Title: 2018 Resume Writing Tips: 8 Experts Weigh In

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Metadescription: Senior recruiters, certified career counselors, and talent acquisition specialists share their secrets about 2018’s top resume writing tips.

Did you know that 2017 was a bumper year for job growth and that [2018 looks to be even better](https://www.forbes.com/sites/danschawbel/2017/11/01/10-workplace-trends-youll-see-in-2018/#2035916f4bf2)? Not to mention, workers can [anticipate larger paychecks](https://www.shrm.org/resourcesandtools/hr-topics/compensation/pages/2018-salary-budget-forecast.aspx) and more opportunities across the majority of occupations.

That’s the good news. The not-so-good news is that favorable economic conditions don’t necessarily make it feel any easier to actually land the job you want.

What will simplify the hunt for that next great gig, however, is having a strong resume that drives home your unique value and grabs the attention of time-pressed hiring leaders.

To set you off on the right path, we consulted with senior recruiters, certified career counselors, and talent acquisition specialists to get their resume writing tips and to get the lowdown on what you need to know to [write a standout resume](https://www.livecareer.com/how-to-write-a-resume) for 2018.

[h2] 8 Critical Resume Writing Tips for 2018

[h3 class="sth3"] Resume Writing Tip #1: Tell the Right Stories

[figcaption] Marie Zimenoff, CEO of [Career Thought Leaders Consortium](https://www.careerthoughtleaders.com/), a think tank for the hiring industry.

LinkedIn just launched an integration with Microsoft Word where the program will now recommend [resume] content. It’s an AI take on something that’s been around forever. I think you’re going to see more technologies try to bridge gaps – jobseekers need to stay rooted; don’t get caught up in the latest and greatest technology.

No technology is going to get rid of the fact that you have to write and identify your stories. The right stories help you get the right keywords.

Look at the job description and think about some of the things there. Think about when you’ve taken on that kind of challenge and when you’ve come up with a resolution where you had success. Write this in an abbreviated way on your resume.

Create some conflict; create some intrigue. And then communicate those results. When you do this work, you’re also hitting two birds with one stone. You’re preparing for an interview at the same time.

[h3 class="sth3"] Resume Writing Tip #2: If you’re an older worker, be current, be focused and be positive.

[figcaption] [Renee Lee Rosenberg](http://positivitypro.com/), Certified Career Counselor and Licensed Mental Health Counselor, practicing in New York City and on Zoom and Skype.

Older job seekers may be creating resumes based on what they’ve done in their working career not where they want to go.

Don’t include everything you’ve ever done. Shorten, be more specific and to the point. Think: how do I sell myself and my brand?

Give them [employers] the facts and things that they can hold on to. Many resumes of 50+ people are not industry related. They’re not using the jargon of the industry they are targeting – they’re using keywords from their old industry or outdated language.

Do some research into the industry you’re interested in. Look at the companies and the job boards for common keywords, functions, skills. Use those on your resume because that’s what people want to see.

Try to think of things you’ve done in the past in your other positions that are related. And if you don’t have those skills, get some training – do some online training – and get those skills so you have what you’re looking for.

Similarly, if you have skills on your resume that employers aren’t looking for, take them off. That means they’re not current. One thing that does date people is an [aol.com](http://aol.com/) email address. That’s old.

[h3 class="sth3"] Resume Writing Tip #3: Get Your Resume in the Hands of a Decision Maker

[figcaption] Lou Adler, founder of [Performance-based Hiring](https://louadlergroup.com/)

I would say you should build your resume as if your never going to apply for a job. Only 1 percent of applicants get hired.

Rather, try to get your resume in the hands of a decision maker. If you can get a personal referral or get in the backdoor, you can get yourself to the top of the list.

For example, I’m looking for a marketing position. I would go on LinkedIn and think about what companies are hiring for positions for that and look for general jobs within those companies. Look at LinkedIn for the people in marketing in those companies and send your resume to the people directly – or you can send an email to those people directly and suggest a chat. That’s sales.

Everyone thinks that getting a job is a transaction - but if you make it a discovery and marketing process, it’s a whole sequence of steps.

[h3 class="sth3"] Resume Writing Tip #4: Make Your Resume Results-oriented

[figcaption] [Kelly Marinelli](https://blog.shrm.org/blog/hr-storytellers-kelly-marinelli), Principle People Strategy Consultant for Solve HR; Special Expert for SHRM’s Talent Acquisition Panel

The main thing is that the resume needs to be results-oriented.

Jobseekers often complain that it takes a lot of time and energy to do this, but when you think about putting yourself at the top of the stack, you need to be tailoring your resume to the position and organization that you’re applying to.

Maybe even go to your network or find out through the backdoor what a company is looking for and then highlight those things on your resume. Those who aren’t just starting out have a myriad of different stories to tell, so picking and choosing which ones to highlight is also a component of tailoring a resume.

Think about what it is that ‘I’ bring specifically to the role. If there’s a way to get that across on the resume, take the opportunity to do that. Sometimes new career folks get tripped up focusing too much on education and educational awards, which are impressive, but they need to pull out of their life experience and their work

experiences—the things that show they can do the job.

[h3 class="sth3"] Resume Writing Tip #5: Don’t Muddy the Waters with Over-the-top Resume Design

[figcaption] [Rose Dougherty](https://www.linkedin.com/in/rosedougherty/), Senior Recruiter at BOLD

Don’t get carried away with color and pizzazz on your resume. It just muddies the water. You really don’t need it.

I receive some [resume designs](https://www.livecareer.com/resume-templates) that are really clever – especially the ones I get from the UX designers – but then I have to sit there and really look to see what they’ve done. It makes me wonder if all of the [design] is on there because the content is fluff. It makes me wonder whether they really do have the experience.

You know that expression, “Just the facts, ma’am?” That’s really what it’s about. We just want the facts, and we don’t want to have to spend 15 minutes reading your resume.

And, remember, this is your first opportunity to present yourself in front of someone you don’t know. So accuracy is important on a resume. It has to be accurate. And no spelling errors.

Resume Writing Tip #6: Focus on What You’ve Done Not On What You Can Do

[figcaption] Georgina Lozano, [Senior Resume Writer](https://www.livecareer.com/how-to-write-a-resume)

Look at your resume as a living document that you update as you grow in your career. I think you should always be making notes of your accomplishments or anything that made you feel proud. That way, when you go back and try to write a resume, you don’t have to think about what your accomplishments were. Not everyone has a steel-trap mind.

Also, you need to make yourself stand out through these accomplishments – it’s about what you’ve done as opposed to what you can do. You need to be very action-oriented. And it’s important to keep track [of] the progression you’ve made on a personal level but also to help employers see how much you’ve grown.

[h3 class="sth3"] Resume Writing Tip #7: Don’t Underestimate Transferrable Skills & Experiences if You’re a Student

[figcaption] Angie Luo, Career Counselor at the [UC Berkeley Career Center](https://career.berkeley.edu/)

One of the biggest surprises to students is that we tell them that they can include a lot of what they’re doing in college on their resume. It’s not just about work experience and volunteering; it’s also good to include extracurriculars, course projects, and research projects that are going to relate back to the internship or job.

Think of projects that complement or supplement your other experience. My general rule of thumb for all experiences is to think about if it’s directly related to the field and if the skills you gained are transferrable.

Specifically, think about those non-technical skills that employers are looking for, like being able to work in a team or being able to communicate your ideas or present information or problem solve. I like to tell students that almost all of their experiences in college are going to be transferrable.

My philosophy toward those non-technical skills is to show, don’t tell. So rather than merely saying you have communication skills, say something about the context and how you were able to apply your communication skills and think about how that translates into your industry.

[h3 class="sth3"] Resume Writing Tip #8: Choose a Format that’s Readable and Scannable

[figcaption] Alison Mackay, Silicon Valley recruiter for Facebook

To put it simply, your resume just needs to read well. And what I mean by that is that it should be formatted appropriately. Really, there’s no silver bullet to this – it doesn’t need to be fancy; I just need to be able to see what section I’m looking at.

So use stylings, like bullet points, bolding, and underlining, to separate sections and what not. I think people get a little too fancy sometimes, which isn’t really necessary.

A lot of jobseekers also get carried away with over-the-top visuals. It doesn’t matter to me. It’s all about content. I need to be able to read it really fast and figure out what’s in it for me.

And I need to feel captivated enough to deep dive and go to a LinkedIn profile or another social profile. To that point, have knowledge about what you’re sharing online. We’re [recruiters] finding everything, and if you’re not presenting yourself the way you want to be seen professionally, it could be a red flag.