



Resumes that Pop!: Designs that Reflect Your Personal Brand (Barron's Resumes That Pop: Designing the Perfect Resume)

Pat Criscito CPRW

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"The perfect rÃ©sumÃ©," says author Pat Criscito, "is the one that fits the personality of its owner, tempered, of course, by the expectations of the industry." Writing and designing both paper and electronic versions of a rÃ©sumÃ©, and using them to build a brand identity on the Web, are the focus of the new 4th edition of *RÃ©sumÃ©s that Pop!*, formerly titled *Designing the Perfect RÃ©sumÃ©*. This book shows job seekers exactly how to create distinctive rÃ©sumÃ©s that reflect the unique personality of their owners--their strengths, their background and training, and their career goals. A *Twelve-Step RÃ©sumÃ© Writing Guide* opens the book, outlining rules for creating the perfect rÃ©sumÃ© from a rough concept to a finished presentation. Chapters that follow discuss different kinds of rÃ©sumÃ©, including functional, chronological, executive, the curriculum vitae, and creative rÃ©sumÃ©s. Then, the author shows job-seekers how to create and use electronic versions of their rÃ©sumÃ©, from e-mailable and scannable rÃ©sumÃ©s to LinkedIn and Facebook profiles. Nowadays, job seekers should expect to be "Googled" by hiring managers before being called for an interview. This book helps readers manage their online reputations using blogs and e-folios at their own personal Web sites. Nearly 200 sample rÃ©sumÃ©s included in this book can be adapted and personalized to fit the needs of each reader.

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