

Modernize Your Resume Statement

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For the resume, I started with a minimalist, clean design (***Be Distinctive***) with lots of white space (***Follow the Practices of Good Page Design***) that reflects Silicon Valley design trends (***Match Design Elements to Your Industry & Profession***). I also wanted a resume that could work as well for ATS as with human readers. It includes color for the section headers to give the resume a bit of pop (***Embrace Color & Graphics***).

This client had a career in technology R&D and was concerned about few opportunities in this realm. She wanted to be considered for product management roles and didn't want to scare such opportunities away with too much talk about pie-in-the-sky innovation. She wanted to make sure that readers understood that her innovation was built around high-potential profitability.

Toward that end, the headline is in 16-point expanded type to target Technical Product Management positions (***Put Your Objective in the Driver's Seat***). The first sentence in the profile section brands the client as both an innovator and profit generator. The rest of the profile provides a career snapshot about the types of environments the client has worked in, as well as some information about her soft skills and business savviness.

The profile section has two keyword sections in bold. The top one focuses on the types of technologies the client has worked with, including hot areas such as blockchain, machine learning, and artificial intelligence. The second line focuses on industries the client has worked in. There is another keyword section at the bottom of the profile that provides additional opportunities to match ATS requirements. The resume is therefore keyword-rich (***Prepare for the Complexities of Online Search***). At the same time, there are no big blocks of keyword sections. The profile is designed to encourage reading and comprehension.

In the Professional Experience Section, I set off each position by using a larger font size for each company name. I included job locations, dates with months and years, and position titles in bold. All these elements help the human reader and also follow ATS best practices (***Follow the Practices of Good Page Design***).

Because of the complexity of the client's work, I included a keyword section under the position title to help the reader understand at a glance the types of technologies used. Again, these are all cutting-edge technologies and I wanted to highlight them instead of burying them in the content (***Integrate Your Critical Keywords***).

I used a brief scope of responsibilities followed by bulleted accomplishments. For the Disney role, I wanted to show the client's internal impact first, demonstrating leadership, collaboration, and an ability to drive internal change. I followed this part with a project section that focused on innovation (***Showcase Your Career with the Right Resume Structure***). This approach helped to break up a long list of bullets to improve readability without sacrificing content. I used bold formatting to give the reader context (***Capture Attention in a Flash***).

I worked to keep each paragraph below 40 words (***Write Tight, Lean & Clean***) while demonstrating the client's executive qualities of vision, collaboration, leadership, and executing through teams. I strived to use interesting language without sounding flowery or over-the-top. (***Write with Meaning & Power***).