OCCIDENT GLOBAL

Resume Guide
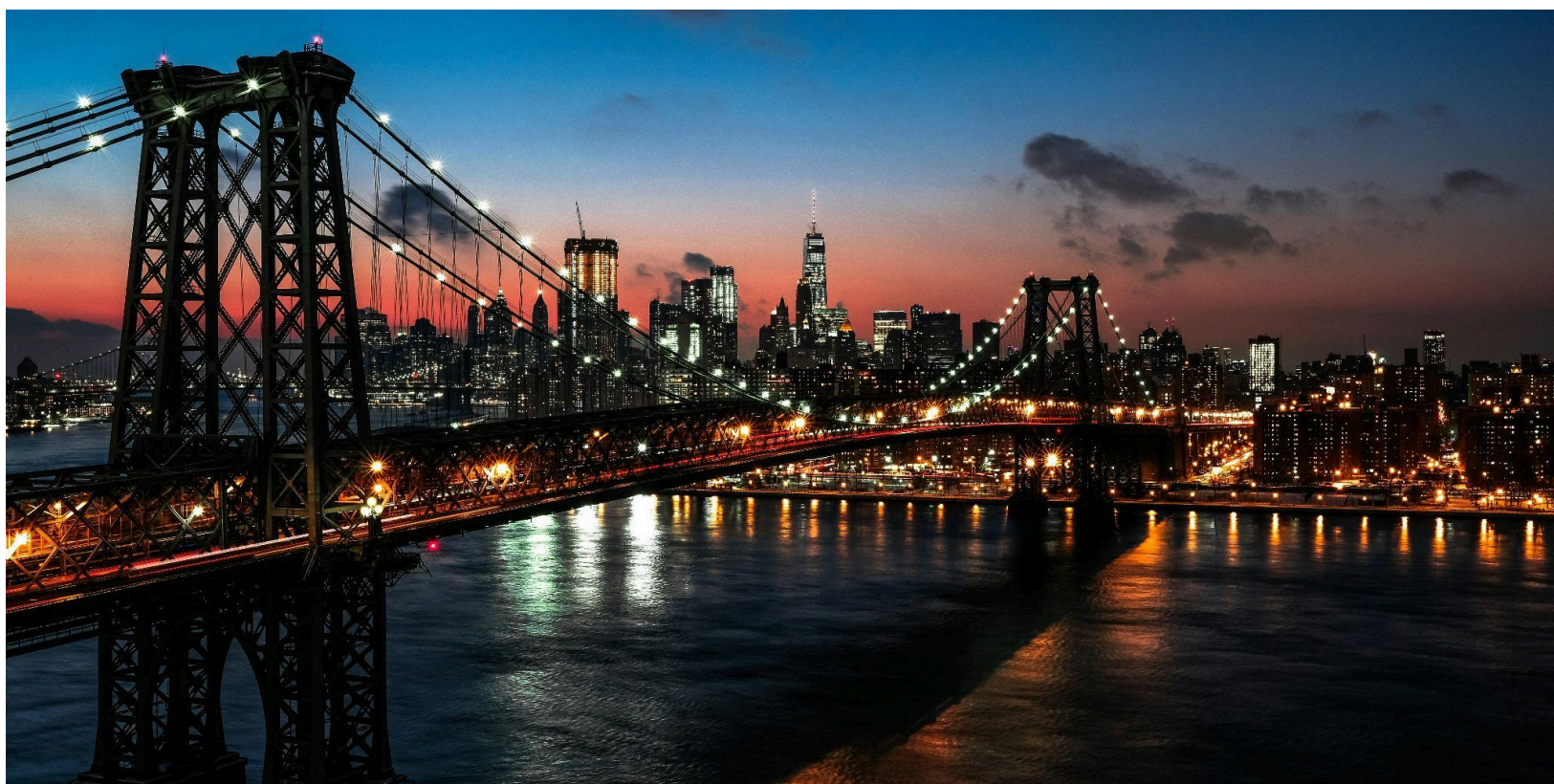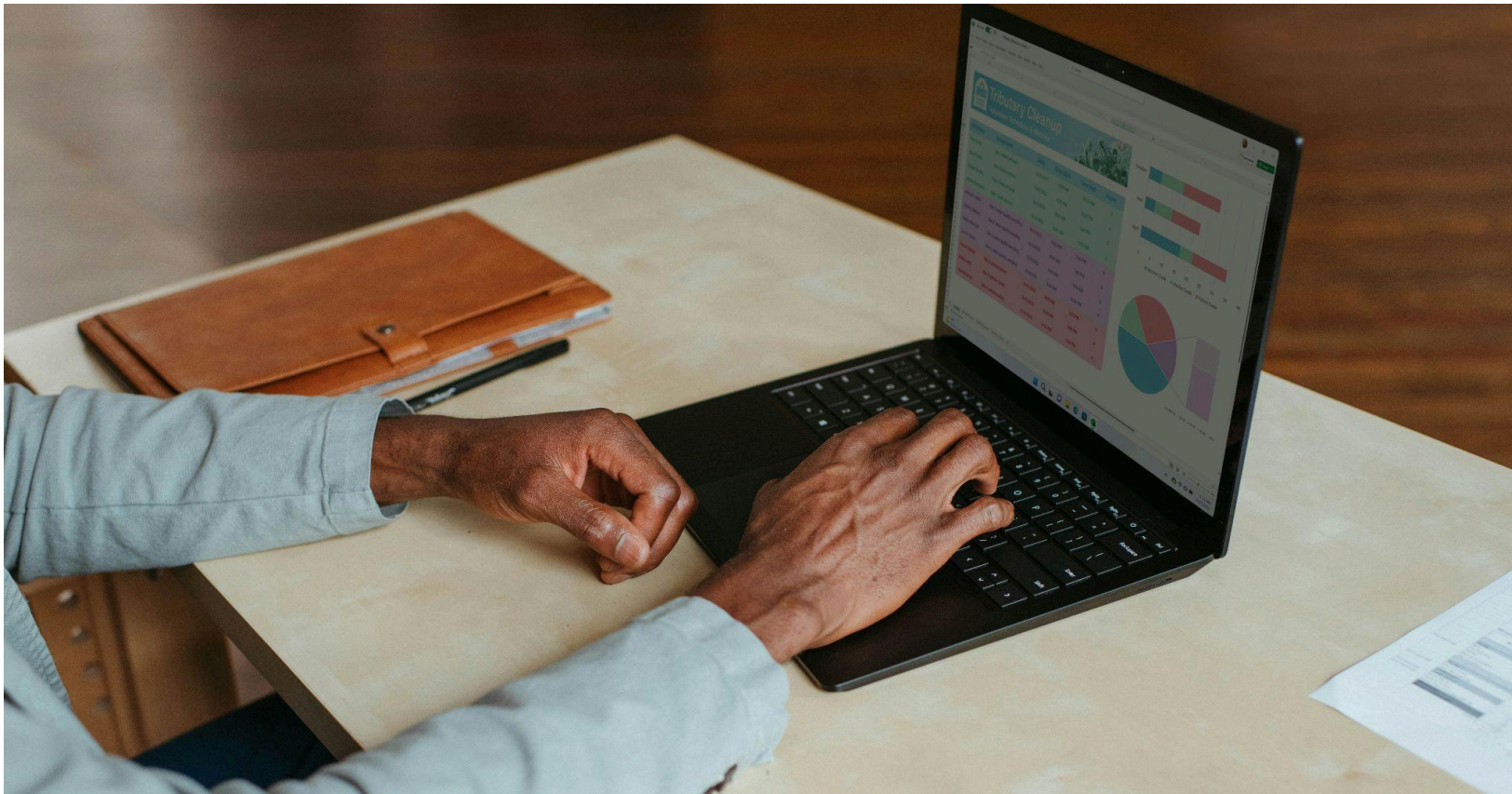
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CHAPTER 1: INTRODUCTION

Welcome to Occident Global's free resume guide! In this guide, we will introduce you to English resumes, explain why they are important, and teach you some things to do and not do when writing your own English resume. We understand that writing resumes can be difficult, so we have prepared this guide to make things easier.

One of the most common problems we see when reviewing our clients' resumes is that they often do not know what they should put on their resumes or how to best explain their experiences. Many clients will include information that is better suited for a cover letter or not appropriate for any job application materials. If a recruiter or a hiring manager sees this, their resume will not be viewed favorably and they will lose a chance at getting the job they want.

Another common problem is that clients struggle to present their skills using language that is appropriate for professional resumes. Many clients do not know how to use action verbs effectively or do not quantify their achievements. Other candidates include experiences that are not relevant to the jobs they are applying for. This makes the applicants appear less attractive to hiring managers and recruiters that may view their resumes.

Yet another problem that we commonly see is that some candidates confuse academic CVs with professional resumes. While in some cultures the words "resume" and "CV" (curriculum vitae) carry the same meaning, they are two very different documents. And if a recruiter is expecting a professional resume and instead gets an academic CV, the candidate will likely not be taken seriously.

A well-written resume is more than a list of job experiences and skills. Instead, a good resume should tell a compelling story about yourself that shows your fit for a given role. A good resume can make a strong first impression that will catch the attention of recruiters and hiring managers, and hopefully encourage them to offer you an interview. On the other hand, a poorly written resume with inappropriate or unprofessional content will lead them to discard your resume.

Making a good first impression with your resume is crucial. It is estimated that recruiters spend an average of 5-10 seconds looking at a resume before they determine if they will consider the applicant for an interview. It is important that you do not include content that makes it easy for them to disqualify your resume or categorize you as a poor candidate. Cluttering your resume with irrelevant information, failing to make use of action verbs, and not knowing how to present yourself can hamper your job search.

In addressing these issues, our guide delves into the essentials of effective resume writing, emphasizing the importance of clarity, relevance, and precision. We explore how to leverage the power of action verbs and the significance of quantifying achievements to create a dynamic presentation of your skills and experiences. Moreover, we'll discuss the critical role of tailoring your resume to each application, ensuring it resonates with the specific requirements and expectations of employers.

Furthermore, to help you understand the importance of digital job applications, we also discuss creating an online presence and adding keywords to your resumes to make it more likely to be viewed. This is crucial for ensuring your resume reaches human hands, ready to be reviewed and appreciated for its merits.

In this guide, we will explain some of the major problems candidates face when writing resumes and how you can overcome them. We will also provide some examples of resumes to show what to do and what not to do when you are writing yours.

CHAPTER 2: WHAT IS A RESUME?

A resume is a short document that summarizes your work experiences, education, skills, achievements, and other information that shows your potential to succeed in a job. Today, there are many different types of resumes that exist. Different people have different ideas about what a good resume is. Our opinion at Occident Global is that your **content matters more than anything.** Therefore, we emphasize resume content over style or aesthetics when it comes to preparing resumes.

Other people may emphasize style or aesthetics. They focus on creative layouts, unique fonts, or eye-catching designs. While a visually appealing resume can grab attention, we believe these elements should not be given more attention than the content of your resume. A well-designed and stylish resume will never hurt your application, but a poorly written one definitely will.

A good resume is able to communicate your professional story, your achievements, and the specific skills that make you the right fit for a job. A resume that prioritizes style over substance might stand out, but without compelling content that speaks to your capabilities and accomplishments, it lacks the depth needed to advance your candidacy. In our experience, a well-structured resume that clearly and effectively

highlights your work history, educational background, and skill set is what sets the foundation for a successful job application.

DIFFERENT TYPES OF RESUMES

There are several types of resumes that you can potentially use when applying for jobs. Different resumes serve different purposes, and the one you prepare will depend on your background and the job you are applying to. Depending on who you are, what kind of job you are seeking, and what your professional background is, different resumes may be more appropriate than others. In this section, we explain these different types of resumes and for what types of applicants they are most appropriate. We provide examples of these different types of resumes in the Appendix.

The most common resume you will encounter is the **chronological resume**. This is the typical resume that you will see in most cases. In a chronological resume, candidates list their work experiences ***starting with the most recent ones***. This is the most standard resume format, and it is suitable for most situations and applicants. It is most appropriate for candidates with consistent work experience in similar industries. These types of resumes are good for highlighting this continuity in your work experiences and showcasing depth of knowledge.

An alternative to the chronological resume is the **functional resume**. A functional resume emphasizes an applicant's skills and experiences rather than recency. This resume will be organized around the skills that the applicant has and the role that they are applying to. Functional resumes are especially useful for applicants from non-traditional backgrounds, people re-entering the workforce (i.e. applying to jobs after some kind of pause), or people transitioning careers.

An example of when to use a functional resume would be someone who has worked in marketing for 10 years and now wants to transition into graphic design. Rather than chronologically listing every job this candidate has had in marketing, it would be better for this candidate to piece together different experiences that showcase the applicant's design skills. Even if some of the candidate's experiences were volunteer experiences, freelance roles, or part-time work, these would be perfect to include in a functional resume. It is common for entries on functional resumes to also be listed chronologically, but the focus is on skills and functions rather than chronological roles and career progression.

A functional resume is most appropriate when you want to highlight a particular set of skills or experiences that you have in an industry that is different from your own. Another example of this is when a member of Occident Global was applying for UX researcher jobs after working in academic research. Instead of listing these academic experiences (which were not always relevant to UX research), our staff member created a functional resume to showcase their research skills and ability to analyze large data sets in a real-world setting. By reframing their academic experiences and research skills to emphasize their research and analysis capabilities, they were able to obtain interviews for UX researcher roles.

Finally, there is the **hybrid resume**. The hybrid resume is a combination of the traditional resume and the functional resume. It will

include sections that are skills-based (as in the functional resume) and sections that are time-based (as in the traditional resume). This hybrid style is useful for people with many years of work experience and have a diverse skill set.

PORTFOLIOS

For many jobs, it is becoming increasingly important to prepare a portfolio that demonstrates the applicant's skills. Fields like design, web development, and user experience often ask applicants to submit portfolios with their resumes and cover letters. While we don't discuss portfolios in this guide, it is important to know that portfolios should be well-prepared, professional, and showcase your work. Many applicants make portfolios in the form of websites, professionally designed PDF files, or physical materials that they can present at interviews. A sloppy or poorly designed portfolio will lead recruiters or hiring managers to disqualify your application, so it is important that you create a professional one if you are in a field that requires you to submit one.

Portfolios often explain the projects the applicants have worked on, the approaches they took to achieve their objectives, and the end products of their work. They provide a unique opportunity to demonstrate your problem-solving skills, creativity, and the impact of your contributions. When preparing a portfolio, it is essential to include content that reflects your highest quality of work and aligns with the job you're applying for. If you must prepare a portfolio, you should include detailed descriptions of your role in each project, the challenges you faced, and how you overcame them. This not only showcases your technical skills but also your ability to navigate complex situations and work collaboratively within a team. Additionally, receiving feedback on your portfolio from peers or can provide valuable insights into how your work is perceived and where improvements can be made.

Furthermore, in today's digital age, how you present your portfolio can be just as important as the work it contains. A digital portfolio should be easy to navigate and have a clean, intuitive design that allows your work to stand out. If you have a portfolio website, you should make sure all links are working, images are high-resolution, and any multimedia content is accessible across different devices. For PDF portfolios, make sure that the file is not too large to be conveniently downloaded, and consider including interactive elements, such as links to online work or videos, if relevant. Regardless of the format, personal branding can add a professional touch to your portfolio, using consistent colors, fonts, and a logo if you have one. This creates a memorable impression and helps you stand out in a competitive job market.

Each project you include will communicate something about your background. Use it to convey not just what you did, but **why** it mattered. Highlight any innovative solutions you developed or significant outcomes your work achieved. By framing your projects around the results and the value they added, you can communicate a clear, compelling narrative of your professional journey and the unique qualities you bring to potential employers. A well-written portfolio allows you to show your career growth and your unique skills as a professional.

ONLINE PRESENCE AND DIGITAL RESUMES

Finally, we would like to briefly discuss digital resumes and having an online presence when searching for jobs. Platforms like LinkedIn have revolutionized the way professionals connect, network, and explore career opportunities. In

particular, LinkedIn acts like a dynamic extension of your resume, offering a platform to present a more comprehensive picture of your professional persona. Unlike traditional resumes, which are often limited to one or two pages, LinkedIn allows you to elaborate on your experiences, achievements, and skills. It provides a platform for publishing articles, sharing professional updates, and showcasing endorsements and recommendations from colleagues and supervisors. This multifaceted approach not only enhances your visibility but also establishes your credibility within your industry.

Moreover, LinkedIn's importance extends beyond just hosting a digital version of your resume. It's a powerful networking tool that can connect you with industry leaders, potential mentors, and peers. Engaging with content relevant to your field, participating in group discussions, and connecting with others can open doors to opportunities that might not be available through traditional job applications. LinkedIn also enables recruiters and hiring managers to find you, often leading to opportunities you may not have been aware of. By maintaining an active and professional presence, you can significantly increase your visibility to potential employers, making it a critical component of your job search strategy.

Although this guide focuses on optimizing your physical resume, many of the topics we discuss are also relevant to LinkedIn profiles. Your LinkedIn profile should look professional, featuring a high-quality picture of yourself where you are smiling and looking professional (note that typical Asian-style headshots for resumes might not be ideal for this platform). Additionally, your profile needs to be up to date, including a detailed description of the job title you are targeting. It's also crucial to optimize your profile with keywords relevant to your industry and the roles you're interested in, to increase visibility to recruiters or hiring managers. To enhance your LinkedIn presence further, consider adding multimedia elements such as presentations or

videos that showcase your work, actively contributing to discussions in your field to demonstrate your expertise, and regularly updating your status with professional achievements or insights. Comprehensive resources for optimizing your LinkedIn profile are widely available online, offering strategies to leverage LinkedIn's features fully, ensuring your profile stands out in a crowded job market.

LinkedIn can considerably help you stand out in a competitive job market. Your profile can be written to provide a clear and convincing picture of who you are and what you have accomplished. LinkedIn also allows you to receive endorsements and write recommendations for others, providing social proof of your abilities and character. A strong LinkedIn profile is an indispensable asset in today's digital age.

CHAPTER 3: PREPARING YOUR RESUME

A good resume begins with thoughtful preparation and should be constantly revised. Always consider new ways to enhance your resume, keeping in mind the best practices for resume writing as explained in this guide. Understanding the content that recruiters and hiring managers expect to see on your resume is crucial. Many clients face the challenge of not knowing which information to include or how to present themselves effectively.

A standard English resume typically includes several key sections: personal information, education, work experience, other relevant experiences, and skills. Each of these sections plays a vital role in showcasing your qualifications and suitability for the job you're applying for. By organizing your resume with these categories, you provide a clear and comprehensive overview of your professional background and capabilities.

Personal information includes contact details and relevant social media pages, such as LinkedIn profiles or links to a personal portfolio. This section should also include your phone number, email, and other ways of getting in touch with you. In English language resumes, this section typically does not include a photo. Adding a photo will make it seem like you are unfamiliar with Western work culture, and it will not look good.

Your **education** section usually includes the degrees you received, the universities you attended, and your majors. Some people also list their GPA or any outstanding awards they received during their degrees (e.g. Outstanding Thesis Award, Senior Achievement Award, etc.). You may also include relevant certifications that you possess if they are relevant to the job.

Your **work experience** is the most important part of your resume. This is the section where recruiters and hiring managers will look to evaluate whether you are a good candidate for a position. This section should include your most relevant professional experiences, the responsibilities that you have had in your work roles, and your quantifiable work achievements. In the following chapter, we will explain how to write this section thoroughly.

It is important to remember that your work experience should include work experiences relevant to the jobs you are applying for. If you don't have relevant work experience to fill this section, you need to get more creative with presenting yourself. For example, imagine a recent university graduate who wants to apply for a business analyst role. Besides one internship, the recent graduate does not have any experience. Should they include their part-time job as a hotel front desk attendant to simply take up space? In most cases, probably not. This candidate would need to come up with a creative way to present their background or to use a different resume style to present themselves better.

There may also be a section for **other relevant experience** that is not work experience. This might include volunteer experience, leadership experience within an organization or institution, or unpaid work. This section could also include roles that are somewhat related to the role you are applying for, even if it is not directly related to the role.

Lastly, every resume should include a **skills section**. This section offers a chance for you to present a list of skills that will be attractive to employers. However, it is important that you make sure these skills are relevant and unique. For example, applicants should not list skills like Microsoft Word or Google Sheets unless the role requires advanced skills in these. It is expected that anyone applying for a job can use a

Word processor, so including this is not necessary. On the other hand, if the job requires skills like Adobe Photoshop, Figma, or STATA, these would be great to include in this section.

While all resumes have a similar structure and format, each resume will be unique. Your resume should be representative of you and tell a story about why you are a qualified candidate for the position that you are applying for. In the next chapter, we will explain how to best prepare your resume and how to highlight your experiences that will attract the attention of recruiters and hiring managers.

CHAPTER 4: RESUME CONTENT

Writing the body of your resume will be the most difficult and the most important part of the writing process. The body of your resume is where you showcase your skills and experience that will make you an attractive candidate. Since this part is so important, it is crucial that you take great care when writing this section and you present yourself in the best way possible.

In this chapter, we will explain some of the most common parts of the resume body and how you can write them. One of the biggest challenges of writing English resumes is knowing what to include in each section. If you include information that is not appropriate or not commonly included, it will reflect negatively on your application. Thus, it is important to be aware of what to include in each part of your resume, as well as what language to use to present yourself.

PERSONAL INFORMATION

Every resume that you write should have your "personal information" at the top. You should clearly write your name and contact details (phone number and email) and provide links to your LinkedIn or other professional profiles. You should **NOT** include a photo, your date of birth, or marriage status. In English resumes, and when applying to jobs in English-speaking countries more generally, you should avoid revealing information that is too personal. Employers should not evaluate your application based on age, marital status, sexual orientation, or your appearance (or any other personal details). Therefore, you should not include this information on your resume. It is safe for you to leave these off and you do not have to reveal this information in interviews if you are asked.

SUMMARY / OBJECTIVE STATEMENT

It is common for job applicants to include a summary or objective statement at the top of their resumes. This statement should appear directly below the contact information or at the top of a resume. The summary or objective statement will be a short statement that describes a candidate's background and how they might identify themselves professionally. It can also include one or two sentences about what kind of career opportunities they are pursuing.

Some examples of resume objective statements are:

"Digital Marketing Specialist with over 5 years of experience specializing in SEO and social media marketing. Proven track record of increasing online presence and brand awareness. Seeking to leverage expertise to drive growth and engagement as part of an innovative marketing team."

"Senior Software Engineer with 10+ years of experience in developing scalable web applications using Java and Spring Boot. Passionate about implementing efficient solutions that solve complex problems. Aiming to contribute deep technical skills and leadership experience to a forward-thinking software development team."

"Detail-oriented Graphic Designer with a diploma in graphic design and 3 years of experience working in fast-paced agency settings. Proficient in Adobe Creative Suite and skilled in creating compelling visual content. Eager to bring a fresh perspective and unique design solutions to a vibrant team."

"Certified Project Manager with over 7 years of experience in the construction industry, specializing in project planning and team leadership. Demonstrated ability to deliver projects on time and within budget. Looking

to apply project management skills to lead complex projects and drive operational excellence."

"Empathetic and organized Human Resources Coordinator with a Bachelor's degree in Human Resources Management and 2 years of experience in HR operations. Expert in HR policies, employee engagement, and recruitment processes. Aspiring to contribute to employee development and organizational growth in a dynamic HR department."

Notice that these statements are short and direct, yet also explain clearly the applicants' experiences and goals.

When writing your resume objective or summary statement, you should consider several factors to make sure your resume stands out. It is important that your statement is short and concise. The statement should briefly express who you are professionally in no more than three sentences. You should also tailor your statement to the specific job and company you're applying for, highlighting relevant skills, experiences, and career aspirations that align with the role. Thus, your statement should usually change slightly depending on the role you are applying for. Focus on what you can bring to the position, emphasizing your unique strengths and how they can contribute to the organization's goals. Additionally, incorporating keywords from the job description can help your resume get noticed by applicant tracking systems (see Appendix) and hiring managers alike. Ultimately, your objective or summary should serve as a compelling introduction to your resume, enticing employers to learn more about your qualifications and fit for the position.

RESUME BODY

After your statement, you can write the main body of your resume. Your body is the most important section and where you should write all

of your relevant work experiences. This is the section that will most likely make or break your application, so this is where you will likely spend most of your time preparing your resume.

Work Experience

The purpose of the resume body is to list your relevant experiences and show why you are a good candidate for the job. This section will include separate entries that list your work experience. For each job that you list, you should include the company you worked for, your title, the dates you worked for the employer, you worked for the company and possibly the location. This is often written in bold or styled font to emphasize separation. Under each of these titles, you should include your responsibilities and accomplishments in each role. It's customary to use bullet points to break down your responsibilities, tasks, and, most importantly, your achievements in each role. Thus, you will not write using paragraph-style prose, and instead, you can create a list for each role.

The bullet points should start with action verbs (see the following section) to give dynamism and clarity to your contributions. These entries should also be concise and informative. This method of listing allows you to highlight specific responsibilities and accomplishments, making it easier for hiring managers to assess your skills and the impact you've made in your previous positions. This clarity will make your resume appealing to recruiters and demonstrate your knowledge of business norms.

Here are examples of resume entries:

UX Designer

Company Name, Location — *UX Designer*

June 2018 - Present

- Led the redesign of the mobile application, enhancing user experience which resulted in a 30% increase in user engagement and a 25% decrease in bounce rate within the first three months post-launch.
- Conducted over 50 user testing sessions to identify usability issues, leading to actionable insights that improved the checkout process and increased conversion rates by 15%.
- Collaborated with cross-functional teams, including developers and product managers, to integrate user-centered design principles into product development, reducing the time to market by 20%.
- Developed and maintained a comprehensive UI/UX design guide, ensuring brand consistency across all digital assets and reducing discrepancies by over 50%.
- Implemented accessibility standards into all design projects, making the company's products fully compliant with WCAG 2.1, thereby expanding market reach to users with disabilities.

Public Relations Associate

Company Name, Location — *Public Relations Associate*

January 2020 - Present

- Crafted and distributed over 100 press releases and media alerts, resulting in a 40% increase in media coverage and brand visibility across national and regional outlets.
- Spearheaded the organization of a major product launch event, attracting over 500 industry influencers and securing 20+ media placements, boosting product awareness by over 60%.
- Managed the company's social media profiles, increasing followers by 200% and engagement rates by 150% through strategic content campaigns and influencer partnerships.
- Coordinated with external PR agencies to develop and implement a crisis management plan that successfully mitigated negative publicity, preserving the brand's reputation.
- Conducted comprehensive media monitoring and analysis, providing monthly reports that guided the strategic direction of marketing campaigns and resulted in a more targeted communication strategy, increasing ROI by 35%.

Notice that these entries include quantifiable outcomes when possible. They also begin with clear action verbs that show responsibility and leadership. Now compare these to a **poor** example of the same entries.

UX Designer
Company Name, Location — *UX Designer*
June 2018 - Present
- Was involved in redesigning the company's mobile app.
- Did user testing to find out what issues users were facing.
- Worked together with others in the company to make the product better.
- Helped make a guide for how the company's digital stuff should look.
- Made sure the designs were okay for everyone to use.

Public Relations Associate
Company Name, Location — *PR Associate*
January 2020 - Present
- Wrote some press releases and told the media about stuff happening in the company.
- Helped with organizing a product launch event.
- Took care of the company's social media accounts.
- Worked with PR firms to handle bad news about the company.
- Kept an eye on what the media was saying about us and told the marketing team about it.

On the contrary, notice how these entries lack specificity, measurable results, and strong action verbs. They fail to convey the full impact of the individual's work or their contributions to the company's success, which is crucial for standing out in the job market. They are also short and not very professional.

If you do not fully see the difference between the first two entries (the well-written ones) and the latter two (the poorly-written ones), don't worry. As you receive feedback on your resume, you will learn how to improve your writing. At Occident Global, we have videos, premium guides, and personalized coaching packages for helping applicants improve their resume entries.

Action Verbs

One of the most important ways you can improve your resume entries is by using **action verbs** to describe your responsibilities. Action verbs are dynamic verbs that express an action, whether it's physical or mental, demonstrating what you have accomplished in your roles.

These verbs highlight your achievements and responsibilities. Instead of passive descriptions of your experiences, action verbs transform your entries into powerful statements that show your professional impact. Starting your sentences with verbs like "orchestrated," "engineered," or "amplified" immediately grabs attention and paints a vivid picture of your capabilities. More than just stylistic choices, these verbs are strategic, highlighting your role as an active contributor to your past teams and projects. They set the tone for your resume, positioning you as a proactive and results-driven candidate whose contributions have tangible value. This linguistic choice is your first step in distinguishing yourself among a sea of applicants.

Action verbs serve as the spearhead for your bullet points, charging them with energy and precision. They allow you to clearly articulate the scope and significance of your work, shifting the focus from mundane tasks to impactful achievements. By selecting the right verb, you can convey the complexity of your role and the depth of your involvement without resorting to lengthy descriptions.

Furthermore, these verbs can help you bypass the automated screening processes many companies use, aligning your resume more closely with the job description and the values of your potential employer. Ultimately, the strategic use of action verbs not only enhances the readability of your resume but also strengthens the case for your candidacy by demonstrating your initiative and the results you've driven.

Compare these two entries:

Company Name, Location — *Management Consultant*
 March 2019 - Present
- **Revitalized** client business strategies, leading to a 20% increase in profitability for 10+ clients within the first year of implementation.
- **Spearheaded** a cross-functional team to streamline operational processes, **reducing costs by 15%** while maintaining productivity.
- **Orchestrated** the digital transformation initiative for a major retail client, **enhancing customer engagement** by 40% through the integration of AI and machine learning.
- **Negotiated** strategic partnerships that **expanded the client's market reach** by 25% in new geographic locations.
- **Analyzed** and **interpreted** complex data sets to provide actionable insights, **increasing market share** by 10% for several clients.

Company Name, Location — *Management Consultant*
 March 2019 - Present
- Was responsible for updating client business strategies, which saw profitability rise for more than 10 clients in the first year.
- Took part in a team that looked at operational processes to find cost reductions, achieving a reduction in expenses.
- Involved in leading a project to bring digital tools and technologies to a retail client, resulting in improved customer interaction.
- Worked on establishing new strategic partnerships, helping the client to reach more areas.
- Tasked with looking at lots of data to figure out what it meant for the business, helping several clients to do better in the market.

Notice how action verbs are much more precise and powerful in the first entry. The first entry uses action verbs to convey achievements actively and energetically, suggesting a proactive and results-driven approach. In contrast, the second example lacks dynamism and fails to communicate the candidate's direct impact, making it seem as though the candidate played a more passive role in their accomplishments. Although the second resume entry is not terrible, by using active action verbs instead of passive verbs ("worked on", "tasked with", "involved in", etc.) the applicant sounds like a better candidate and is much more professional.

CHAPTER CONCLUSION

It is important that you refer back to this chapter when you are writing your own resume. By knowing what to avoid and what to do on your resume, you will be in a better position to present yourself as a strong and competent candidate for a job. While this chapter provides an overview of how to write resume bodies, it has given you a strong foundation to prepare your resumes in a way that is acceptable and attractive to readers.

CHAPTER 5: ONLINE RESUMES

The way that people search for jobs has changed dramatically from the past. Today, online resumes and digital platforms play an important role in job searching, professional branding, and networking. Job platforms like LinkedIn offer applicants a chance to show their experience, skills, and accomplishments, as well as their personality and passions. Unlike traditional paper resumes, online profiles on platforms like LinkedIn provide a living, breathing career narrative accessible to recruiters worldwide.

For non-native English speakers, a solid online profile on a website like LinkedIn can really make them stand out among other candidates and help demonstrate their suitability. Additionally, online resumes are more accessible and interactive. Online resumes allow for immediate updates, links to work portfolios, and the ability to network directly with hiring managers and peers. This chapter will guide you through creating and optimizing your online resume, with a focus on the nuances of the English language that will make your profile stand out.

KEY PLATFORMS

There are now several professional networking platforms that job seekers use to find jobs and network. Among these, LinkedIn stands out as the premier global network for professionals across all industries. However, platforms like Indeed Resume also play a significant role in connecting job seekers with potential employers. For non-native English speakers, understanding and utilizing these platforms can open doors to opportunities that transcend geographical and language barriers.

LinkedIn is a digital professional network. It allows you to create a profile that includes your work experience, projects, publications,

volunteer experiences, and more. LinkedIn also facilitates networking with professionals in your field, joining industry groups, and even accessing learning resources to enhance your skills. Many recruiters and hiring managers recruit directly from LinkedIn. They will filter you by viewing your profile and checking to see your profile, so if it is not filled out or is not updated, it will reflect negatively.
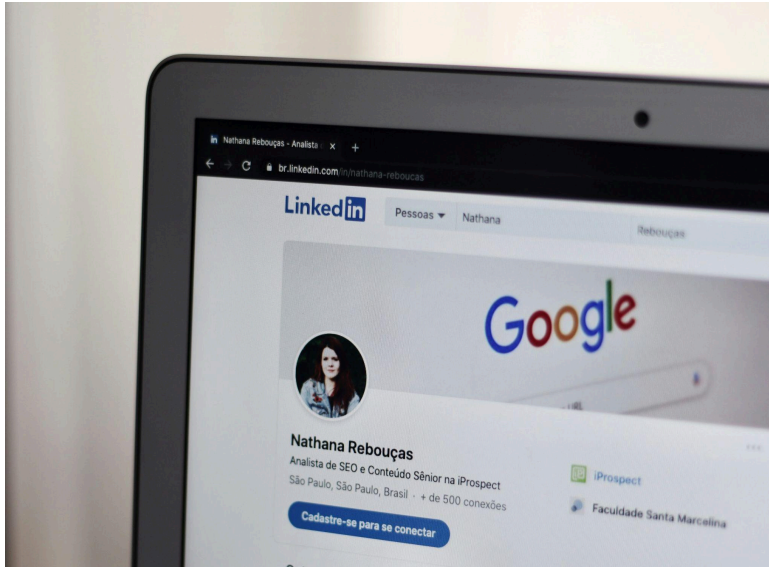
We could write an entire guide on applying to jobs and networking on LinkedIn. Here, we will simply say that you should have an updated LinkedIn profile that is well-written and optimized for recruiters to find you. You should have a professional and happy-looking profile photo (typical headshots in business suits common in Asia are not ideal), a detailed work history, a descriptive biography section, and a headline that explains what kind of job positions you are looking for (see the following section for more on LinkedIn profiles).

Indeed Resume, on the other hand, focuses on simplicity and directness. It serves as a database where employers search for candidates based on skills and job titles. Your Indeed resume can be a straightforward way to get noticed by recruiters looking for specific qualifications. While overall presentation does not matter as much as on LinkedIn, it is still important to showcase your skills in a positive way on Indeed Resume.

For non-native English speakers, these platforms offer a chance to showcase your unique skills and talents in a way that recruiters will appreciate. They are also an excellent way to show your English language skills and your ability to communicate effectively using business English. Engaging with content, participating in discussions, and even reading others' profiles can be a valuable language-learning experience.

CREATING A LINKEDIN PROFILE

Creating a good LinkedIn profile can be challenging and time-consuming. Start with a professional profile picture where you look approachable and dressed appropriately for your industry. Your headline should not just state your job title but also hint at your value proposition—what you can offer to potential employers or connections. For example, instead of "Software Engineer at Company X," consider "Experienced Software Engineer Specializing in Scalable Web Applications."

Next, you want to be sure to show your professional experience in the summary and experience sections. Use simple, clear language to describe your career path, key achievements, and skills. Avoid jargon and overly complex sentences that might confuse readers. Remember, the goal is to convey your value clearly and concisely. For each job position, highlight your responsibilities and accomplishments, focusing on outcomes and how you achieved them.

In the skills section, you should list skills that are relevant to your career goals and seek endorsements from colleagues and employers. In particular, you should list skills that you want recruiters and other people on LinkedIn to know that you have. For example, if you want to get a job in UX research, you should list the skills that you have that are

relevant to that field. Be strategic about what you include in this section because you only have a limited number of skills you can list.

LINKEDIN: CONTENT AND NETWORKING

Beyond just setting up a profile, active participation on platforms like LinkedIn can significantly enhance your visibility. LinkedIn allows you to post content, such as blog posts or articles. Creating engaging content that is relevant to your field or industry with thoughtful commentary can greatly enhance your visibility and it will look good to a recruiter or anyone else who views your profile. Posting engaging content can demonstrate your knowledge and eagerness to be part of the professional community. It also allows you to show your professional experience and demonstrate your expertise in a field.

Another important way LinkedIn can be used is to network with other people in your field. You can network with recruiters, other professionals, hiring managers, bosses, and pretty much anyone.

Networking can be difficult, especially when communicating in a second language. However, it's a critical component of leveraging online resumes and platforms. When reaching out to professionals,

be concise and personalized in your messages. Express genuine interest in their work and explain why you're reaching out. For maintaining connections, occasional updates or sharing articles of mutual interest can keep the relationship active. Remember, networking is not just about what you can get from others but also what you can offer. Being helpful and supportive to your connections creates a positive impression that can lead to opportunities down the line.

Networking can be challenging and difficult for everyone. We recommend researching networking strategies and trying to apply them when you create a LinkedIn profile. Occident Global offers personalized networking consultations for clients who want to improve their networking and overall visibility on platforms like LinkedIn.

LANGUAGE TIPS FOR NON-NATIVE SPEAKERS

The challenge for non-native English speakers is not only to write in English but to do so in a way that is professional and engaging. Common mistakes can include overuse of complex vocabulary in an attempt to sound more proficient or misunderstanding nuances in a tone that can make a profile seem less approachable. One effective strategy is to write your initial draft in simple language, focusing on clarity over complexity. Use tools like Grammarly or Hemingway to check your grammar and readability. It's also beneficial to read widely within your industry in English to get a sense of the professional language used. You should also seek help from native speakers to make sure that your language is appropriate for a LinkedIn profile and sounds natural. An unnatural-sounding LinkedIn profile could make recruiters pass over your profile.

Many of our clients find value in having people rephrase their entries and regularly audit their resumes and profiles. Asking for feedback and

help is important to ensure your resume is nuanced and appropriate for your role and industry.

CHAPTER 6: OTHER PARTS OF JOB APPLICATIONS

Writing a good resume is just one part of the job application process. You also need to be skilled at writing cover letters, interviewing, and knowing how to proceed on your career trajectory. In this chapter, we will briefly discuss some of the important things to consider when preparing your overall application. However, this is just an introduction to these topics. Please refer to the Occident Global website for more in-depth details on these.

COVER LETTERS

A cover letter is a document that accompanies your resume and provides additional information about your skills and experience. It typically introduces you to the potential employer and highlights key aspects of your background that are relevant to the job you are applying for. A cover letter is your opportunity to narrate your professional story, highlighting how your experiences and skills make you the ideal candidate for the position. Unlike the resume, which provides a factual account of your accomplishments, the cover letter allows for a more personal touch, offering insight into your personality, motivation, and work ethic.

A well-structured cover letter includes an engaging opening that captures the employer's attention, a body that discusses your relevant experiences and skills, and a closing that reiterates your enthusiasm for the role. Begin with a direct statement about why you are excited about the job and how you can contribute to the company. The body of your

letter should provide examples that demonstrate your qualifications, linking your background to the job requirements. Conclude with a proactive statement, expressing your eagerness to discuss how you can contribute to the team and thanking the reader for considering your application.

Customizing your cover letter for each job application is crucial. Research the company and mention specific aspects of their work that align with your skills and interests.

This shows the employer that you are genuinely interested in the role and have taken the time to understand their business. Many candidates write a generic cover letter that they send out with every application they submit. However, we strongly advise against this because employers know that your letter is not sincere. A carefully crafted cover letter will allow you to show employers that you are serious about your application and that you have taken the time to research the company and think about how you are a good fit.

For non-native English speakers, the key to an effective cover letter is clarity and simplicity. Avoid complex vocabulary or overly formal expressions that might sound unnatural. Instead, use clear, concise language to express your enthusiasm and qualifications. Tools like Grammarly can help ensure your letter is grammatically correct and easy to read.

RESUME STYLE AND AESTHETICS

Another thing to consider is how you should style your resume. The visual appeal of your resume can significantly impact a hiring manager's first impression. In a competitive job market, a well-designed resume not only stands out but also enhances readability, ensuring that your key qualifications catch the recruiter's eye. However, we also advise our clients to NOT make the styling too intricate or complex because that takes away from the content of the resume.

A visually appealing resume reflects your professionalism and attention to detail. It should strike a balance between style and substance. Moreover, it should feature an organized layout that guides the reader through your professional narrative without overwhelming them with information. Your resume should look professional, have consistent spacing and formatting, and be carefully checked to ensure consistent formatting in terms of style, font size, and spacing. Often we see clients submit resumes that have not been carefully formatted, have three different font sizes, and have spelling errors. Having your resume (and cover letter and all other application materials) checked carefully for spelling and grammar errors, inconsistencies, and general mistakes is crucial.

We recommend people style their resumes in a simple and professional way. Adding too many colors, exotic fonts, and different sizes can make your resume seem too complex and bloated. We recommend using standard fonts like Arial, Calibri, or Times New Roman. You should also keep your font sizing consistent and limit your styling to basics, such as bold, italics, and underlining. We also strongly recommend your resume be limited to **one** page. You want to be sure to highlight your achievements and experiences, and making your resume too complex aesthetically will take attention away from your styling.

INTERVIEW PREPARATION

Lastly, you want to make sure that you are well-prepared for the interview itself. The purpose of a strong resume is to get you an interview. However, if you are unprepared for the interview and do not know how to answer the questions you will be asked, your resume preparation will have been for nothing. We strongly recommend our clients spend considerable time preparing for interviews as soon as they start applying for jobs so that they are ready for them when they are offered.

First, you should learn about the format of English interviews and understand common interview questions. English interviews are very formulaic, which means that you will be expected to reply in a certain way to certain questions. Providing an inappropriate response will jeopardize you and make you appear like you are not a good candidate. For example, when we asked our new clients the common interview question "Tell me about yourself," many respond by saying where they were born, their hobbies, and their passions. This question is **not** asking for your personal story; instead, it is asking you for a **detailed** explanation of your work history, your experiences, and why you are a good candidate for the role. Unless you spend time preparing and practicing this question, you are likely to answer it inadequately.

It is also important to understand the role you are applying for. Many candidates give generic responses that are good in general but are not appropriate for the roles they are applying for. Knowing what will be expected of you for different roles will also help you respond more appropriately.

Practicing your responses to interview questions before your interview will greatly improve your chances of having a successful interview. We often spend considerable time with our clients helping them to practice interview questions and improve their responses. It is important that you do not memorize your interview answers because this will make you seem like a robot. Very few people (including native speakers) can memorize responses verbatim and give good answers. Instead, it is better to practice them so that you have a general idea of what you will say if you are asked a question. Even though your response will probably not be perfect, it will be much more natural, which will sound better than giving a perfect response that sounds robotic.

CHAPTER CONCLUSION

A strong resume is just the start of a successful job application. You also need to prepare a dynamic cover letter, practice for your interview, and maintain a presence on social media. While managing all of this can be challenging, it is essential for candidates who want to obtain a job. At Occident Global, we are here to help make your application preparation easier and help you pursue a more fulfilling career.

CHAPTER 7: CONCLUSION

In this guide, we have introduced English language resumes and explained some of the important points you need to consider when writing them. English resumes take a very particular format, and if you do not follow this format, you will hurt yourself when applying for jobs. The content in this guide will help you get started writing resumes in English and ensure that your resume content is appropriate, optimized, and attractive to readers.

You can experiment with different types of resumes, and you may even want to create several different types of resumes to see which is most effective. You should also be sure to include links to your portfolio if you are in an industry that expects them.

The body of your resume is arguably the most important, so you want to be sure to spend most of your time writing clear descriptions of your experiences and responsibilities. You also want to consider having a clear summary or objective statement right at the start of your resume to introduce yourself to employers.

Resume writing is difficult, and writing a good resume takes considerable time. It is not uncommon for people to revise a resume draft dozens of times to perfect it. Moreover, it is important that you update your resume and think widely about your past experiences. Many people fail to keep their resumes updated and often omit important jobs or responsibilities from their past. Be sure to refer back to this guide when you prepare your resume.

APPENDIX

Chronological Resume

Functional Resume

Hybrid Resume

Application tracking system information

Jane Doe (Chronological, Traditional Resume)

123 Main Street - New York, NY - (1)123-456-7890 - janedoe@gmail.com - linkedin.com/jdoe

SUMMARY

Results-driven Market Research Analyst with 5 years of experience in gathering, analyzing, and interpreting market data to drive strategic business decisions. Proficient in mixed-method research methodologies and tools to provide actionable insights.

EXPERIENCE

Market Research Lead, Toyota, New York   Jan 2020-Present
- Led comprehensive market research studies using mixed methods to identify industry trends, competitive environments, and customer preferences, resulting in a 15% in market share
- Synthesized and visualized data from research staff to present findings to investors and stakeholders to communicate market strategies and KPI results
- Collaborated with product development teams to develop new marketing strategies based on market trends, changing demands, and technological innovations, resulting in increased sales by 20%
- Initiated and led an interdepartmental team to better integrate customer feedback into product development, improving alignment between products and consumer expectations

Market Research Analyst, Startup, San Francisco, CA   Apr 2018-Dec 2019
- Managed quantitative and qualitative research projects from conception to completion, utilizing surveys, interviews, focus groups, and A/B testing, completing over 40 studies with direction actionable insights
- Developed and maintained market research databases, ensuring consistency and accessibility across company
- Spearheaded company's exploratory market research campaign to determine whether expansion into two foreign markets was feasible
- Used advanced statistical methods to model and predict consumer trends to inform strategic planning, helping to improve sales forecasts for 6 new products
- Cleaned data and coded analysis algorithms using Python and Excel to perform faster and more direct analysis, increasing analysis speed by 50% and improving accuracy

Market Research Intern, Samsung, Seoul, South Korea   Jun 2017-Aug 2017
- Collected and analyzed consumer data to support senior staff research projects and product improvement efforts
- Conducted research to inform presentations and reports on market trends, consumer behavior, and competitive analyses
- Collaborated with senior staff to develop new market segments based on recent changes in consumer behavior and changing local demographics

SKILLS

Quantitative research (Advanced statistics, regressions, surveys) - Qualitative (interviews, focus groups) - Data Analysis (Python, Excel, SPSS, NVivo, Tableau), Google Analytics, SurveyMonkey - Japanese (Fluent)

EDUCATION

B.A. in Marketing
New York University, New York, NY
GPA 3.9, Outstanding Promise in Marketing Award
Aug 2014 - May 2018

John Doe (Functional Resume)

123 Main Street - New York, NY - (1)123-456-7890 - johndoe@gmail.com - linkedin.com/johndoe32

SUMMARY

Creative and detail-oriented professional with a passion for design seeking an opportunity to leverage transferable skills and pursue a career in graphic design. Additional experience in business operations, software development, and user interface design, with a strong desire to contribute innovative design solutions.

DESIGN SKILLS

Graphic design (Adobe Creative Suite, Figma, Canva) - UI Design - Mobile Development (Flutter, React Native) - Web development (WordPress, JavaScript, HTML, CSS) - Typography (Glyphs, FontForge)

DESIGN EXPERIENCE

Graphic Designer and Illustrator, Joe's Coffee, Oakland   Jan 2020-Present
- Design and produce physical and digital marketing materials for a local coffee shop, such as flyers, banners, and digital advertisements, increasing shop sales by 30%
- Collaborated with shop owner to develop designs that matched company's desired brand image, developing brand logos and brand identity iteratively
- Developed an intuitive user interface for a mobile application using Figma and communicating functionality to software developers

Freelance Graphic Designer, Self-Employed, Remote   Jan 2012-Dec 2019
- Oversaw design campaigns for small and medium-sized businesses to help them create a digital presence and help develop them to develop aesthetics for their brand identities, working with over 30+ companies in the Bay Area
- Designed material for businesses to be used in their businesses and in promotional campaigns, such as menus, coupons, newsletters, business cards, posters, flyers, and other materials
- Used various design tools to create intuitive and appealing logos, and transferred them to easy-to-use files so non-technical owners can use designs smoothly
- Created and managed websites and website interfaces using WordPress, JavaScript, HTML, and CSS to help non-technical owners maintain a digital presence and promote their services online
- Led workshops on how small business owners can develop and improve their brand identity and create a digital presence, helping 200+ entrepreneurs and business owners establish themselves digitally

OTHER WORK EXPERIENCE

Business Operations Manager, Lenovo, Oakland   Jan 2020-Apr 2023
- Lead a team of 12 cross-functional team members to streamline operational processes, enhancing efficiency by 30% within the first year through the implementation of agile project management methodologies
- Oversee the regional supply chain management, successfully reducing logistics costs by 15% while maintaining on-time delivery rates above 95%
- Collaborate with cross-functional teams, including sales, marketing, and IT, to develop and deploy a unified business strategy that increased market share by 10% in the competitive tech sector

EDUCATION

M.B.A., University of California, Irvine, 2007
B.A. in Business, University of California, Santa Cruz, 2001

Andrea Doe (Hybrid Resume)

123 Main Street - New York, NY - (1)123-456-7890 - adoe@gmail.com - linkedin.com/adoe

SUMMARY

Experienced frontend developer with 5+ years of expertise in developing scalable web applications using React, Vue.js, and Angular. Further experience leading development projects that enhance user experience and business functionality.

SKILLS

Languages: JavaScript, TypeScript, Python, HTML5, CSS3, Tailwind, Bootstrap, SQL
Frameworks/Libraries: React, Angular, Vue, NodeJS, Redux, Bootstrap, NuxtJS, Django
Tools: Git, GitHub, Docker, Jenkins, Jira, AWS, DigitalOcean
Testing: Unit Testing, Integration Testing, End-to-End Testing, Automated Browser Testing, Playwright, Cypress

WORK EXPERIENCE

Lead Frontend Developer, IT Solutions, Los Angeles   Jan 2020-Apr 2023
- Led a development team of 5 junior developers to develop the main product line's client-side architecture using React and Redux, achieving a 25% increase in application performance
- Implemented a series of accessibility enhancements that increased compliance with WCAG 2.1 standards, making the platform accessible to an additional 100,000+ users annually
- Developed and maintained continuous integration and deployment pipelines, reducing deployment times by 50%
- Mentored and trained junior developers on modern coding practices, code reviews, and software development lifecycle management, resulting in a team that consistently met project deadlines and quality standards
- Spearheaded the integration of state-of-the-art frontend monitoring tools to proactively address user experience issues, which decreased reported bugs by 40% and significantly improved customer satisfaction ratings

Frontend Software Engineer, Toyota, Atlanta   Jan 2018-Dec 2019
- Developed front-end applications using Angular and TypeScript, resulting in a 30% increase in customer satisfaction due to improved webpage loading times and usability
- Collaborated with UX designers to revamp user interfaces, which increased user engagement metrics by 20%
- Pioneered the adoption of progressive web applications (PWAs), enhancing the offline usability of projects for clients in remote areas

Junior Frontend Engineer, Startup Hub, New York   Jan 2015-Nov 2017
- Led the front-end development of a startup's e-commerce platform using Vue.js and Node.js, directly contributing to a 15% increase in sales through enhanced features and user interface improvements
- Implemented advanced responsive design techniques across multiple projects, optimizing user experiences for mobile devices and increasing customer engagement rates by over 20%
- Actively contributed to several high-impact open-source projects; notably, improved UI components that have been integrated into mainstream frameworks, enhancing their functionality and accessibility

EDUCATION

M.S. in Computer Science, New York University, 2015
B.A. in Computer Science, New York University, 2013

APPLICATION TRACKING SYSTEMS

Applicant Tracking Systems (ATS) are software tools that companies use to help them hire employees. These systems help employers filter resumes and categorize the applications they receive. ATS have become increasingly popular in recent years as companies are receiving large numbers of applications. They are now used by both large and small organizations.

ATS work by automatically filtering resumes, selecting only those that meet certain predefined criteria. This significantly reduces the workload of HR staff and recruiters by ensuring that only the most suitable candidates are considered for a position. As the job market becomes increasingly competitive, understanding how ATS works can be a crucial advantage for job seekers.

The challenge for job seekers is that these systems only look for certain keywords to filter applicants. If your resume is lacking these keywords, it will be filtered out of the system and your resume will not be advanced. Even if you might be a highly qualified candidate, if you do not include these keywords, your resume will not be seen.

How ATS Work

When a resume is submitted, the ATS begins by scanning the text. It extracts relevant information such as educational background, work experience, and skills, and converts these into a standardized format. This allows the hiring team to review a uniform set of applications, facilitating easier comparison among candidates. It also allows them to easily view these contents and use algorithms to filter them.

Most ATS scan for specific terms that match the job description, a function referred to as **keyword matching**. Additionally, these systems

can assign scores to resumes based on how well they match the job qualifications and even track all communications between the applicant and the hiring organization.

ATS can prioritize resumes based on their relevance to the posted job. To accomplish this, these systems use algorithms that look for keywords and keyword density, which is the frequency of relevant terms and industry-specific jargon. They also perform a contextual analysis to understand the context in which keywords are used. Moreover, some systems can access historical performance data, allowing them to use information about past successful applicants to predict the success of new applicants.

Preparing Your Resume for ATS

Navigating these systems successfully requires an understanding of what these systems are looking for and how they evaluate resumes. The main objective for job seekers is to ensure their resumes are not only readable by the ATS but also ranked highly enough to reach recruiters.

Understanding the Role of Keywords

You must use the right keywords to effectively get your resume past ATS. Since these systems scan your resume for specific words and phrases that match the job description, it is important that you include them. To optimize your resume, start by analyzing the job posting and identifying the skills, tools, qualifications, and experiences that are mentioned in the advertisement. Incorporate these keywords into your resume in a natural and contextually appropriate manner. The goal is not to fill your resume with keywords but to add them in a natural way.

For example, a job posting for a Digital Marketing Manager might emphasize skills in "SEO optimization," "content creation," and "social

media engagement." Instead of simply listing these skills, you should add them into the descriptions of your experiences in the bullet points. You might write, "Spearheaded a multi-channel campaign that increased organic traffic by 30%, utilizing advanced SEO optimization techniques and robust content creation, which boosted brand visibility and engagement across all social media platforms." This approach incorporates the essential keywords but also shows your accomplishments using these skills, demonstrating a direct impact on business outcomes.

Formatting for ATS Compatibility

While a creative resume might look visually appealing, ATS requires simplicity to parse information correctly. Thus, if you have too much decoration and color in your resume, it may not be scanned correctly. Use standard fonts like Arial or Times New Roman, and avoid headers and footers since the information placed there might get overlooked by the ATS. Stick to simple bullet points and avoid using images or graphics because text embedded in them will not be readable by ATS. Furthermore, structure your resume with clear headings for sections like "Work Experience," "Education," and "Skills" to ensure the ATS can easily categorize the information.

Tailoring Your Resume for Each Application

Generic resumes are less likely to pass through the ATS. Tailor your resume for each job application by aligning your qualifications with the job description. Highlight your most relevant experiences at the top of each section so the ATS recognizes the match quickly. This tailored approach shows attention to detail and significantly increases your chances of getting past the ATS.

Highlighting Relevant Experiences and Achievements

Focus on achievements that are quantifiable and align with the job requirements. Instead of merely stating job duties, present your accomplishments with specific results and statistics. For instance, instead of saying "responsible for managing a team," you could specify "managed a team of 10 in a project that increased revenue by 25% over six months."

Using Language from the Job Description

Adopt the exact language and phrasing from the job description. If the job description asks for someone with experience in "project management," use this phrase instead of "managing projects." This direct match can make a significant difference in how the ATS evaluates your resume.

Common Mistakes

Avoid common mistakes like overusing acronyms or jargon that might not be recognized by the ATS. While using industry-specific terms is important, ensure that they are widely accepted and likely included in the employer's ATS. Also, avoid fancy layouts, tables, and other formatting elements that could confuse the ATS and result in misread or lost information.

Testing Your Resume

Before submitting your resume, test it by using online ATS simulators that can give you an idea of how your resume might be read by these

systems. Adjust your resume based on the feedback from these tests to improve your chances of passing the ATS screening.
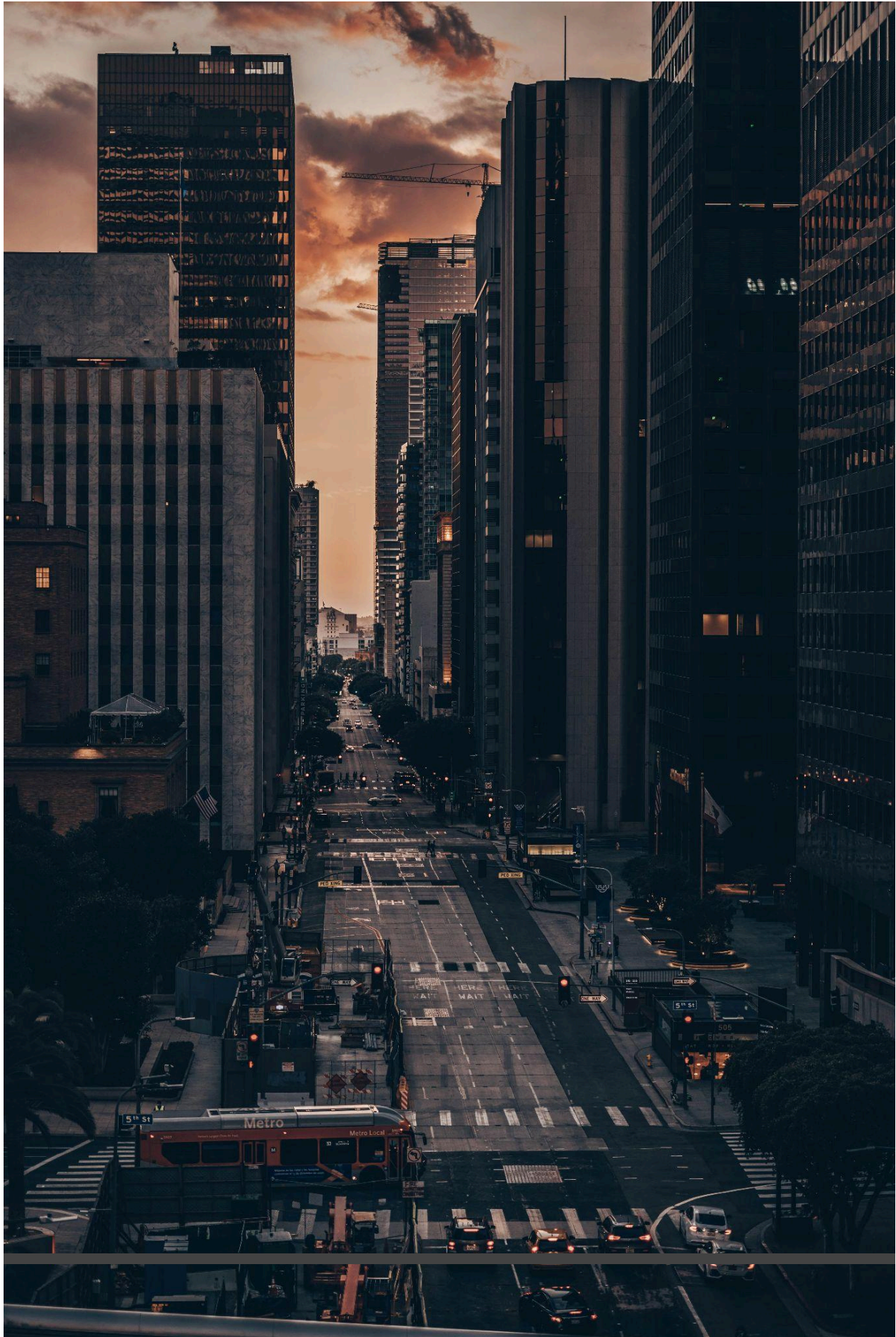
CONCLUSION

By adopting these strategies, you can increase your chances of writing a resume that gets past the ATS and highlights your skills and qualifications to employers. It is important to approach the resume-writing process with these systems in mind. Overcoming the ATS barrier increases the likelihood of your resume being seen and appreciated by human recruiters.

ATTRIBUTIONS

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