Career Communication Package Checklist

Resume

- ❑ Looks clean and uncluttered
- ❑ Uses no more than two different fonts
- ❑ Is no more than one page
- ❑ Offers more than one way for the potential employer to contact the applicant (usually an email address and cell phone number)
- ❑ Has helpful headings for the information
- ❑ Includes information about the candidate's educational history, including university name, degree they are seeking and major. GPA is optional.
- ❑ Includes an Experience section (if the candidate has no official work experience yet, internships and volunteer work can go in this section)
- ❑ Uses strong action verbs throughout
  - o Count the number of "to be" verbs _____ -- the fewer the better
  - o Count the number of "duties/responsibilities included" _____ -- should be zero
  - o Verbs for current role should be in present tense. For previous roles, verbs should be past tense.
- ❑ Includes keywords relevant for roles the candidate is seeking
- ❑ Is specific – you get a good picture of the applicant's experience & skills by reading it
- ❑ Is error-free (count the number of misspelled words _____, other errors _____)
- ❑ Avoids all of the deadly dozen (height, weight, health, sex, marital status, number of children, religion, ethnic origin, date of birth, photos, reasons for leaving previous jobs, salary history)

LinkedIn Profile

- ❑ Includes a professional-looking photo of the candidate, plus an appropriate image for the header
- ❑ Has a custom LinkedIn URL that contains the candidate's name as part of the URL
- ❑ Includes a dynamic headline that describes the candidate in no more than 220 characters (about 50 words)
- ❑ Includes an Education section that shares the candidate's university name, degree they are seeking and major. GPA is optional.
- ❑ Includes an Experience section (if the candidate has no official work experience yet, internships and volunteer work can go in this section)
- ❑ Uses strong action verbs throughout
  - o Count the number of "to be" verbs _____ -- the fewer the better
  - o Count the number of "duties/responsibilities included" _____ -- should be zero
  - o Verbs for current role should be in present tense. For previous roles, verbs should be past tense.
- ❑ Includes keywords relevant for roles the candidate is seeking
- ❑ Includes at least 10 skills
- ❑ Is specific – you get a good picture of the applicant's experience & skills by reading it
- ❑ Is error-free (count the number of misspelled words _____, other errors _____)

Business Card

- ❑ Clearly displays the name, cell phone number and email address
- ❑ Looks clean and uncluttered
- ❑ Uses no more than two different fonts
- ❑ Images/photos/graphics are optional, but if included, should be tasteful
- ❑ Is error-free (count the number of misspelled words _____, other errors _____)

BOTTOM LINE

Would you want to call the applicant in for an interview, based solely on this resume or LinkedIn profile?
- ❑ Yes   ❑ No – send a DJ (rejection) letter