

RESUME MYTHS: WHAT TO AVOID IN PREPARING YOUR RESUME

By Victoria Silverman and Pam Cook

We review hundreds of resumes in the course of our search work. Because we are frequently asked for advice, below we addressed common myths we have heard regarding nonprofit professionals resumes.

MYTH #1: MAKE YOUR RESUME FUNCTIONAL BY SELECTING YOUR CATEGORIES OF STRENGTH AND LISTING WORK AND VOLUNTEER EXPERIENCE THAT RELATE TO THIS CATEGORY

Some advisors encourage candidates to prepare functional resumes. We have always found them difficult to evaluate and too long. We surveyed our colleagues in the Network of Nonprofit Search Consultants. The response was a 100% vote for chronological resumes. Functional resumes make it difficult to develop a full picture of a person's career. Some employers are suspicious that a functional resume attempts to hide a spotty work history.

MYTH #2: AVOID LISTING POSITIONS OLDER THAN TEN YEARS ON YOUR RESUME

In senior executive positions experience is usually a plus. Yes, age discrimination exists, but smart employers don't do it. What smart employers avoid are candidates who hide their career experiences – they assume the worst! List your experiences and describe what you learned from them. While you can summarize older positions, make sure that an employer will understand the sequencing of your career history.

MYTH #3: MAKE YOUR RESUME STAND OUT BY USING UNUSUAL FONTS, COLORS, AND IMAGES

You want your resume to be easily opened, read, and copied. Unusual formatting increases the odds that a recipient will not be able to open or view it properly. Stick to standard fonts. Vary the font size, use bolding, underlining or italics for emphasis, and consider a mix of bulleted items and text. Avoid document names like "ChuckResumeFundraisingJobs" that might indicate that you have multiple career goals.

While it is a common practice outside the US to include a photo, most US employers think it is inappropriate and potentially discriminatory.

Keep the file size to under 200 kB, or you may be "spammed out" or clog your potential employer's system. If you can, use PDF format. If not, use a standard Word format.

MYTH #4: YOUR RESUME SHOULD BE NO LONGER THAN ONE PAGE

While it is important to be concise and to prioritize the items on your resume, you should use a sufficient number of pages to list your experience and education fully. Describe your more recent experiences in greater detail. List additional training when it is relevant to the position. Selectively include volunteer experience. Keep it under four pages.

MYTH #5: IF YOUR RESUME LOOKS GOOD ON YOUR PRINTER, IT WILL ON EVERYONE ELSE'S

We see lots of resumes with page breaks in awkward places and/or scattered blank pages. We sometimes see resumes that don't print at all because they are configured for special sized paper or contain an image that overwhelms some printers. Try emailing your resume to friends with different printers and make sure that it opens and prints properly. Producing your resume in PDF format can reduce the number of printing issues.

MYTH #6: LIST ONLY YOUR HOME TELEPHONE NUMBER ON YOUR RESUME

You need to list a number and email address where you can be easily reached. Every number should be one that you answer and check frequently and at which someone has a good chance of reaching you during business hours. Avoid giving numbers that another person might answer (even a partner – when an employer calls, they can't assume your partner knows you are looking for a job). Your voice message should sound professional, should state your name, and should let people know whether personal and confidential messages can be left. On email, you should use a confidential account that is not managed by your employer and that will not "spam out" potential employer enquiries. Your e-mail address should sound professional, avoid email addresses like ready2party@hotmail.com.

MYTH #7: A FEW TYPOS ON THE RESUME DO NOT MATTER

A few typos on the resume may sink your candidacy. Employers will assume that your resume is representative of your best writing and editing skills. Proofread, spellcheck, and have your friends read your resume. Every entry throughout your resume should have consistent structure. We suggest bullet items beginning with action verbs such as lead, organize, supervise, create, build, and produce.

MYTH #8: NO ONE WANTS TO SEE NUMBERS ON YOUR RESUME

In development, everyone wants to see your accomplishments quantified. Use specific numbers in talking about the number of staff managed, prospects in your portfolio, gifts raised, calls, mailings, events, attendees. While some of your results can be shown in percentages, for most, the actual numbers will be most relevant.

MYTH #9: EVERYONE WILL RECOGNIZE MY EMPLOYER

Do not assume that everyone who sees your resume will know about your current or previous employer. List the organization and its location. Rick King of Kittleman & Associates suggests "a short descriptive sentence about the organizations/institutions to provide context." A hyperlink may be helpful.

MYTH #10: AI IS THE ANSWER

We are cognizant of the value and ease of using AI tools to write your resume. We strongly encourage you NOT to employ this tactic. If you feel you must, please be sure to review the product very closely. Note – we have found that AI can create false or exaggerated information about you when compiling a resume. Be cautious, as we will ask you about everything on your resume.

MYTH #11: IF I ASK THAT MY RESUME BE TREATED CONFIDENTIALLY, IT WILL BE

We hold confidentiality as a core of our work ethos. However, once you begin a job search and you distribute your resume, anything can happen. The wider your resume is circulated, the more likely it is that someone will either inadvertently or deliberately "spill the beans." While you can ask a prospective employer to keep your search confidential, you also want them to discuss your application with other decision makers. It is difficult to control who can and who cannot see your resume, so you should be aware that it might

become public more quickly than you had hoped. We will do everything in our power to protect your anonymity.

MYTH #12: PUT YOUR REFERENCES ON YOUR RESUME

Sometimes the person scanning your resume may see an individual they know or respect listed as your reference. However, the listing of names will lengthen your resume and may induce reference calls to be made too early in the process to be most helpful to you. If you want any degree of confidentiality, a statement that references are available is sufficient. If you make it to the finalist round with any of our searches, we will request five references – three peers or subordinates and two managers or board members. It can be very helpful to consider who you might contact, and contact references in advance of your search to let them know they you are considering a job change and might need their assistance.

MYTH #13: YOU SHOULD PREPARE A RESUME ONLY WHEN YOU SEE A POSITION OF INTEREST

You should always keep your resume up-to-date. You never know when you might see an opportunity of special interest, and in today's market you need to be nimble. If you list your accomplishments as they occur, you will be sure to get them onto the resume so that they are not forgotten in the rush of preparing a new document. You can tailor a resume for a particular position, but it is more productive (and less error prone) to carefully prepare a cover letter that specifically highlights the match of your experience with the job you are seeking. Please pay attention to formatting when adding your latest role – make sure you are using the same font and style. And be sure to change your last role by adding the exit date!

