

YOUR RÉSUMÉ EVALUATION

Your résumé has about 30 seconds or so to grab the attention of the employer or recruiter. Therefore, it is important that your résumé make a positive first impression. This assessment is an objective review of your résumé based on current résumé writing industry standards. In addition to appealing to a human reader, your résumé must also conform with current ATS standards (applicant tracking system), specifically keywords relevant to the role according to the job posting and/or job description.

This assessment form is used to evaluate resumes by a qualified résumé writer. These are the questions we will ask when there is a new client (reword).

(low)	1	2	3	4	5	(high)	Score
Résumé is in appropriate format to best showcase the job seeker's career history:							
• Length, format and formality are appropriate for applicant and position being targeted							
• Résumé is in a modern format (meets current standards)							
• The most important information is located at the top 1/3 of the résumé							
• Résumé is not obviously a template							
Résumé is free of errors, (including spelling, punctuation, capitalization, grammar and syntax errors)							
• Résumé is visually appealing and easy to read							
• Résumé will stand out compared to other résumés							
• Appropriate font and sizes are used throughout résumé (including size of contact information)							
• Résumé contains sufficient white space							
• Design elements (lines, bolding, bullets) are appropriate							
• Sections are clearly marked							
• Information is easy to locate							
Résumé contains a powerful opening section that draws in the reader:							
• Relevant information is showcased in top 1/3 of résumé to catch prospective employer's attention							
• Résumé makes it clear what position job seeker is targeting							
• Value of applicant is immediately visible on the résumé							
The use of a powerful headline helps the résumé reinforce the target							

(low)	1	2	3	4	5	(high)	Score
Résumé effectively communicates job seeker's value to the prospective employer in one or more of the following ways:							
• Make them money			• Save them money				
• Save time			• Make work easier				
• Solve a specific problem			• Be more competitive				
• Build relationships			• Expand business				
• Attract new customers			• Retain existing customers				
Résumé contains powerful, concise, accomplishment-oriented writing designed to increase reader's interest and stimulate a request for a job interview:							
• Entire résumé is targeted and supports job goal.							
• Speaks the reader's language with industry-specific language and relevant key words							
• Contains persuasive, high-impact statements that sell the job seeker's qualifications as the best candidate							
• Amount of description provided is appropriate to the job targeted and includes enough detail to substantiate position and salary desired							
• Includes specific, quantifiable achievements which highlight challenge, action taken and result							
• Accomplishments support career goals							
Irrelevant information is excluded. Résumé does not include:							
• Personal information			• Reason for leaving job				
• Full address of employers			• Reference information				
• Full employment dates			• Unrelated hobbies				
• Personal pronouns (not "I", "He" or "She")							
Résumé:							
• Includes relevant jobs and only covers the last 7-10 years of work experience							
• Presents dates appropriately and consistently (Mo/Yr or Year only)							
• Contains more than one source of contact information (e-mail, cell phone, home and/or work numbers)							
• All sections applicable to this type of position are included on résumé in the proper order							
• Work history is arranged in reverse chronological order							
• Information is not repeated							
Résumé is an effective marketing document, not a simple work history ("obituary résumé"):							
• Résumé tells a compelling story about the job seeker's experiences that sustains the reader's attention							
Total Score							