



Designing a resume to get interviews

CAREER SUPPORT FROM TAL AND CAREER MANAGEMENT SERVICES

Preparing a resume that helps get you an interview is one of the most important things you can do to secure a new role.

In response to modern tools, recruiters and hiring managers are becoming more reliant on Application Tracking Systems (ATS) to efficiently organise job applications into 'progress' or 'reject' piles.

With a simple polish of your resume, you can increase your chances of getting noticed and progressing through the initial screening algorithms.

This guide provides tips from CMS to help you highlight your strengths, skills and experience and give yourself the best chance of securing an interview.

HELPING YOU GET BACK INTO THE WORKFORCE

As a leader in the life insurance industry, TAL has always been focused on helping Australians through life's biggest challenges. In these challenging times, we understand it's not just lives, but also jobs and livelihoods that are at risk due to the economic impacts of COVID-19.

That's why TAL has partnered with Career Management Services (CMS) to provide resources, tools and expertise to super fund members if your employment has been impacted or you're facing uncertainty about your career and the job market because of the pandemic.

ABOUT TAL

TAL is a leading Australian life insurer, helping people protect what matters most in their lives for 150 years. Together with its partners, TAL provides life insurance and disability benefits to over 4 million Australians and in 2019, paid over \$2.3 billion in claims to more than 34,000 customers. TAL partners with leading superannuation funds to provide members with options to protect their future choices with insurance through super.

ABOUT CAREER MANAGEMENT SERVICES

CMS is a leading personalised career services provider that helps Australians transition into new roles based on their individual requirements and career needs. CMS have a comprehensive knowledge and understanding of the Australian job market, drawing on extensive experience in career transition support.

1

Use a simple format

As tempting as it can be to express your personality in a document, resumes are more difficult for a hiring manager or ATS to read when you play around with design. Distinctive formatting – from tables to text boxes and images, including your personal photo – is likely to be lost when scanned. The ATS generally scans from left to right and top to bottom, so keep that in mind when you're formatting your resume. Information should flow in a simple, logical order, with no surprises or confusion as to where it can be found. Aim for a clean, well-structured resume that's chronological and in Microsoft Word format.

2

Position your experience

The purpose of your resume should be not only to showcase your past experience, but demonstrate how that relates to the job you're applying for. If you're looking to transition into a field that you don't have direct experience in, it's especially important to focus on transferable skills. Analyse the job description to identify the key requirements and responsibilities. Do you have a background in that area? Great: list it and make sure under each job you've held, your most relevant experience is at the top.

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3

Wording is key

Your resume should be optimised with applicable keywords and action verbs to reflect your experience, skills and suitability for the role. To increase the chances of your resume matching available positions through an ATS, try including the keywords throughout your resume. It's obvious to a recruiter if you include a keyword simply because it's simply in the job posting, so aim to position the keyword around your accomplishments to give it context.

4

Showcase your achievements

Listing specific accomplishments on your resume can highlight your strengths and talents to hiring managers and recruiters. Whether you've exceeded sales growth or earned an award, the reader wants to know, in a quantifiable manner, what you could contribute to their company. Educational, professional or personal achievements can strengthen your resume, but it's also important to avoid exaggerating achievements. Focusing on your most recent professional achievements will illustrate what you can bring to the team and why you are the best candidate.

5

The power of soft skills

While an ATS will match your application with the skills listed in the job description, there will always be a person doing the final screening. If they think you're using keywords to score points, it may reflect negatively on your application. Use statements or facts from your employment history to demonstrate how you've developed a particular skill. Be selective in deciding what soft skills truly reflect your capabilities.

6

Filter your experience

Listing all of your experience since you first stepped into the working world may be a little excessive, especially if you started working decades ago. Your recent experience is likely the most relevant and valuable, so focus on that to demonstrate your capabilities and strengths. If you're applying for roles across different fields, it's a good idea to have tailored versions of your resume highlighting relevant experience to give you the best possible chance of securing an interview. This may seem time-consuming, but it does make a difference.

A resume is your personal brand on paper, so showcase your strengths, skills and experience to stand out from the crowd.



TOOLS AND RESOURCES TO HELP YOU SUCCEED



Start your job search today

If you're feeling confident and ready to continue your job search, we're providing access to the CMS **job search portal**. Updated daily, new jobs and hiring opportunities are posted by sector or industry with technical and professional roles covered.



Need some extra support?

If you think you'd benefit from some personal advice, CMS' experienced consultants have recruited and coached through previous economic downturns and can provide tailored career, job search and career transition support. As a member of a TAL partner super fund, you can claim 10% discount on CMS services. Call **1300 588 088** and quote the special code **TALSUPPORT20** or click [here](#) to learn more.

