

*How To*  
CREATE A RESUMÉ TO  
UNLOCK YOUR TRUE  
POTENTIAL!

*LAND ANY JOB INTERVIEW!*

**Plus FREE Bonus Tips!**



# *Welcome!*

# *M*

y name is Leena, the founder of Citrus Connect, a leading Recruitment Agency in the UK.

In 10 years of business we have already transformed 1000's of peoples lives by creating a doorway to their future with creating a resumé that truly shows the authentic you and the value you can add to a business!

It is my hope and desire that with the key nuggets that you will discover in this e-guide and workbook, you will be able to land 'any' job interview you desire.

Enjoy the process and reach out to us if you have any questions.



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# *Your Mindset*

## *Part 1*

*When your thoughts change, you change!*

### YOUR RESUMÉ AS A BUSINESS PROPOSAL

It's important to develop a unique perspective on job hunting.

First things first, let's get one thing very clear - the resum  gets you the job interview, the interview gets you the job. Therefore the resum  you create is your business proposition to your prospective company, it is NOT a chronological masterpiece of your career history.

Your mindset may need to shift! Your resum  is a business proposal to your future employer, and it should have all the components a business proposal would have. For example, what return on investment is your resum  offering, what value can you bring and how does your previous experience show this?

Whilst we're on the subject, you can always consider roles that you do not have any experience in, as this guide shows you exactly how to land that interview even without the experience!

To help you shift into this mindset, complete the following exercise on the next page to start thinking about what content to include in your 'business proposal'.

*"What the mind can conceive and believe, it can achieve"*  
*- Jeff Keller*



### *Current opprtunities I would like to consider*

Make a list of job opportunities you would like to consider, even if you do not have experience in that field - expand your mind!



### *What content should I still use?*

What content can you use from your current resumé that is in line with my new resumé mindset'?



### *What have I previously forgotten?*

What have your previous resúmes not included which might be included in your new 'business proposal' resumé?

# Mindset

## Part 2

Our aim with your new resumé is not to be overlooked or ignored. Writing a killer resumé is just as much about people skills as meeting someone face-to-face is. In the same way, use your resumé to exemplify the magnetic and super you! Its about creating engagement with the reader, just as you would talking to someone face-to-face.

You need to display yourself in a way that makes you look strong, bold and confident - not small and scared.

But before we tap into any of that, let's first look at your internal mindset because believe it or not, 80% of success is internal, and it's only 20% strategy. Which means that before we even write your resumé, which is the 20% part of the process, we need to focus on the 80% internal dialogue inside of you first.

Success is a measure of what you tolerate, ask yourself, are you in a fear state, a state of doubt and worry? If so, this will transfer onto what you write, and how you come across to the hiring manager.

Your resumé amplifies your message and your value, our goal is to ensure that this amplified message is a positive one that builds your credibility, instead of defying it.

We have a conscious and unconscious mind, ask yourself "are your thoughts serving you"? You attract what you tolerate and you attract what you feel. So get clear on who you are as a human adding value to a business. Get clear on what kind of employer you want. Get clear on what you want and you will unlock your potential.

It is important to remain authentic throughout the whole resumé creation process, we are not suggesting you be someone you are not, but to pull out the best version of you.

The fastest way to re-wire your mind is to sit, and journal or meditate, we would recommend both. The next worksheet has some journaling prompts for you to consider to recalibrate your thoughts.

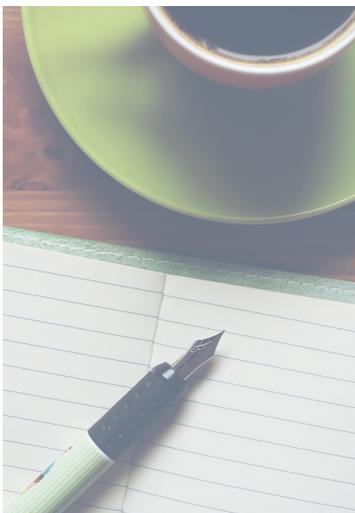




*How do I feel when I look at my current resumé?*



*If I could choose what I want my resumé to look like, what would it say?*



*From the exercise above, what can I use so my resumé remains authentic?*

# *Resumé Layout*

## AND RULES ABOUT CONTACT DETAILS

Does your resumé pass the thirty seconds test? "Hiring managers decide whether or not to read your full resumé within the first thirty seconds, a more professional recruiter makes the 'fit/no fit' decision in less than six seconds" - *Daily Telegraph*

It is therefore vital that your resumé is simple, easy on the eyes and gives the information in an efficient manner.

Our template shows you the different sections and the simplicity of a good resumé. You don't have to use this template but it will give you an idea of the content that is required. Click [here](#) to download.

Ensure that all sections in the resumé have their own space and are clearly visible. Think of each section as sections of a business proposal.

You will see on our template that contact details are simple and relevant, you do not need to include your full address, the city you reside in is sufficient for now.

Keep the top half of your resumé super simple and let's start getting into your business proposal, showing the true value you can add to your prospective company and team.

# Testimonials

We live in the world of reviews and trust pilot star awards. In a consumers world, reviews have the power to influence consumer decisions and strengthen credibility.

Testimonials on your 'resumé-business proposal' work the same way.

The words of people who you have previously worked with, managed or have managed you are words of gold to your future employer.

The words of others have the power to influence the hiring manager to interview you over someone else. These testimonials have the ability to gain the trust of a hiring manager before they have even met you, and encourages them to interact with you in a different way when they are interviewing you.

Using the worksheet below, write down the names of three people that would write a glowing testimonial for you. Contact them and ask them if they would mind writing two sentences maximum about the value you added when you worked with them?

**BONUS TIP:**

To help keep things simple, easy and efficient, write a couple of skeleton sentences to send to them so they don't have to do all the work, but can just edit and send back!





# *My testimonials worksheet?*

Write down the names of 3 people who would provide testimonials

1.

2.

3.

WHAT WOULD YOU LIKE THEM TO SAY?

1.

2.

3.

# Objective

An objective should state your career goals, it can be as simple as stating your desired job title, or it can show where you have been and where you hope to go in your career.

There are some schools of thought that state that objectives are no longer necessary and some say out dated. However, a resumé objective that focusses on your skills and abilities can actually enhance your resumé, by showing the hiring manager that you know what you want to do and that you have the skills needed for the job in question.

It is a statement of your goals for your employment, usually listed at the top of your resumé, it is typically one or two sentences long.

The most effective objective is one that is tailored to the job you are applying for. It states the career you are seeking, and what skills and experiences you have that make you an ideal candidate.

Do customise the resumé objective to match the position you are applying for. The more specific you are, the more intrigue you will capture with the hiring manager.

When crafting your objective, focus on particular skills and experiences that are directly related to the job. Another effective strategy is to include keywords from the job listing. Ensure that not only your objective but your whole resumé is optimised with key words, so any Applications Tracking System that is used, picks out your resumé. It's important to be smart about the words you include in your resumé.

You should only consider stating career goals that are feasible with the company, focus on how you can grow in that particular company.

Using the worksheet below and using the examples included, you should think about what skills and experience to include in your objective.



# *Objective brain dump worksheet*

5-10 SKILLS AND CAREER/COMPANY OBJECTIVES I CAN INCLUDE

1.

2.

3.

4.

5.

6.

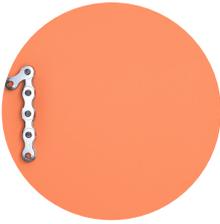
7.

8.

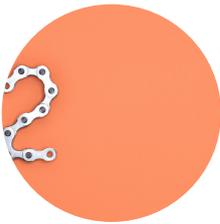
9.

10.

# Examples



My personal goal is to work with a company where it is possible to build a career in sales and grow and improve on both my sales and management skills, and fit into an environment where I can contribute to the company goals of upholding quality product and delivering it with the best customer service available in the marketplace.



Seeking a position with a forward thinking and progressive company where I can maximise my 10+ years of management, quality assurance, program development, and training experience.

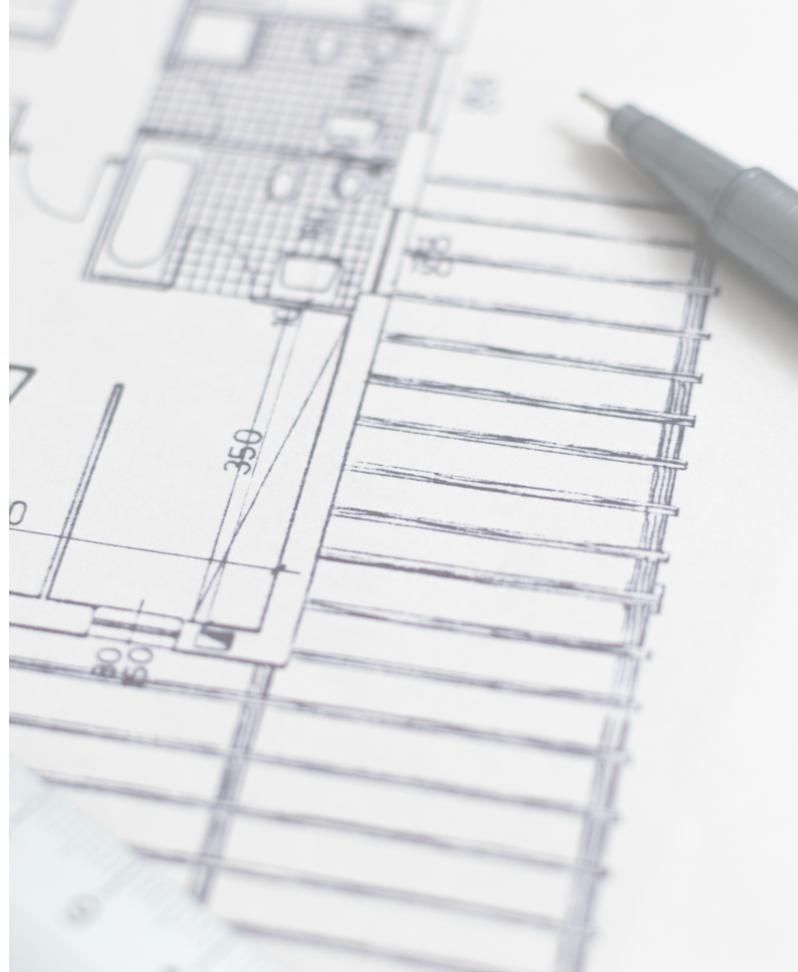


To leverage my 5+ of client-facing experience, public speaking skills, and expertise in the health care industry into a public relations role.



Results driven and organised professional with five years of experience in business development management, channel management and change implementation, seeking a position as a Business Development Manager to lead a team of sales people and achieve corporate development goals.

# Core Skills & Competencies



## GENERAL INSTRUCTIONS

A general rule is to list the skills you possess in an easy-to-read fashion. You want to title each column something that is relevant to different aspects of the job you are applying for. If you have done your research on a company and they state that they are looking for someone with certain skills, this is the time to include those 'key words'.

## PEOPLE/COMMUNICATION SKILLS

Communication skills are needed to speak appropriately with a wide variety of people whilst maintaining respect and honour. You should demonstrate a varied vocabulary and tailor your language to the audience, such as listen effectively, present your ideas appropriately, write clearly and work well in a group.

## MARKETING/TECHNICAL SKILLS

Marketing skills are applied to traditional marketing functions like advertising, sales, promotion, public relations, marketing research and brand management. These are highly valued skills required by employers in almost all sectors of the economy and job market.

## MANAGEMENT/LEADERSHIP SKILLS

Everyone has leadership skills, even if you have had or are applying for an entry level role. Leadership encompasses the skills of communication, awareness, honesty and integrity, relationship building, innovation and developing leaders.

It includes the skills of motivation, positivity, creativity and feedback, to truly help an organisation grow and expand.

## NEXT STEPS...

On the following pages, you will find a huge list of skills in all three sectors, go ahead and circle or highlight all skills that are applicable to you and your experience then find your top five per sector and expand on those skills to place on your resumé.

# Communication Skills

## SOME IDEAS FOR YOU

- Advertising
- Business storytelling
- Content management
- Content Strategy
- Correspondence
- Editing
- Emailing

- Technical writing
- Artistry
- Creative thinking
- Imagination
- Logical thinking
- Social media
- Mobile devices

- Articulating
- Clarity
- Concision
- Convincing
- Explaining
- Multilingual
- Negotiation

- Persuasive
- Presentation
- Promoting
- Public speaking
- Telephone etiquette
- Marketing
- Versatility

- Confidence
- Expression
- Active listening
- Quick thinking
- Visualisation
- Problem Sensitivity
- Emotional Intelligence
- Collaboration
- Courtesy
- Diplomacy

- Empathy
- Friendliness
- Interpersonal
- Motivation
- Open-mindedness
- Team building
- Team-work
- Flexible
- Encouragement
- Positive re-informcement

# *Marketing/Teachnical Skills*

## MORE IDEAS

- Marketing operations
- Website development
- Graphic design and development
- Content development
- Behaviourial analytics
- Content Management Systems
- Mobile marketing

- Lead nurturing
- Email marketing
- Social media marketing tools
- Productivity tools
- SEO tools
- Image and design tools
- Video production

- Paid social media advertising
- UX or UED Design
- Data Science
- Data visualisation
- Consumer behaviourist
- Content marketing skills
- Database querying

- Customer relationship Management skills
- Front-end development
- Basic understanding of statistics
- Marketing automation
- Modeling
- Landing page testing

- Research skills
- Social algorithms
- Generate creative campaign concepts
- Content writing
- Copywriting
- Measure ROI

- Understand marketing funnels
- Google Analytics
- Google Data Studio
- Photoshop
- Heat mapping tool knowledge
- Understand data science
- Tell a story with data

# *Management/Leadership Skills*

SUBHEADLINE CAN GO HERE

- Integrity
- Leading by example
- Team building
- Inclusive workforce
- Positive
- Communication
- Listening

- Emotional intelligence
- Effective delegation
- Decision-making
- Collaboration
- Flexibility
- Problem solving
- Planning

- Meeting management
- Managing myself
- Organisation
- Attention to detail
- Vision
- Curiosity
- Accountability

- Strategic thinking
- Planning and delivery
- People management
- Change management
- Persuasion and influence
- Communicating a vision
- Organisation skills

- Gathering information for competitive intelligence
- Turning information into action
- Achieving sustainable competitive advantage
- Project management
- Project planning
- Action planning
- Risk management

- Selecting and recruiting
- On-boarding and orientation
- Managing performance and appraisals
- Discipline and managing poor performers
- Understanding change
- Implementing change
- Overcoming resistance to change



# *Technical Proficiency*

Simply choose from the  
below...

- Programming languages
- Common operating systems
- Software proficiency
- Technical writing
- Project management
- Data analysis

## Examples

- C++
- C#
- Java
- Java Script
- Perl
- PHP
- Python
- **Retail and food service:** Point of Sale software
- **Architecture and engineering:** CAD software
- **Design and photography:** Adobe software
- **Healthcare:** Electronic Medical Record software
- **Shipping and transportation:** Logistics Management software
- **Journalism and writing:** Content Management Systems
- **Accounting and finance:** Bookkeeping software
- **Sales and marketing:** Customer Relationship Management systems

# *Experience*

## THIS IS THE GOLDEN PIECE OF YOUR RESUMÉ

### GENERAL INSTRUCTIONS

This is the time to truly shine and show your potential employer or hiring manager how you can truly add value and make a positive difference to their business. It is not a time to go into description mode of your current and previous roles, this will be your BIGGEST mistake.

The description of your role should consist of one or two sentences for the first bullet point, the next points, up to a maximum of three, should show the value you have added to that role.

Think about any processes that you changed or introduced procedures to increase efficiency? Did you exceed targets? If so, by how much? What positive impact did your actions have on the bottom line of the business? Did you progress from one team to another and with what impact?

At this point your hiring manager is keen to know how can your skills and attributes can add value? It all comes down to that!

Even if you are unemployed put an unpaid internship or relevant volunteer work until present, this will show that even though you have been unemployed for a year the hiring manager can see that you have been doing something.

You can list several jobs, just make sure that you leave out jobs that you worked for six months or less (apart from contract work). Unless the company closed, this type of work will suggest you were let go or lack loyalty. Do not list jobs that go back farther than twenty years, this experience loses its' relevancy. Obviously if you worked at a specific role for twenty years plus, do include those dates, this long-term job implies loyalty.



# *Most recent job*

COMPANY AND JOB TITLE

DESCRIPTION OF YOUR ROLE (MAX 2 SENTENCES)

VALUE ADDED (MIN 3 POINTS)



## *2nd most recent job*

CONTINUED

COMPANY AND JOB TITLE

DESCRIPTION OF YOUR ROLE (MAX 2 SENTENCES)

VALUE ADDED (MIN 3 POINTS)



# *3rd most recent job*

CONTINUED

COMPANY AND JOB TITLE

DESCRIPTION OF YOUR ROLE (MAX 2 SENTENCES)

VALUE ADDED (MIN 3 POINTS)



*4th most recent job*

CONTINUED

COMPANY AND JOB TITLE

DESCRIPTION OF YOUR ROLE (MAX 2 SENTENCES)

VALUE ADDED (MIN 3 POINTS)

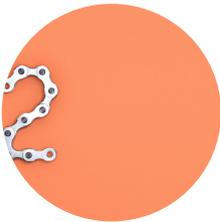
# Examples



X Y Company

Business Development Manager

- Responsible for the new business portfolio of the business, activity included cold calling, attending networking event, arranging meetings and closing deals. Managing a team of 5 staff including researchers and marketing.
- Exceeded target by 43% (+120% vs 1/y)
- Introduced the largest client to the business, annual turnover of £200k
- Team awarded 'Team of Year' 2019
- Won most company incentives



A B School

Science Teacher - Key Stage 4

- Teaching in a suburban School with 1000 students, responsible for teaching all areas of the curriculum, including designing and executing lesson plans
- Promoted to assess other teachers in the department in preparation for Ofsted
- Increased pass rates in my designated classes by 62% (+50% vs 1/y)
- 80% of students secured places with top 3 Universities in England
- Decreased costs by 45% and improved efficiencies by 40% within the department working closely with the Department Lead

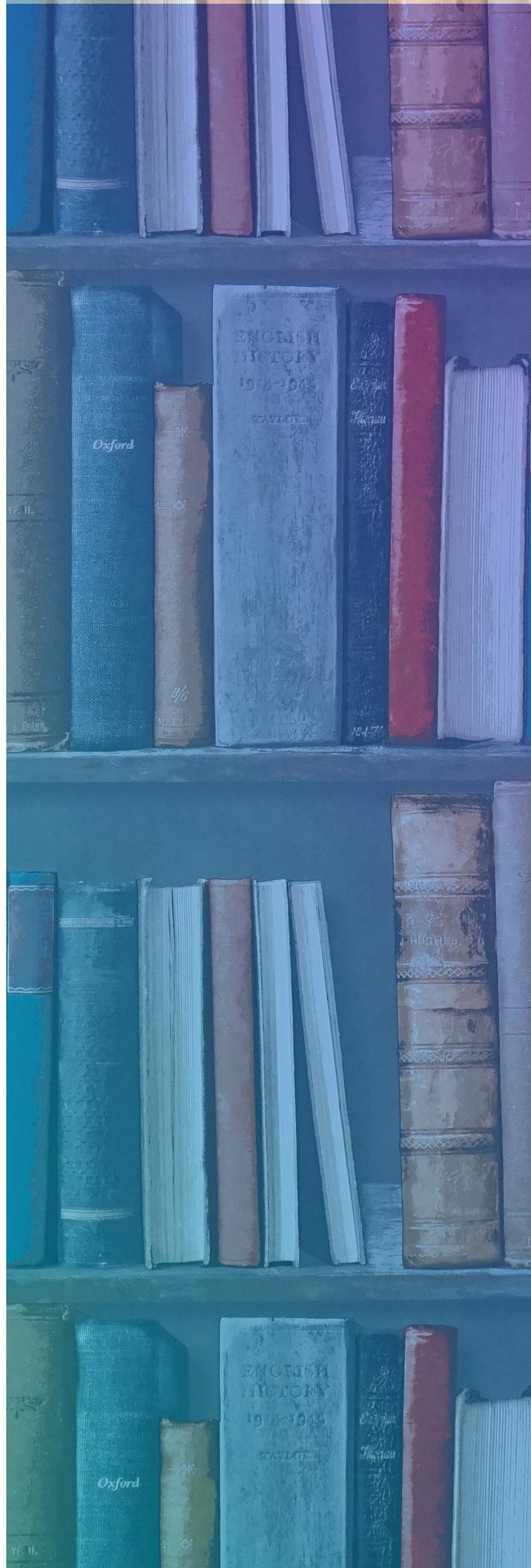
# Education

## FORMAL EDUCATION

This is the place to list any formal qualification that you have had, you do not need to provide an exhaustive list, your highest two-three qualifications is absolutely appropriate. List any degrees and year received (and where). If you did not receive a degree still place your schools and colleges and the years, and your highest qualifications.

## OTHER QUALIFICATIONS

You can also list any extra technical, or self development courses you have completed, especially if it is relevant to the job you are applying for. Just make sure you do not repeat anything you have highlighted in the Technical Proficiency section.





# *Education Worksheet*

*Your Highest Educational Qualifications*

*Other Qualifications*

# *References & Next Steps*

## 1. REFERENCES

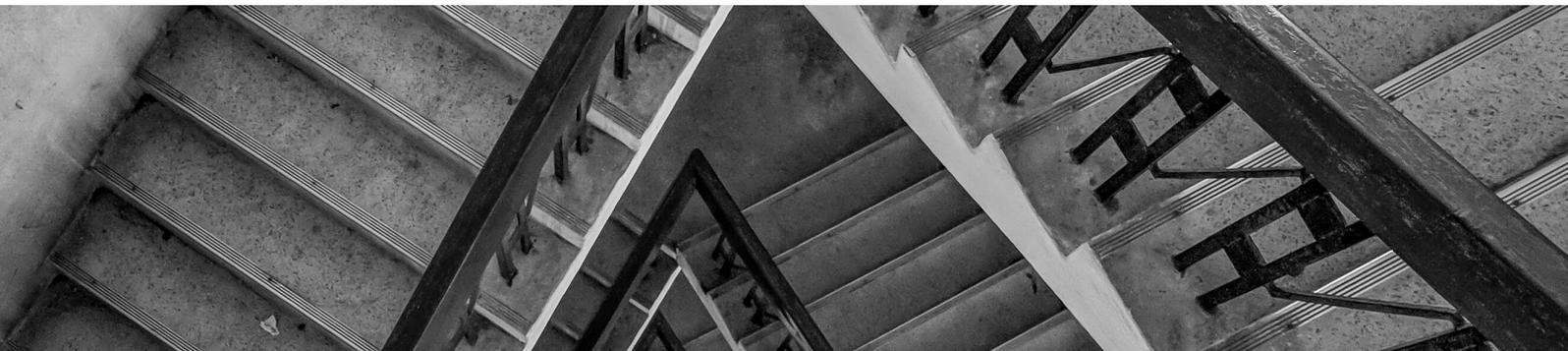
Remember that your resume is a business proposal, therefore don't feel pressured to give away all the information in one go. Simply list the names and positions of the given testimonials at the start of the resumé.

If you do want to include telephone numbers or emails of contacts, ensure that you have asked for their permission so they are not surprised when someone calls or emails.

## 2. NEXT STEPS

We now live in society that craves instant gratification, a society where all individuals and businesses want processes to be 'simple, easy and efficient'! Make things simple, easy and efficient for your hiring manager.

As you now understand that your resume is a business proposal, it's important to now close the reader. Summarise how you fit their needs and how you are interested in meeting their x, y goals immediately, include your number again so they do not have to look for it and ask for the interview.



# *Bonus Tips*

## AND FREQUENTLY ASKED QUESTIONS

### *Your digital footprint*

- It is very common for hiring managers to search your name on the internet prior to inviting you to an interview
- Ensure that any social media posts that you have public are professional (including photos) and hold no bias
- This is the right time to ensure your LinkedIn profile is fully up to date, and corresponds exactly to your new resumé

### *Recommended do's and don'ts*

- It is not necessary to include a picture of yourself as this could create bias, whether that is positive or negative, it is still bias
- It is not necessary to include hobbies or details of the size of your family, it is irrelevant in your business proposal
- Do use 'key words' for any job advert that you are applying for in your resumé to optimise your resumé and increase the chances of the 'BOTS' picking it up

### *Tips for multiple job applications*

- Do change the objective of your resumé for different types of jobs that you apply for, it is key that you make your resumé as relevant as possible
- Alternatively, write different covering letters for each job that you apply. Click [here](#) for a cover letter template
- It is totally ok to re-vamp your resumé for different types of jobs you apply for as it may require a different set of skills



## *Thank You...*

Thank you for entrusting Citrus Connect with your time and efforts. Our hope is that you have now implemented the information and created an extra-ordinary resumé to land you 'any' job interview.

You have invested in yourself and that is the biggest step of all, and also the biggest investment you will ever make. You have learnt skills that no-one can ever take away from you!

Once you have managed to land your dream job interview, check out our up-coming modules giving you the best tips on now how to nail the business presentation of your life - YOU!

Wishing you all the best,

The Citrus Connect Team



### *Contact Information*

Phone: +44 1138272257

Email: [hello@citrus-connect.co.uk](mailto:hello@citrus-connect.co.uk)

Website: [www.citrus-connect.co.uk](http://www.citrus-connect.co.uk)

