



Resumé and Online Profile Audit Checklist

See if your resumé and online profile has what it takes to stand out from competition and land that dream job.

ABOUT Opti/Write

Opti/Write helps individuals succeed in job hunting, thought leadership, and personal branding. The goal: make clients stand out from competition.

Opti/Write is trusted by professionals from:



Opti/Write's Resumé Writing division is led by Cheri Lynne Venegas. She is a Marketer, Resume Writer, and Profile Manager with 19+ years of proven experience in engineering clever marketing campaigns for clients and brands.

LEARN MORE ABOUT CHERI LYNNE

Cheri helped improve my resume and cover letter, which I absolutely attribute to me finding a new job. I ended up getting interviews to each of the places I applied after her help. She asked very pertinent questions which led to a customized and effective resume that I was very happy to submit to companies. I would highly recommend Cheri's services.

- Matt, Supply Chain Professional

*On a recent job search, I was looking to make a career change after more than 30 years in the same field. I worked with Cheri Lynne and she was able to rewrite my resume to focus more on the type of position I was interested in and really helped articulate exactly what skills I have that are transferable. She also optimized my LinkedIn profile and **right away I got tons of hits. I landed a new position that meets my criteria within just a few days.** I would definitely recommend Cheri Lynne for her insight and ability to put thoughts and ideas on paper and into action.*

- Jeff, Senior IT Professional



Resumé and Online Profile Audit Checklist

Use this checklist to see if you have a hire-worthy resume and a LinkedIn profile that ranks high on search results. Each point is discussed in more detail in the following pages.

1. My resumé is ATS-friendly.

2. My resumé contains keywords relevant to my job search

3. My resumé spotlights my achievements

4. My resumé captures my Unique Value Proposition

5. My resumé passes the 6-second rule

6. My LinkedIn headline contains relevant keywords

7. My LinkedIn About Section sums up my personal brand

“WOW! Now that is an amazing resume!!! I had always written my own resume but thought it was time for something new, different. I honestly had no idea what to expect, having never engaged this type of service before. I was blown away at the final product. **In just one day the search results on my profile doubled.** I could not be more pleased with the outcome. This was one of the best investments that I have made for myself in the past year. It feels really good to have a resume that truly highlights my achievements over the years. If you are thinking of updating your resume or just want something new, I strongly suggest that you reach out to Cheri for a consult. You'll be glad you did!

- Frank, leader in a tech company

1. My resumé is ATS-friendly



Did you know that resumes only have 6 seconds to make the right impression?

Due to the vast number of open roles and applicants, recruiters are forced to SCREEN resumes AT SPEED.

Companies use automated scanners or **Applicant Tracking Software (ATS)** to review resumes and help them short-list candidates.

250 applications per job ad

ATS screens applicants

HR sees applications

4-6 get interviewed

1 gets the job

An example of the hiring funnel

ATS will read and score a resumé based on WORDS. It cannot read:

- Images
- Infographics
- Logos
- Graphs
- Text boxes
- Or even colors

If your resumé is not ATS-friendly, it gets dumped.

2. My resumé contains keywords relevant to my job search



Here are simple ways to capture relevant keywords

- Read through multiple job ads in the industry you are targeting
- Take note of role-related or industry-related words or phrases
- Incorporate these words on your resumé by explaining how you are able to reinforce those attributes and qualifications.

3. My resumé spotlights my achievements



Don't bore the reader with a laundry list of your responsibilities.

*Instead, indicate instances where your initiatives made an impact on your team, department, or company. Show that you're someone who can deliver results. Indicate **metrics** whenever possible.*



See actual examples below of how Opti/Write transformed clients' resumé from BORING to COMPELLING.

01 *Before:* Leads initiatives for large companies and ensures revenue targets are met.

After: Primary lead and acted as the single face of the company for a global multi-million-dollar customer. Met account's targets and **increased revenue by 20x in 5 years.**

02 *Before:* Process improvement advisor for 150 personnel.

After: Orchestrated scheduling enhancements between military training and clinic hours which helped **reduce patient waiting time by three (3) hours and saved the USAF USD 500,000 annually in training costs.**



What makes **YOU** so special?



Your Unique Value Proposition must be plainly stated and should be one of the very first things recruiters see.

Being generic won't land that dream job. The challenge is to capture your unique blend of experiences, accomplishments, and personality and make it shine throughout the document. Ask yourself:

- What sets me apart from every other applicant out there?
- What are my strengths?
- What kinds of results can I easily bring that other people cannot?

5. My resumé passes the 6-second rule



Recruiters take an average of 6 seconds to scan a resume.

Source: The Ladders



Once your resume passes the ATS, it must also pass the recruiter's eyes. Here are some tips to pass the 6-second rule:

- Include everything the recruiter needs to know on the **first page**
- Avoid big blocks of text and use easy-to-read fonts
- Draw the reader's eyes to important information using excellent formatting
- Compose concise and compelling statements

6. My LinkedIn headline contains relevant keywords



The LinkedIn Headline is the most important part of your profile.

Your Headline is shown alongside your name whenever you do anything on LinkedIn, thus you have to be strategic about it. Think of it as ***your micro elevator pitch.***

Ensure your headline has relevant keywords that convey your unique value proposition and the roles you are vying for.

7. My LinkedIn About Section sums up my personal brand



If someone is interested in you and wants to know more, they read your About Section. This is your chance to showcase your value and your story.

In crafting this section, deliver a powerful story that states what's unique about you vis-a-vis your current or potential contribution to your industry or role. Write in first-person and end with a call-to-action.



One final tip: Invest in yourself.

Allocate sufficient time and effort to reflect
and write.

If you're not confident about your output,
need a 2nd pair of eyes, or simply need help,
reach out.

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