

# Follow the new résumé trends

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If you browse through the January issue of fashion magazines, you'll often find a list of which fashion trends are "in" and which ones are "out" in the new year. The same idea applies to résumés — some additions will show employers that you're up-to-date on new hiring trends, while others will send the message that you're stuck in the past. To help you stay current, here's a rundown on what's in and what's out for résumés in 2013, along with some classic elements that will never go out of style.

## WHAT'S IN

» **Cleaner content.** Adrienne Tom, certified professional résumé writer at Career Impressions, says that more succinct summaries of top achievements and related skills are a must in 2013. "If a résumé cannot succinctly summarize key points that clearly detail outcome and impact, it will have a harder time catching and keeping a reader's attention," Tom says. "Employers are inundated with résumés and will only spend a brief period of time reviewing each; therefore, points must speak to them immediately. They will not wade through heavy text or lengthy content."

» **Social-media experience.** Since most résumés are now submitted online, they should serve as a portal to additional information.

This means including links or Web addresses to professional



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For your job search in 2013, be sure to change your résumé so that it includes social-media links as well as important keywords.

social-media profiles, personal websites and online portfolios. Lynne Sarikas, director of Northeastern University's MBA Career Center, also suggests listing any social-media experience or current technology acumen, since these are "hot" skills to have right now.

» **Keyword optimization.** Many employers are turning to applicant tracking systems to more effi-

ciently process the high volume of résumés received. This software scans résumés for keywords related to the open position to find the most relevant candidates.

To increase your résumé's chances of surviving to the next round, include applicable keywords from the job description. Just make sure that they fit the context.

## WHAT'S OUT

» **Objective statements.** "These overused and highly ineffective résumé openings add little to no value to a résumé," Tom says. "Employers are not interested in what job seekers want from a role; instead, they want to know immediately what a job seeker is offering and what value they would bring to the organization. Swapping the objective for a well-branded opening profile is much more effective and is a better use of limited résumé space."

» **References upon request.** Remove this statement from your résumé. Not only does it take up valuable space, but employers expect you to have references anyway. Instead, Melanie L. Denny, certified professional résumé writer at Résumé-Evolution, suggests creating a comprehensive reference sheet and having copies prepared to distribute, should an employer request this information.

» **Outdated experience.** Consider removing jobs that are more than a decade old, especially if they don't relate to the position for which you're applying or don't add any overall value. "[Don't include] jobs from more than 10 to 12 years ago," Denny says. "With ever-rapidly evolving technology, any job held more than 10 years ago is not performed the same as it is today and is generally viewed as irrelevant."

## WHAT'S TIMELESS

» **Flawless spelling and grammar.** Jenny Foss, career strategist, résumé writer and voice of

career blog JobJenny.com, says that meticulous spelling, grammar and formatting are always a must. "Consider that this is your first work sample," Foss says. "This is your first opportunity to showcase your business writing skills and your eye for detail. Don't squander it."

» **Customization.** Long gone are the days of applying for jobs en masse using the same résumé. Résumés must be tailored to each position for which you're applying, regardless of how similar the positions are to each other. While this adds more work to the already time-consuming job search, it will ultimately save you time by getting the attention of hiring managers sooner.

» **Experience outside of the office.** Yes, a shorter, more concise résumé is "in," but don't automatically put non-work experience on the chopping block. If the experience shows that you're well-rounded and easily translates to why you're a fit for the position, include it. "Being involved with networking groups, professional associations and community charities shows that you're committed to professional and community growth — a great attribute to find in a new hire," says Charity Morrow, career services advisor at Rasmussen College.

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