

RESUME MASTERCLASS

with

LAKRISHA

DAVIS



WHAT YOU'LL LEARN

- The importance of giving your resume the *full* attention it deserves
- Why you need to define a target position(s)
- How to create a killer resume format
- How to tailor your content for your target role(s)



DEFINING YOUR TARGET ROLE

- Pick 1-3 specific and realistic target positions
- Companies don't care about everything you've done
- It makes the process of constructing your resume easier
- Create a roadmap



RESUME FORMATTING FOR SUCESS

- **Beware of Applicant Tracking Systems (ATS)**
- **The importance of keywords/buzz words**
- **Section Headers**

Contact Info, Target Job Title and Brand Statement,
Core Competencies, Summary or Career Profile, Work
Experience, Additional Experience, Education



TELLING YOUR STORY

- Don't take the one-fits-all approach; be specific
- Create a *consistent* branding message
- Study job descriptions and resumes
- Get creative; don't box yourself in



THANK YOU



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ASK A QUESTION

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