

Your resume must be credible if you want it to effectively communicate your skills and attributes to a potential employer. Most employers pay very close attention to the credibility of information in a resume because unfortunately so many of them contain information that is inflated, exaggerated, or often simply untrue.

You can stand out from the crowd by using these tips to create an effective, credible resume:

1. Keep it simple. Make sure that the achievements, skills and attributes you highlight are clear and concise. You do not need fancy words, complex sentence structure, or other complicated language tools to express what you want to say.

2. Keep it true. Never, never lie or mislead about anything on your resume. This includes previous job responsibilities, education, training, special achievements and recognition, job titles, employers, dates of employment, etc.

3. Keep it real. Do not give in to the temptation to exaggerate or glorify your attributes. It is okay to be assertive and say something like 'top salesperson for three consecutive months' but it is not okay to say something like 'best salesperson in the department according to management and peers'.

4. Keep it accurate. Check your facts, figures, and statements to make sure they are 100% accurate. For example, if you say you have five years of sales experience but your employment dates show only three years as a salesperson that will be a red flag to the potential employer. Any facts, figures, timeframes, or other claims should be clearly verifiable.

5. Keep it attractive. Remember that most human resources professionals receive stacks and stacks of resumes in response to job postings. They do not have time to dig through each one, looking for key information that will prompt them to consider you further. Make your resume attractive and easy to read by using comfortable margins, easy to read font styles and sizes, and highlights such as bold, italics and bullet points to draw the eye to key points.