

Episode 2 – Resume Content

- 1 Instead of an objective, which is considered outdated, use a **branding line** that allows the reader to instantly know the role you are seeking combined with a 3-5 line **qualifying paragraph** that highlights your unique value and includes keywords on a private sector resume. For a **federal resume**, the **summary is longer** and includes **capitalizing titles and keywords** that align with the job posting to show you are qualified.
- 2 **All content**, whether for a federal or private sector resume, should be **keyword rich**. Focus on what the job is asking for, rather than what you want to share.
- 3 All resumes should **include metrics for context and show results with accomplishments to demonstrate your value**.
- 4 **Both federal and private-sector resumes** should highlight **10 years of your career**; you do not want to date yourself or your experience. There are ways to add an Earlier Career section if you must add relevant information that shows qualifications to the target job.
- 5 **Private sector resumes should not exceed 2 pages; federal resumes are typically 4-6 pages**. From a federal perspective, if it is not on your resume, you did not do it.
- 6 **Education goes at the end of your resume**; in most cases, you are selling your experience—not your education. **EXCEPTION**: if you graduated recently or your field (nursing) wants to see academic training immediately.
- 7 **Sections named Relevant Experience, Earlier Career, Relevant Projects, Military Experience**, for example, can be included as a strategy to highlight relevant skills, qualifications, accomplishments, and keywords.
- 8 It is **not appropriate to mention references** upon request or include references' information unless the job posting specifically requires them.