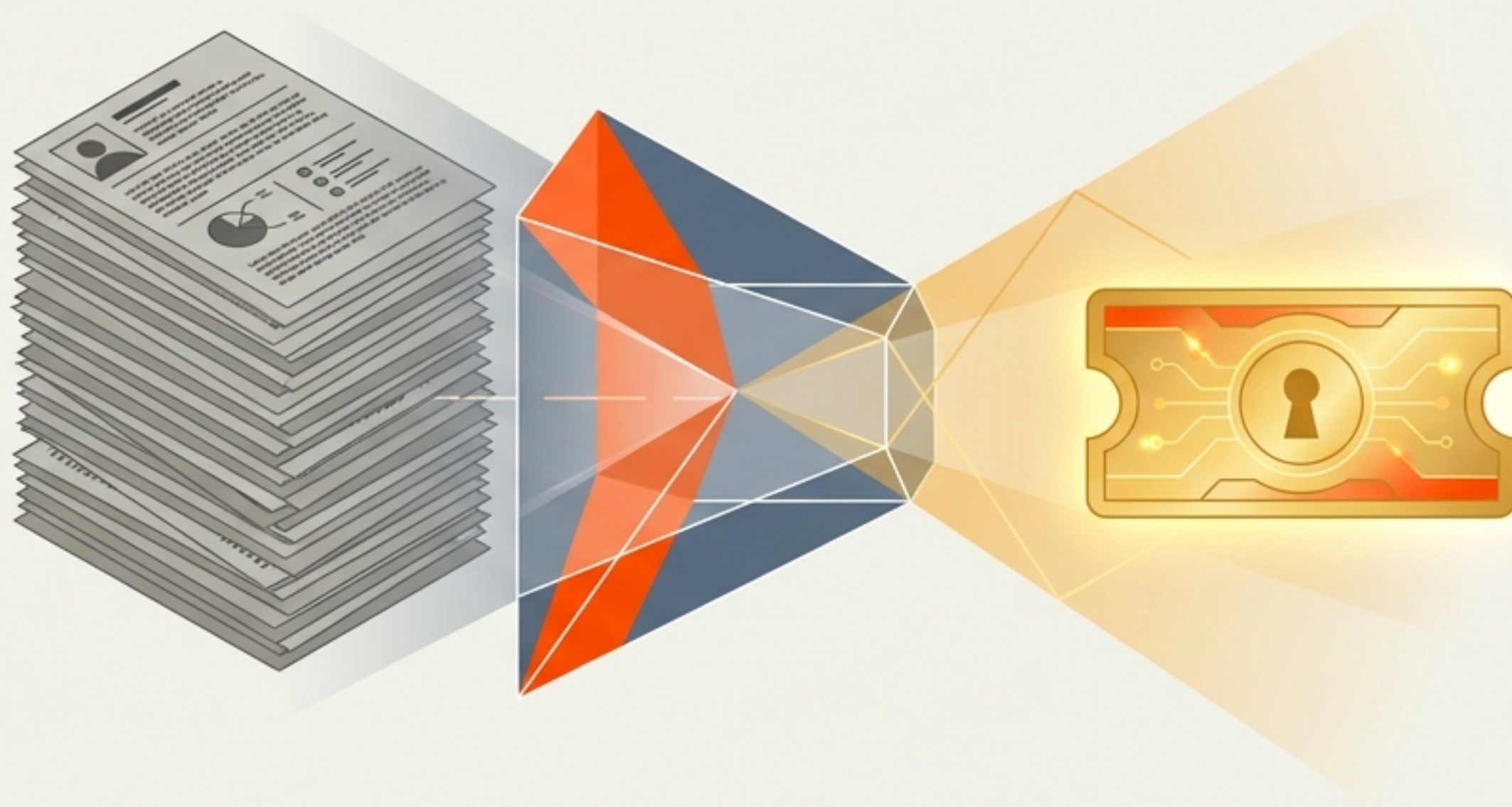


The Resume That Gets Callbacks

Transforming your CV from a retrospective biography into a high-impact marketing document.

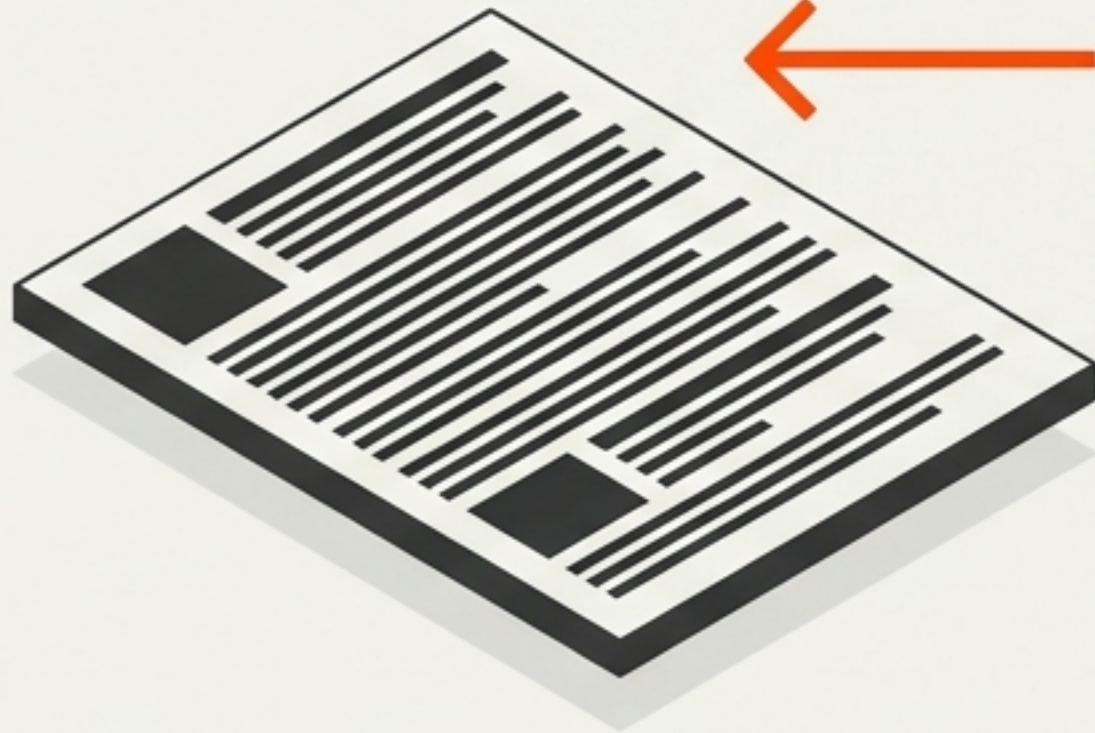


Recruiters Don't Read. They Scan.

6 Seconds

The average time a recruiter spends on an initial resume review.

The Employee History



Focuses on responsibilities. Tells me what you were supposed to do.

The Value Proposition

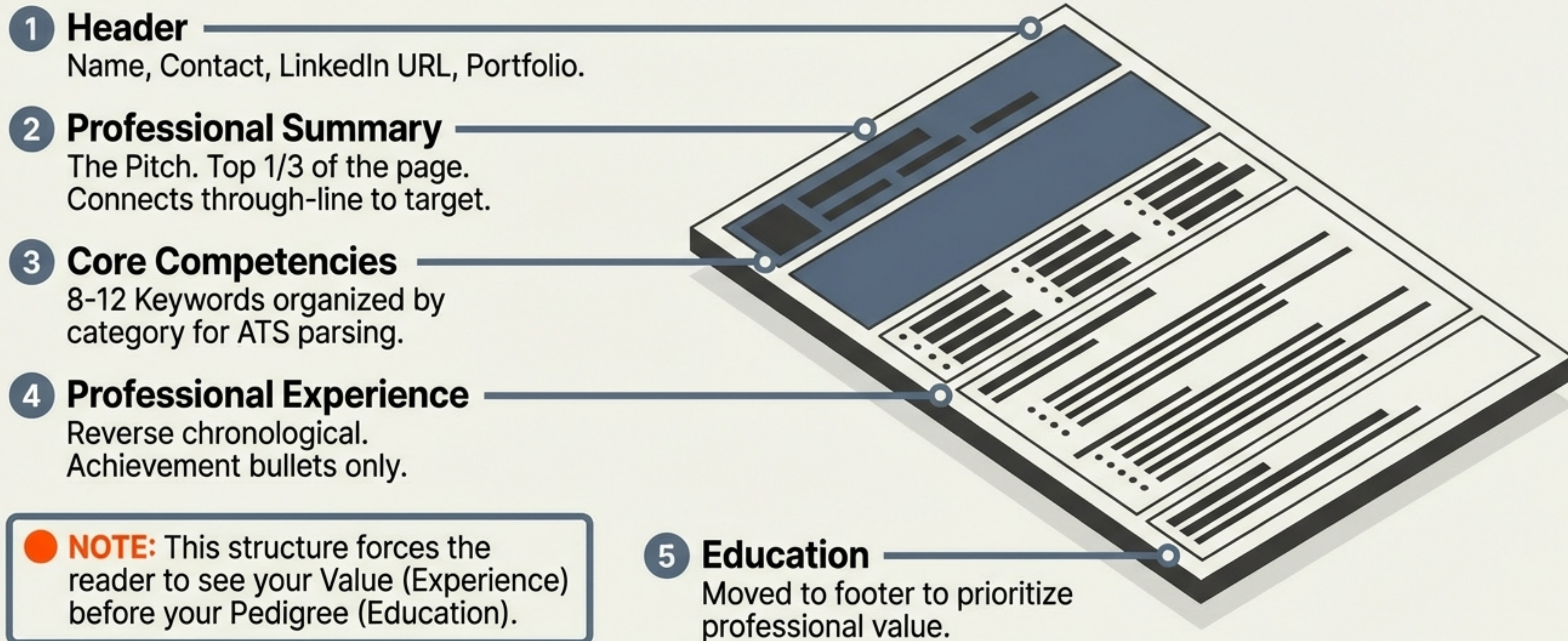


Focuses on results. Tells me why I should interview you.

Your goal isn't to inform; it is to sell. Every word must earn its place.

The Value-First Framework

The architectural blueprint of a high-performance resume.



Owning the Top Third of the Page

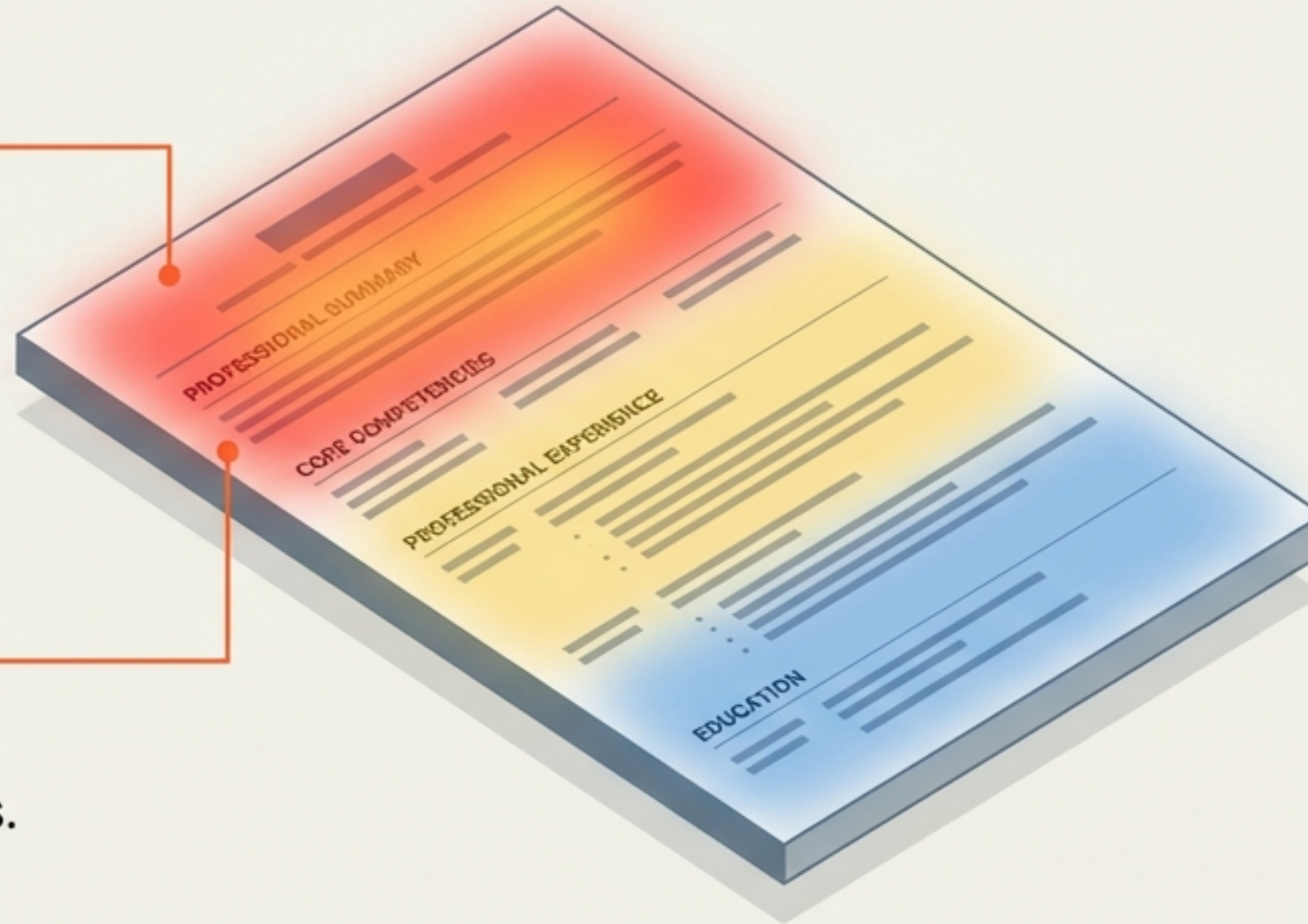
The critical real estate where you must capture attention in seconds.

The Summary: Not an Objective

Stop saying what you want.
Start saying what you offer.
A 3-4 line value proposition.

Core Competencies: The Hybrid Section

Feeds the ATS with keywords.
Gives the human reader an
instant skills snapshot.



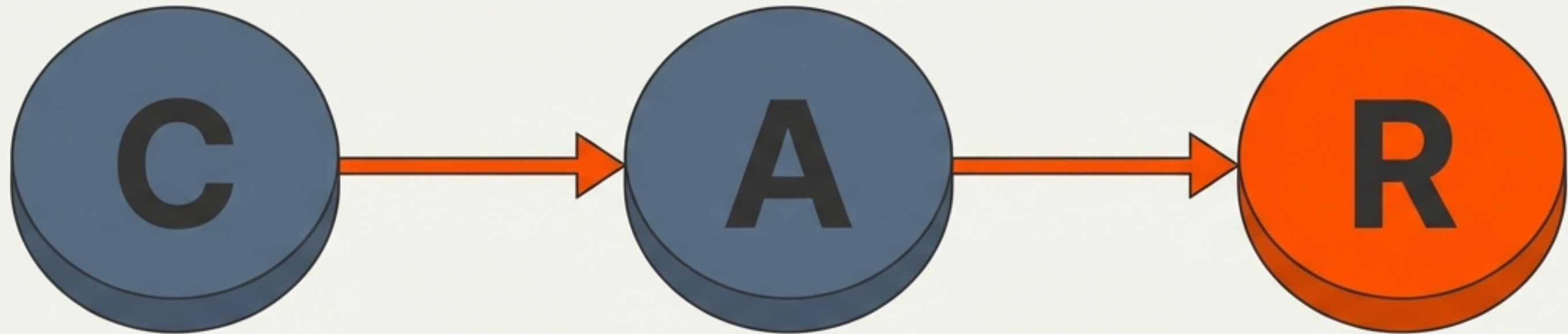
The Dual Purpose:

You are writing for two audiences

simultaneously—the
Algorithm (Keywords)
and the Hiring Manager
(Speed).

Turn Bullet Points into Micro-Stories

The C-A-R Method ensures every line proves your competence.



Challenge

What was the problem, context, or opportunity?

Action

What specific steps did you take? (Use active verbs).

Result

What happened? (Quantified with numbers).

The Golden Rule: Responsibility tells me what you did.
Achievement tells me how well you did it.

Anatomy of a Perfect Bullet Point

Redesigned campaign strategy *to* address falling retention, increasing LTV by 40%.



ACTION

Starts with a power verb.
Concise.

CHALLENGE

Provides the context.

RESULT

The Metric.
The proof of value.



The Transformation: Responsibility vs. Impact

Same role. Same work. Totally different value perception.

Weak (Responsibility)	Strong (Impact)
Managed a team of 5 engineers.	Led 5-person engineering team through platform migration, delivering 3 weeks early and reducing infrastructure costs by 40%.
Managed marketing campaigns across digital channels.	Redesigned underperforming digital campaign strategy, increasing lead generation by 65%.

The Numbers Rule: Quantify Everything

Numbers are the universal language of business value.



Money

Revenue generated,
Costs saved,
Budget managed.



Time

Weeks saved,
Efficiency % increase,
Deadlines beaten.



People

Team size led,
Users impacted,
Customers served.



Scale

Volume of data,
Number of projects,
Frequency.

➤ **Pro Tip:** Estimation is acceptable. 'Managed budget' < 'Managed ~\$50k budget'. If you don't have exacts, use scale.

Stop Rewriting from Scratch.

The Two-Resume System

Master Resume



Personal Database.
5+ Pages.
Messy. Comprehensive.
Contains EVERYTHING.

Filter & Polish

Tailored Resume



Marketing Asset.
1-2 Pages.
Specific. Polished.
Contains ONLY RELEVANT HITS.

This workflow turns a 3-hour writing session into a 15-minute tailoring sprint.

The 15-Minute Tailoring Sprint

The Job Description (JD)



- Key responsibilities & requirements.
- Identifies core problems to solve.
- Language to be mirrored.

The Tailored Resume



- Targeted achievements.
- Relevant keywords included.
- Optimized for ATS & recruiters.

1. Open Master Resume & JD side-by-side.

2. Scan JD for problems & keywords.

3. Pull relevant achievements from Master.

4. Mirror JD language in Core Competencies.

AI as Your Editor, Not Your Author



The Achievement Miner

Extract CAR bullets from rough notes.



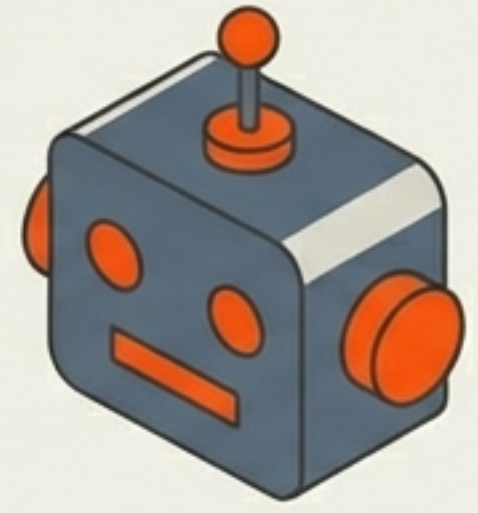
The Resume Tailor

Compare Resume vs. JD for keywords.



The Bullet Strengthenener

Rewrite passive text to be active.



The ATS Simulator

Stress-test formatting and parsing.

Warning: You are the editor. AI provides the draft; you ensure the truth and tone.

Visual Hygiene & ATS Compliance

Don't let bad design kill good content.

ATS Blockers (Avoid)



No Tables or Columns.

No Graphics, Icons,
or Photos.

No Headers/Footers
for vital info.

Best Practices (Adopt)



Standard Fonts (Arial,
Calibri, Helvetica).

Reverse Chronological
Order.

Consistent Tenses.

No Personal Pronouns
(I, Me, My).

Exercise: The Numbers Audit

You have numbers. You just aren't looking hard enough.

Revenue generated or influenced: \$		Pick one category and estimate it now. Approximation > Silence.
Costs saved or reduced: \$	or %	
Team size managed:	people	
Projects delivered:	count	
Time saved per week:	hours	

The Pre-Send Quality Checklist



Summary is a value proposition, not an objective.



Every bullet follows C-A-R format.



70%+ of bullets contain numbers/data.



Format is **free** of tables, graphics, and columns.



Keywords from target JD appear naturally.

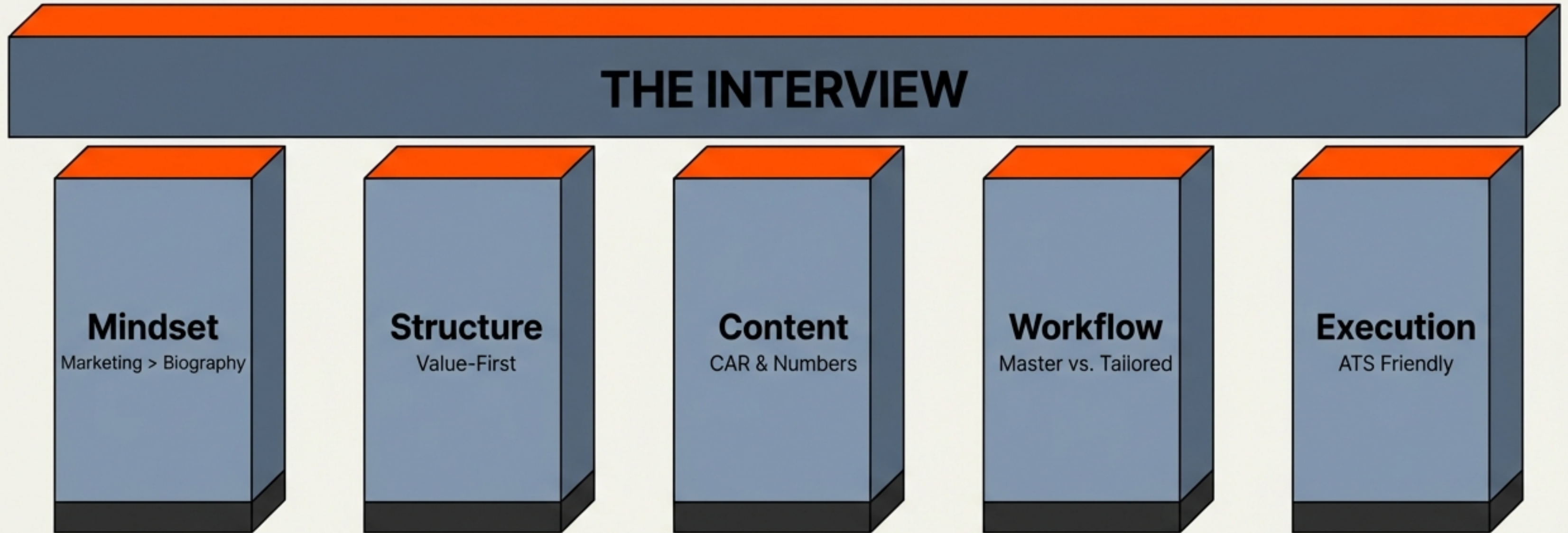


Length is 1-2 pages max.



Contact info + LinkedIn URL included.

Your Go-To-Market Strategy



You have built the marketing document. Now, we prepare the distribution channel.

 **NEXT UP: YOUR LINKEDIN PROFILE**