

# Make your resume stand out

## **AN ADVERTISING FEATURE**

**By Ann Herrlein**

Most companies will not meet with you until you fax or mail a current resume. Since this will be the employer's initial contact with you, it makes sense to ensure your resume will stand out from the rest, or at least be set aside for consideration.

One way to do this is to engage a professional resume service with years of experience.

AAA McKinstry Personnel Agency & Resume Services has that experience with more than 45 years of assisting clients with resume and placement services.

The true test of a professional resume is not only its design, but the choice of words. After all, the resume should be created with you personally in mind. Would you be able in a few sentences to impress the reader enough to make

them want to take the time to read your job history?

Technology has made it easier for employers to review reams of resumes. Affordable scanners and the Internet have improved accessibility to the job market for prospective employees.

The focus of a scannable resume is on content and format. A scannable resume must be simple in format with a plain typeface. However, the scannable resume is not to be used as a replacement for a professional resume printed on fine-quality paper with appropriate formatting.

Content is still the most important feature of any well written resume. Opening the resume with an objective is too limiting and does not show the company any reason to consider you as a viable candidate. Your resume needs an effective opening summary that

clearly states what you, as an employee, can contribute to the company.

"Our writers receive daily input from our personnel specialists who are working within today's ever-changing employment climate," said Frank Wiedner of AAA McKinstry. "A professional, employment trained writer knows how to effectively present a candidate to a potential employer."

AAA McKinstry offers a selection of resume styles and models for you to choose from. Pricing options are available in a wide range. AAA McKinstry hires professional writers, not typists.

For information or a free consultation, call 543-9363 in Tustin/Santa Ana; 859-9995 in Lake Forest; 848-1988 in Huntington Beach; 774-7677 in Anaheim; 739-1505 in Buena Park; or 646-9090 in Costa Mesa.