Why Your Resume Failed:

You didn't <u>tailor</u> your resume.
The worst strategy you can use is to make a generic copy of your resume and send it out to every job you can. This reeks of insincerity and carelessness. If a company requires specific skills, list them on your resume in an obvious place. Research the company, read the job description. Do your homework and your chances at landing a job will skyrocket.

Your <u>contact information</u> is unprofessional or missing.
Use a professional email address consisting of your first and last name. If you don't have one, make one. It's not okay to use cute email addresses on a resume. Avoid using numbers, such as 1 or 0, in your email that can be confused with letters. Double and triple check that your phone number is correct.

It's full of <u>errors</u>.
Always, always, always proofread your final draft before sending out your resume. Last minute additions and quick changes can mess up formatting or create awkward blank space. Go over the final draft one last time or, better yet, hand it to a friend to get their feedback.

It's <u>deceptive</u> or <u>apologetic</u>.
Don't lie about your abilities. Ever. This might get you ahead initially but will hurt your reputation in the long run. On the flipside, don't apologize for your skills either. Present yourself in the best light possible and honestly acknowledge your strengths.

There is waaay too much <u>information</u>.
Employers don't want to read paragraphs of text. Say what you need to say as succinctly as possible. Make it easy for an employer to find the information he or she needs.

You're trying to be too <u>fancy</u>.
Colors, designs, and creative fonts do have their place in a resume. However, you must use them judiciously. Use them to draw attention to key skills or to give your resume a touch of uniqueness. Don't let the design distract from the content.

It's <u>messy</u>.
Nothing says "Don't hire me!" like an unorganized resume. Use a crisp, professional format, put the relevant information at the top of the page, and be consistent throughout.

You didn't use any <u>keywords</u>.
You need to use the lingo associated with your field. Make sure you list the skills required for your target job. With more and more employers relying on computers to sift through their resumes, yours could be weeded out because of a lack of keywords.