



Test drive the new
3 Series Sedan.
Visit RasmussenBMW.com

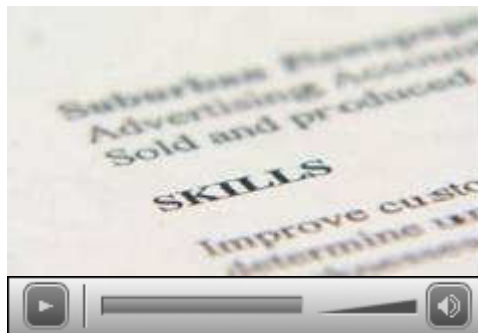
[Comments](#) 1 | [Recommend](#) 5

Special report: Resume 'magic' for tough times

12:15 PM PDT on Tuesday, March 24, 2009

By ANNE YEAGER, kgw.com

For every job opening, there's a huge stack of resumes from prospective job seekers. So how does the average person stand out?



Video: Resume & cover letter tips

Dawn Rasmussen is a resume writing professional, who also owns her own company, Pathfinder Writing and Career Services. She said it's important to "be relentless and fearless."

Oftentimes, a human eye never looks at your resume at all, Rasmussen said. Instead, many human resources departments have scanner software to sort through resumes.

More: [WorksourceOregon](#)

So what does that mean?



KGW-TV

She says it means to include the same language that's in the job description into your resume.

For example, if the ad wants someone with 10 years' communications experience, you should include 10 years of communications experience in your resume and cover letter.

KGW found three job seekers from three different age groups and three different backgrounds.

Brianna Ellingson is in her 20s and has worked as a waitress, a medical office worker, and a court clerk.

Joel Remme has 34 years experience working in advertising, marketing, and sales.

Fred Gardner has 18 years experience working as an animator for films and television shows.

"I've never really had to look for a job," said Gardner, who was hired during his second year of school to work as an animator for the hit show, "The Simpsons."

He moved to Oregon to work for the Laika animation studio, but he was laid off.

"It's been rough because there's not a lot of production jobs in Oregon," Gardner said.

If the studio doesn't start up production soon he said he could move back to Los Angeles.

So what can he do?

Job seekers find positions through people they know 70 percent of the time, according to Rasmussen, who suggested that Gardner "organize" his resume.

"He's won two prime time Emmys. I would bring up those skills to the top where he can say I'm a two-time Emmy award-winning animator," she said.

Ellingson has just started her search, but already Rasmussen said there are problems with her resume.

"She needs to write a headline that will help target herself. I'm not a big fan of objectives -- if she waited tables, she should include something like, she's had a certain amount of customer satisfaction," Rasmussen said.

Judy Clark heads up H&R Associates.

"I have a list of 20 accomplishments. Some should be included in your cover letter, others in your resume, and the rest in your interview," she said.

Remme has 34 years of experience but Rasmussen said he made a mistake in his resume.

"Joel needs to cut back on his employment. It opens himself to age discrimination, which does happen," she said.

Rasmussen has an approach to job-hunting.

"You have to build your network, create a focused search and a polished resume. The biggest mistakes are misspellings and punctuation. You won't believe what I've seen, even from CEO's," she said.

