



**How to elaborate a perfect
and extremely competitive Curriculum!**

1 - Strategy is key. Make a specific resume for each position and company.

The most common mistake, made by most applicants to a job search, is to send the same resume to all the companies they are hiring. And, not infrequently, they send the same curriculum to compete for totally different job positions.

If you do that ... STOP IT!

The ideal is to do a resume for each company and position. At this point you should act as a strategist. To understand the differences you need in your resume, follow the 2 steps below:

Step 1: Know everything you can about the position offered.

Before even writing the content of the curriculum, seek the maximum information about the position offered and see if you have the qualifications required by the contracting company. This will avoid the unnecessary work of submitting a resume that will not be selected.

Example: You saw an ad for a Civil Engineer job. However, one of the requirements is for the candidate to speak fluent German. If you do not speak German fluently, do not waste your time applying. Remember that you will not be the only candidate in the job market for this position.

In addition to that, knowing exactly what the company requires of the candidate, is half way to a good strategy to win the position.



THINK FOR AN INSTANT:

A company that needs to hire labor, certainly has a demand and needs labor that meets its demand; Or have a problem and need a professional to solve the problem, correct?

Well! Once you know well the requirements of the position to be exercised, you already have a good idea of the problem or demand that company has; so you can put your resume focused on the solution, highlighting your experiences that will help that company solve the problem that it has.

You will be the person who will solve a problem or a company claim. That's what companies are looking for: professionals who solve problems and fulfill demands.

There will be a much greater identification on the part of the recruiter if he identifies in your curriculum knowledge and skills essential to the open position. Think about it!

Step 2: Know everything you can about the contracting company.

Once you know all the possible information about the desired position, look for information about the company and try to know at least the basics about it, for example:

>> For how long has it been in the market?

The lifetime of a company says a lot about its ability to stay active in the market. It is not a rule, but in general way, large companies have a great track record and are very competitive.

>> What is its main product or service?

Knowing the main product or service of the company, besides helping with your resume strategy, will be a differential in your job interview. Believe us: Many candidates come to a job interview without knowing it.

>> What is the profile of the manager: Conservative or Modern?

The type of advertisement that the company does already gives a notion of the profile of its managers or owners. Visit the company's website. There you will find a lot of information. And if it is possible, do a research on what people say about the company on social media.

You may be wondering: Knowing these things about the company will help me in what?

Imagine that you are in searching a girlfriend or boyfriend. So a friend, who knows that you are in searching a romance, says to you, "There is a person I know who's also looking for a romance. She's single and if you want I can make an appointment so you two meet, do you accept? "

I'm sure that before you even say yes, you'll want to know more about that person: how is she? What does she do? Where she lives? How old is she? Is she beautiful? Drink? Does she smoke? Does she have children?

And, depending on the profile described by your friend, you don't even want to meet her. Or maybe you fell in love with her before even meeting her in person.

NOW IMAGINE you go meet someone, with whom you are about to have a love affair, and not know anything about the person.

NOW IMAGINE that the other person also liked your profile (described in your resume) and wants to meet you. If your face-to-face posture is not consistent with your resume profile, you will not stand a chance.

Do you understand why it is so important to know the company in which you want to work? Knowing the company profile, as in the example above, will also save you time, since you do not need to send your resume to a company that will not meet your expectations and you will not feel happy working on it.

2 - Layout and organization of ideas. Appearance counts a lot!



Now that you know everything about the position offered, know the proposal of the company and is willing to be part of your team, it is time to draw up your professional resume.

There is no standard and official rule for the layout of a curriculum. But there is common sense. Ideally, it should be harmonious and easy to read, organized as if it were the home page of a website.

LAYOUT MODELS FOR YOUR CURRICULUM

If you have no idea what a model would look like, we've brought you two ways to help. See which of the options is the most interesting for you.

Option - Within the text editor Microsoft Word you will find some models of documents ready to be edited, such as business cards, pamphlets, commemorative dates, etc. Including models of resumes. If you do not know how to do this, follow the steps below:

- 01 - Open your Word text editor to create a new document.
- 02 - Choose the "NEW" option.
- 03 - Choose the model you like best

3 - Objectivity is everything about communication.



You know about the company proposal, the obligations and responsibilities of the position you want, are you willing to run for the position? So be very objective in relation to the position and area of interest that you want to act.

When the proposal is to conquer a job, NEVER write on your resume, nor NEVER say in a job interview:

"... I'm looking for new opportunities"

This causes a bad impression and makes the recruiters insecure about you. After all, those who are looking for new opportunities still do not know exactly what they want, or have not yet decided what to do on their career and profession.

Be sure that NO recruiter will select a candidate who does not know what they want.

4 – Show your qualifications with focus on the desired vacancy. Be optimistic about yourself. But without lying.



Be succinct and objective in describing your qualifications, highlighting your strengths, which are directly linked to the company's needs and wants.

Be optimist. Your self-esteem can influence people. But do not overdo it or make up lies about yourself.

Try to put everything into a maximum of two pages. Too large resumes discourage the recruiter.

Avoid unnecessary information that is not about your job or work environment, and be careful about some details, such as: e-mail for contact like imtheguy@xxxxx.com.br, more valuable tips you'll find in the Guide to Curriculum Improvement, developed by Engineering Selection to help Engineers in search of Replacement. You can download the free guide [here](#).

5 - Optimize your resume on social networks

Let's say you did everything right up here. You followed every step and, after a certain effort and effort, you finally managed to work out a brilliant resume, worthy of being selected for an interview.

Then you send the curriculum - confident and hopeful! - for the HR of the company ... and expects to be called for an interview.

The recruiter sees your resume and is interested on you. (And how not to be interested, since it is a perfect curriculum for the vacancy).

However, BEFORE CALLING IT FOR THE INTERVIEW, the interviewer or recruiter decides to see your profile on the social network - EVERYBODY DOES THAT - and there he comes across things like:



**Doing nothing at work
requires planning**



If that's the kind of thing you put on your profile, whether it's LinkedIn, Facebook, or whatever, all your work on writing and submitting your resume will have been in vain.

Your social networking profile says a lot about your personality. By the kind of things a person likes or shares, we can realize some of their values. So take good care of your image on social networks. And here are some of the care you should take with your profile, if you are looking for a job:

-Avoid posting negative statements about work and career

-Avoid photos of drunken friends

-Avoid sexy photos with erotic calls. This advice is mainly for women, because depending on the type of photo you post, you run the risk of being called for an interview, but not to be hired, but to be harassed. Think about it!

-Avoid photos with your team shirt. Nothing against! But will that your recruiter cheer for the rival team ?! There will certainly be a negative identification.

Well! Those were the 5 tips. Recapping:

1 - Strategy is key. Make a specific resume for each position and company.

2 - Layout and organization of ideas. Appearance counts a lot!

3 - Objectivity is all about communication.

4 - State your qualifications with focus on the desired vacancy. Be optimistic about yourself. But without lying.

5 - Optimize your resume on social networks.

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