

How to create the perfect résumé

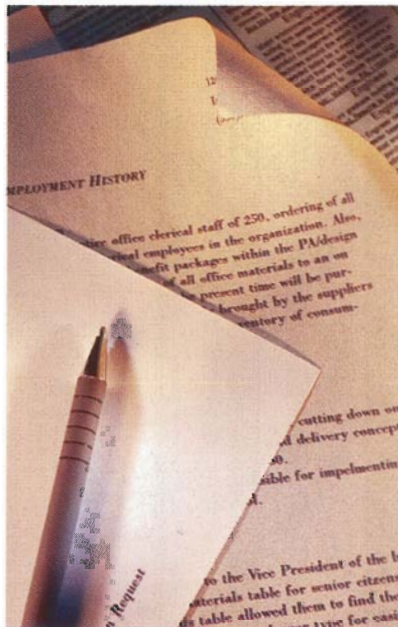
Turn the spotlight on your experience and skills

BY ALISA RIVERA

With the economy booming and unemployment at a 30-year low, now may be the time for you to jump into a new job or even start fresh in a different career. Your first step: Update your résumé. Don't know where to begin? *No te preocupes*. Read on for tips guaranteed to land you an interview.

• **Invest in the perfect paper.** Résumés printed on high-quality colored paper are more likely to catch a recruiter's eye. Use soft pastels, such as pale blue or gray, unless you're going for a job in a creative field, such as advertising, which would merit brighter hues.

• **Be bold.** Boldface, italics, and capital letters guide the reader's eye to points you want to emphasize, such as job titles, company names, and your name and address. This is also a great way to highlight your computer skills. Typeface that stands out "is very pleasing to the eye and



makes it easier for a recruiter to spot your accomplishments," says Miriam Cruz-Strauss, assistant vice president of human resources for J.P. Morgan Chase & Co. Just

don't overdo it with wacky fonts.

• **Make your point.** List your accomplishments in short sentences set off by bullet points. "Long sentences strung together make it difficult for people reading the résumé to find the skills they want," Cruz-Strauss explains. "If they have to work too hard, they'll put down your résumé and pick up the next one."

• **Double your pleasure.** Too many job hunters use tiny fonts and hair-thin margins in order to keep their résumés to one page. Big mistake. "People think that one page is the optimum, so they squeeze everything in, which makes it hard to read," Cruz-Strauss says. "Two pages are OK. Just don't go any longer than that."

• **Sum it up.** Be sure to include a summary statement: two or three sentences at the top of your résumé (usually after your name and address) that describe your job history. For example, a store manager's résumé might read, "Seven years of management experience in a busy customer-service area. Excellent problem-solving, supervisory, and customer-service skills." The summary works the same way that a newspaper headline does: It

continued on page 106

El resumé perfecto

Este puede ser un buen momento para cambiar de empleo. El primer paso es poner tu historial profesional al día. Con estas sugerencias, tu resumé te ganará una entrevista de trabajo.

- **Invierte en un buen papel.** Usa papel de colores pasteles y de buena calidad para que tu resumé resalte.
- **Sé audaz.** Usa negrillas, cursivas o mayúsculas para atraer la vista del lector a los puntos que quieres enfatizar.
- **Ve al grano.** Enumera tus logros usando oraciones cortas y separadas y márcalas con guiones o asteriscos para que sean fáciles de leer.
- **Dale espacio.** No trates de comprimir todo en una página usando letra y márgenes pequeños. Usa letra normal, pero no te pases de dos páginas.

- **Resúmelo.** Incluye un resumen de dos o tres líneas al principio que describa tu historial de trabajo.
- **Resalta las destrezas.** Además de describir las responsabilidades de cada empleo, resalta las destrezas que fueron necesarias para llevarlas a cabo.
- **Usa verbos activos.** Comienza tus oraciones con verbos fuertes como: "desarrollé", "mejoré" y "planifiqué".
- **Cita cifras.** Si administras un presupuesto de \$50,000 o atiendes a 100 clientes al día, escríbelo.
- **Corrígelo.** No dejes que un error gramatical te cueste el empleo. Imprime tu resumé y léelo con cuidado línea por línea. Pídele a otra persona que te lo lea también, para estar segura de que todo está correcto.

The Perfect Résumé

continued from page 66

catches the reader's eye and makes that person want to read on.

• **Turn the spotlight on skills.** Too many women list their day-to-day responsibilities and leave out the skills they learned along the way; don't make the same mistake. "In every job, you learn something—communication skills, organizational skills—that is transferable to any job," Cruz-Strauss points out. "When you're writing your résumé, keep your eye on the bigger picture."

This is especially important if you're trying to change careers. Here's how one savvy job seeker, a former waiter training to be an accountant, described her experience: "Developed fundamental understanding of service industry, worked in a team environment, and developed attention to detail."

• **Put verbs into action.** Begin each of your sentences with a strong verb such as "developed," "saved," "improved," or "planned." "It makes sentences action-oriented," Cruz-Strauss explains. "It grabs the recruiter's attention and makes the résumé easier to read."

• **Do it by the numbers.** If you manage a \$50,000 budget or help 100 customers a day, say so. "You're talking about what you've accomplished—money you've saved, time you've saved," Cruz-Strauss says. "These things are very important."

• **Proofread for perfection.** All it takes is one mistake—no matter how small—to sink your chances of landing a job. Print your résumé and read it line by line, paying close attention to spelling, punctuation, and grammar. And always have a trusted friend or mentor read it before you send it out. □

Alisa Rivera, a former magazine editor, teaches business writing at Baruch College in New York City.

shoppingguide

guía de compras



ON THE COVER: Diane Von Furstenberg Matte tie-dye dress, \$255; Bergdorf Goodman nationwide.

AIX Armani Exchange polo with zip-up front, \$58; armanixchange.com.

TABLE OF CONTENTS (PAGE 6): Rebecca Taylor red tank top, \$175; Barney's New York. Nicole Farhi orange jeans, \$295; Nicole Farhi stores nationwide.

Alan Truong polka dot shirt, \$190; Barney's New York. **cK Calvin Klein Jeans** khaki pants, \$58; Macy's nationwide.

DOTS.COM (PAGE 53): Follies red rose-and-polka dot dress, \$150; Hotline Showroom, N.Y.C.; 212/391-5550. Lily of France black-and-white printed bra straps, Strappies, \$5; department stores nationwide.

Carla Dawn Behrle copper-coin leather belt, \$150; 212/334-5522. Nike expanding-circle tank with deception straps, \$44; Nike Town nationwide. Charlotte Tarantola multicolored print T-shirt, \$48; SO HO boutique, Houston, TX; Dungaree's, Studio City, CA.

Ann Taylor pin-dot ruffle skirt \$78; 800/DIAL-ANN. **Chaos by Xander** pink shopping tote, \$28; department stores nationwide; 212/779-4933. XOXO black-and-white polka dot dress with Spanish rose pin, \$74; XOXO boutiques. Mica multipatterned circle skirt, \$100; Hotline Showroom, N.Y.C., 212/391-5550.

Mossimo for Target hot-pink duster, \$29; Target stores nationwide. **FRIDAY FASHION (PAGES 46-48):** Slates Janet Howard pants, \$98; 800/SLATES-1. Banana Republic blue neck-wrap shirt, \$58; Banana Republic stores nationwide. Slates Janet Howard twill skirt, \$88; 800/SLATES-1. Ann Taylor short-sleeved chunky turtleneck sweater, \$58; 800/DIAL-ANN. Levi's dark denim 501 jeans, \$59; 800/USA-LEVI. Slates Janet

Howard twisted black jacket, \$138; 800/SLATES-1. Dockers white shirt with pleated sleeve trim, \$36; dockers.com. Casual Corner sage skirt, \$48; 800/789-5348. bebe wrap dress, \$108; 800/808-BEBE. Sisley khaki capris with button detail, \$68; 800/535-4491. Tommy Jeans blue mock turtleneck with blue detail stitching, \$39; department stores nationwide. Sisley three-quarter-sleeved pleated top with camp collar, \$58; 800/535-4491. Banana Republic red trouser jeans, \$78; Banana Republic stores nationwide. Pepe Jeans dark denim trench coat, \$120, and matching skirt, \$65; Urban Outfitters.

STRONG SUIT (PAGES 88-91): Alicia Bell gray blazer, \$460; Henri Bendel, N.Y.C. Peter Som gray stovepipe pants, \$430; Henri Bendel, N.Y.C. Kenar blue one-button blazer, \$248; Sherrie's, Scottsdale, AZ; Mamselle, Jackson, TN. Peter Som gold multistrand necklace, special order: 212/226-8510. New York Industrie mustard gold silk shantung jacket, \$430, and pants, \$195; Henri Bendel, N.Y.C.; Jane, N.Y.C.; Jill Roberts, Beverly Hills. JonValdi khaki mesh halter with multiring embroidery, \$280; 800/JON-VALDI. Casadei cobalt crocodile pumps, \$375; Diavolina; 323/936-3000. Fogal of Switzerland orange sheer stockings, \$50; 800/243-1886. Ellen Tracy purple organza tweed double-faced jacket, \$355, and pants, \$225; Neiman Marcus; Saks Fifth Avenue, N.Y.C.

AT FIRST SIGHT (PAGES 92-95): Rebecca Taylor top with rhinestones, \$210; Henri Bendel and Nordstrom, N.Y.C. Sully Bonnelly bikini top with chiffon dress, \$1,850; special order. Peter Som gray shirt, \$200, and chiffon scarf, \$175; Henri Bendel and Nordstrom, N.Y.C.

All prices listed here are approximate.

beautyguide

guía de belleza

NOTAS DE BELLEZA (PAGES 35-38)

Editors' Picks: Bloom Pampering Essentials, \$12; Sephora stores nationwide. Nars Emotional Rescue Palette, \$67; sephora.com. Max Factor Lipfinity, \$13.*. Mane Manager Shampoo and Conditioner for wavy/curly hair, \$9 each; Sears stores nationwide. **Readers' Picks:** Riccardo Maggioro Carezza Shampoo, \$18; 212/586-6482. Clinique Turnaround Cream, \$24.**. Revlon Super Lustrous Lipstick in Coffee Bean, \$9.*. **Cover Look:** Bumble and bumble Styling Creme, \$15 for 8 oz.; 800/7-BUMBLE. Kiehl's Shine 'N Lite Groom, \$12 for 4 oz.; 800/543-4571. Yves Saint Laurent Eye Shadow Powder Duo #71, \$36.**. Shu Uemura Glow on Peach #45, \$18; 800/

743-8205. Kiehl's Moisturizing Lip Gloss in Black Raspberry, \$11; 800/543-4571.

AT FIRST SIGHT (PAGES 92-95)

Bobbi Brown Essentials Shimmer Wash Eye Shadow in Rose Gold, \$17; Saks Fifth Avenue stores. Maybelline Express Blush in Pinch of Plum, \$8.*. L'Oréal Rouge Pulp Lipcolour in Blushing, \$8.*. Olay Blush in Plum Velvet, \$11.*. Lancôme On the Glam Lipstick, \$19.**. Clinique High Impact Eye Shadow in Sugarberry, \$12.**. Neutrogena Lipcolor in Violet Ice, \$9.*.

* At mass market and beauty supply stores.

** At department stores.

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