

RESUME WRITING TIPS TO HELP LAND YOUR NEXT INTERVIEW!

Grab Their Attention

Instead of opening with an objective about how you want to expand your career and knowledge, start with a catchy headline describing who you are.

Scrap the objective that says: “A full-time position to apply my knowledge and skills as a Statistical Analyst or SAS Programmer.” Try this statement instead: “Talented SAS Programmer with experience in statistical analysis in the credit card, marketing, and consumer goods industries.”

Use the headline to immediately let the reader know who you are, and what you do and be clear and concise so hiring managers don't have to read through your resume to figure it out.

Leave Out the Fluff

Many people tend to list “soft skill” items that every manager would expect, such as: “team player,” “well organized,” “flexible,” and “ability to learn new skills quickly”. Set yourself apart from the rest by including a summary of your skills and accomplishments immediately following the attention-grabbing opener.

You should also target your skills, background, and industries, letting the hiring manager know what you have specifically accomplished.

For example:

- Eight years of programming experience in SAS (Base, Macros, SQL, and Data Steps) in Unix and Windows environments
- Proficient expertise in data analysis, data mining, and modeling, including customer segmentation, predictive behavior analysis, CHAID, and CART
- Three years expertise in credit scoring, risk management, and time series forecasting in the financial services and direct marketing industries

Remember, this is a great place to customize your resume based on the essentials of the job for which you're applying, focusing on the specific needs of the position and organization.

Make Every Word Count

Don't get hung up on creating the one-page resume. Ensure your significant experience is delineated, but also make sure you aren't being redundant or verbose.

Be Your Own Marketing Powerhouse

Create a one-page marketing piece that touts your skills and experience. A simple, two-column Microsoft Word table listing your eye-catching headline, summary of accomplishments, education, technical skills, industries, and roles can provide a quick 360-degree view for hiring managers. (Avoid tables that are more complicated than two columns, as they will cause problems when the document is converted to text format in a recruiter's database.) The following resume summary provides a strong example of this:

John L. Smith, MS
555 Skyline Drive
Somewhere, ST 12121
555-555-0000

Executive Summary

Talented Statistical Analyst with strong SAS programming expertise in credit card, marketing, and consumer goods industries.

- Eight years of programming experience in SAS (Base, Macros, SQL, Data Steps) in Unix and Windows environments
- Proficient expertise in data analysis, mining, and modeling, including customer segmentation, predictive behavior analysis, CHAID, CART, and CRM
- Three years expertise in credit scoring, risk management, and time series forecasting

Statistics

- Retention / Acquisition Modeling
- Customer Behavior
- CHAID, CART
- Time Series Forecasting

Industry Knowledge

- Marketing
- Risk Management

Certifications / Associations

- SAS Base Programmer (2003)

Education

Master of Science in Statistics
University of Texas (1994), GPA 3.7

Bachelor of Science in Computer Science
University of Texas (1991), w/ Honors

Computer Technical Skills

SAS Skills

Base, Macros, STAT, SQL, ODS, AF, SCL

Software Skills

SQL, PL / SQL, C, C++, Visual Basic, VBA, Java,
Business Objects, Crystal Reports

Platforms

Unix, Windows, MVS

Databases

Oracle, DB2, Teradata, Access

This summary should be followed by your traditional resume, which lists your chronological employment history and includes both the month and year under dates of employment.