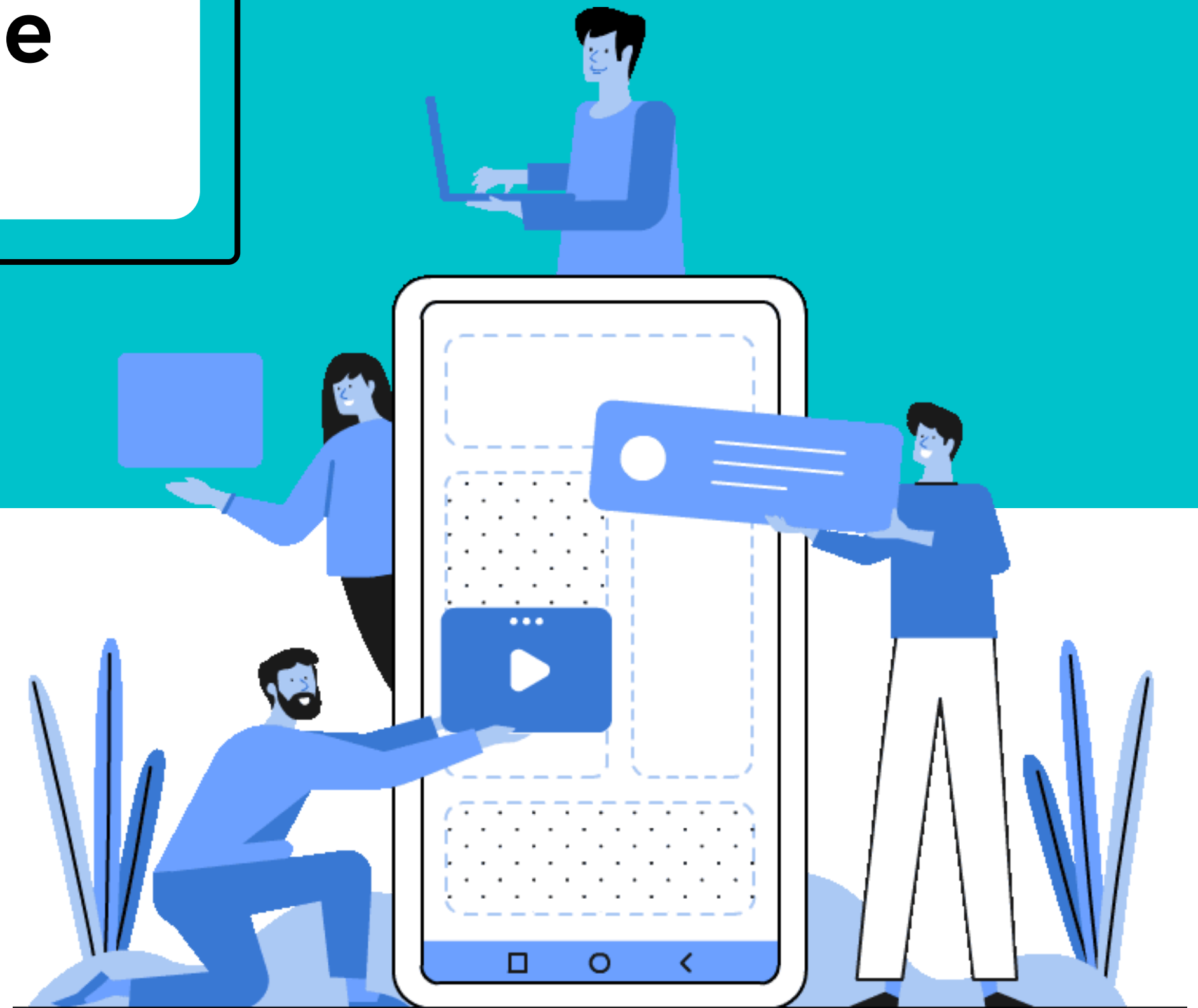
What is an Applicant Tracking System?

This software scans resumes and cover letters for relevant experience, skills and other keywords so that qualified candidates are easy for employers to identify.

How to write a headline or summary.

A headline is the shortest version: sum up your achievements in one line.

In a summary or objective statement, you can get a little longer: one or two sentences is typically a good length.



Headline and summary examples.

Headline

Certified dental assistant with 12+ years in direct patient care.

Summary

Extensive experience in charting, scheduling and delivering best in class customer service. Vast knowledge of clinical procedure and dental terminology. Looking for new opportunities in private dental practice.

How to write about your experience.

1. Use bullet points, not paragraphs.
2. Lead with strong action verbs, follow with an accomplishment rather than task.
3. Include more details about your most recent experience and fewer details from earlier roles.
4. Find common job titles that connect to the career path you're applying for and relate to your own experience.



**How do you find
common job titles to talk
about in your experience
section?**

With Steppingblocks!



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Salary & Career

Education

Employment

Career Paths

Skills

Average Salary

9 Years to Reach on Average

\$81,116
year

Common Jobs

Marketing Manager

\$78K

Top Companies

Accenture In India



Common Jobs

Popularity

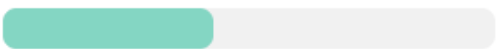
Relevance

Salary

Marketing Manager

Marketing Coordinator

Social Media Manager





List your wins.

Add quantifiable results. For example, a retail sales associate might say, "Regularly evaluated showroom inventory and refreshed displays with stock, increasing daily sales by 22%."

How to talk about your education.

If you're currently in a program of study, you can list the degree you're pursuing and your expected graduation date. If you're still in school and applying for internships, potential employers may want to know your GPA.

B.A. in Education, degree anticipated May 2021
Bethune-Cookman University, Daytona Beach, FL
GPA: 3.8



**How do you learn how
much education you
need for the job?**

With Steppingblocks!



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Search by Major

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Education Background

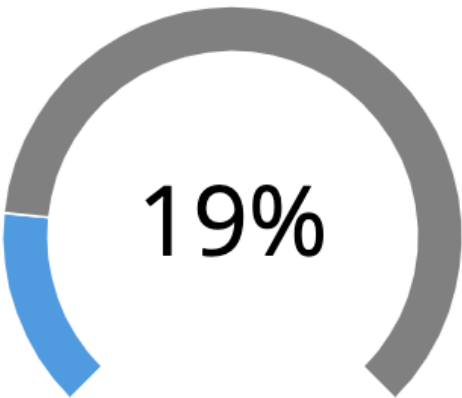
Education

\$ Employment

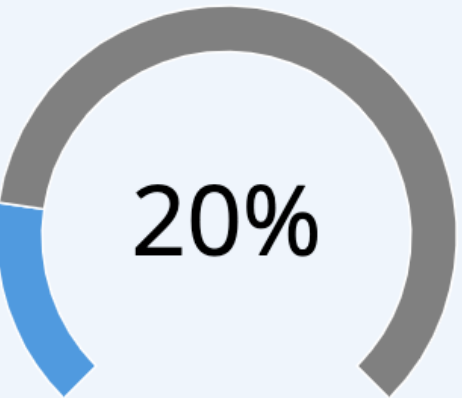
Career Paths

Skills

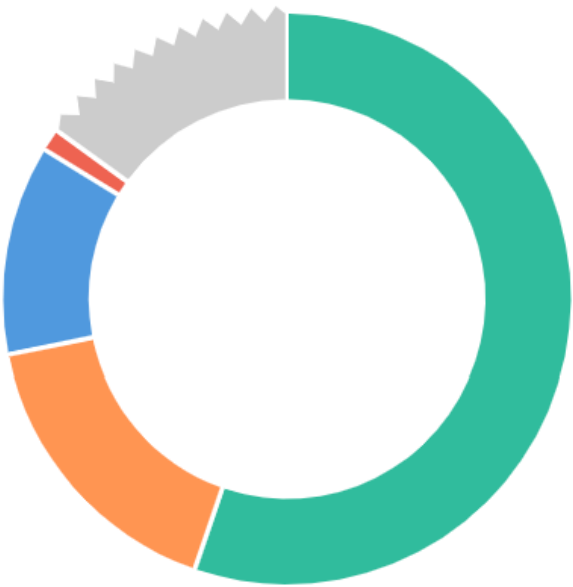
How much education do I need?



Majored in Marketing



Have an advanced degree



- Bachelors 64.4%
- Masters 19.3%
- High School 13.8%
- Associates 1.5%
- Others 1.0%

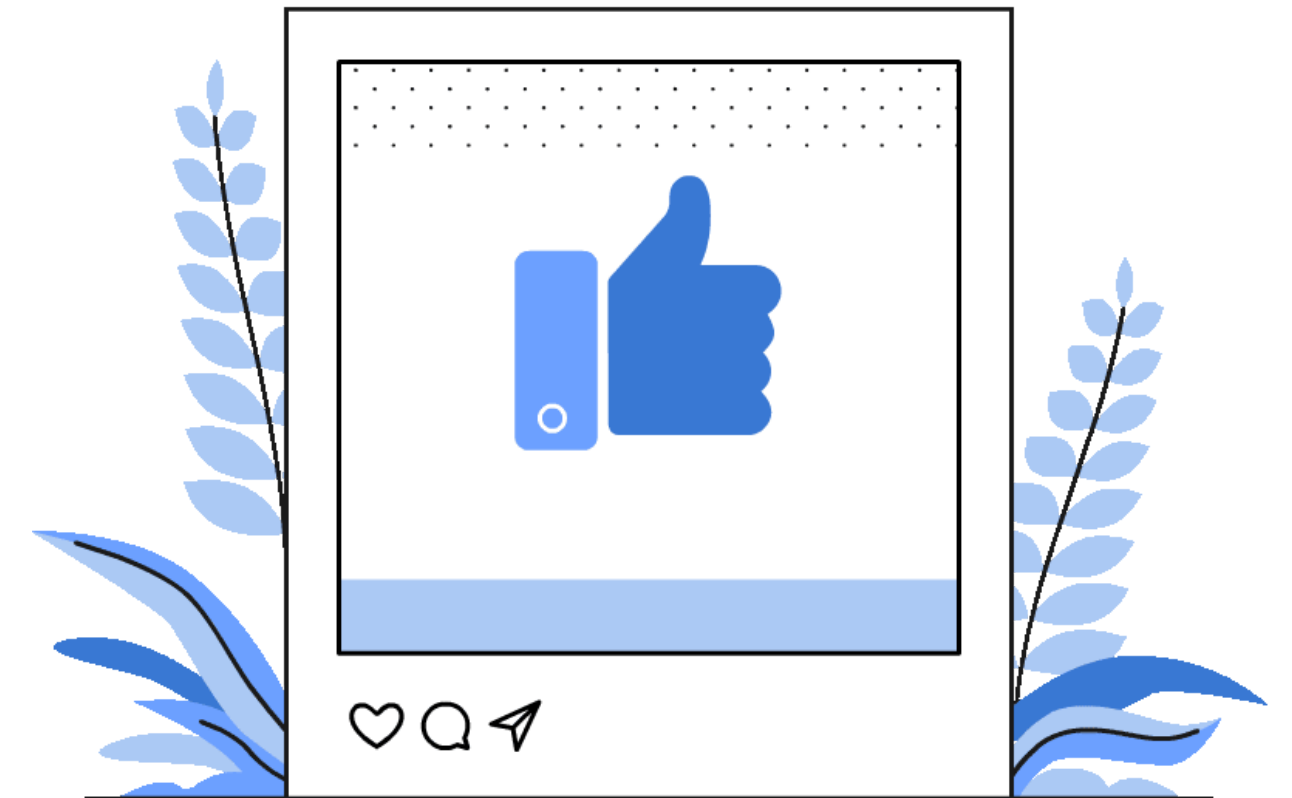


Network!

If you have an online resume or you are on a business social platform or industry association networking site, include those links in your entry-level resume to show your level of engagement with others in the industry.

Don't forget to edit.

Reread your resume from top to bottom and then from bottom to top. Try to use clear, concise language and avoid things like keyword stuffing.





Name and contact
information

1

Summary
or objective

2

Professional history

Company name a

3

Dates of tenure b

Description of role
and achievements c

Education

4

Skills

5

Optional

6

Resume Format

Janet Chobot

Summary

Professional History

a _____
b _____
c _____

a _____
b _____
c _____

Educational History

Skills

Awards & Achievements, Hobbies & Interests

How to format your resume.

Here are a few guidelines to help
your resume shine.

Good luck!

For help on how to use Steppingblocks
to power your resume contact
erin@steppingblocks.com.

