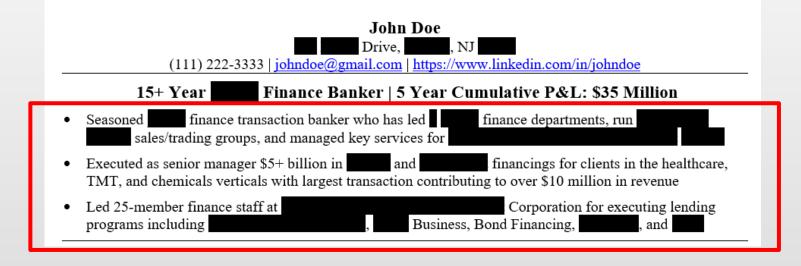
Start Building Your Image **On Your** Resume





- The tagline (in red outline) starts your brand building and captures whatever is your greatest recent accomplishment or cumulative accomplishments
- It is bold but not in all caps, since all caps means you are SCREAMING
- It should be between 5-10 words (stay on one line) and clearly state your target position and biggest wins (could include noted awards, designations like CFA, etc.)
- If you applying for a job online, the tagline should be the exact target job title to which you are applying
- If you are not applying online then you have more freedom to get creative

The Summary Bullets



- The 1st bullet shows an overview of your background with an emphasis on the first 5 words to capture what type of professional you are
- The 2nd bullet shows your hard skills and should reflect some metrics of success - \$ earned, \$ saved, hours saved, # of successful FHLB audits, etc.
- The 3rd bullet shows <u>additional</u> hard and some soft skills to round you out

A 1-page resume typically has 2 bullets vs. 3 above