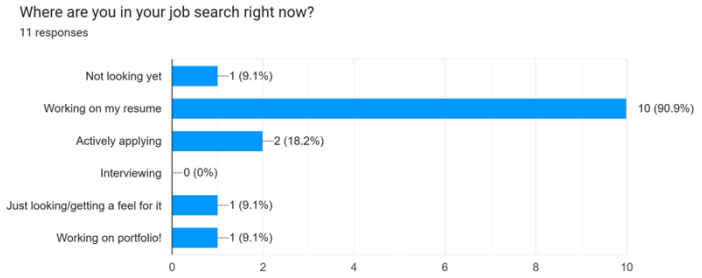
TODAY
WHERE YOUR CLASSMATES STAND



QUICK POLL
VOTE · 1 OF 3

How long does a recruiter spend on a first scan of your resume?

- A About 7 seconds
- B About 30 seconds
- C About 1 minute
- D 2 minutes or more

slido.com · #LCAD-RESUMES

Recruiting Strategies

- Resumes

Cameron Fakouri, CPA, MSA
Recruiter | Executive Coach
www.RezzyCheck.com

FACTS & STATS

Recruiters spend **7.4 seconds** on a first scan of your resume.

Source: Ladders Eye-Tracking Study (2018)

FACTS & STATS

Jobs now get **300+ applications** per hire, triple 2021.

Source: Ashby Talent Trends Report (May 2026)

FACTS & STATS

It takes about **8 weeks** to fill a typical role.

Source: Ashby Talent Trends Report (May 2026)

COURSE OBJECTIVES

By the end of this session, you will:

1. Understand how recruiters evaluate resumes in seconds
2. Build a resume that works for both people and the ATS
3. Turn class projects, freelance work, and commissions into strong bullets
4. Avoid the most common resume mistakes
5. Leave with a plan for your next application



what is a
resume?

WHAT A RESUME IS *NOT*

- It's not a biography
- It's not a golden ticket
- It's not a set-it-and-forget-it document
- It's not only for people who can't network

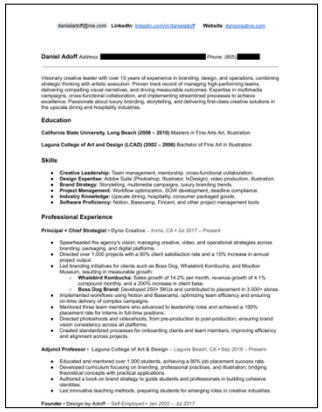


WHAT IS A RESUME?

- **Purpose:** get you to the interview
- It's a **marketing tool**
- Designed to match you to a *specific* role
- An index for your portfolio
- Decision in seconds



WHICH RESUME DO **YOU** PREFER?



Daniel Adoff

Visionary creative leader with over 15 years of experience in branding, design, and operations, combining strategic thinking with artistic execution. Proven track record of managing high-performing teams, delivering compelling visual narratives, and driving measurable outcomes. Expertise in multimedia campaigns, cross-functional collaboration, and implementing streamlined processes to achieve excellence. Passionate about luxury branding, storytelling, and delivering first-class creative solutions in the upscale dining and hospitality industries.

Education

California State University, Long Beach (2008 – 2010) Masters in Fine Arts Art, Illustration

Laguna College of Art and Design (LCAD) (2002 – 2006) Bachelor of Fine Art in Illustration

Skills

- **Creative Leadership:** Team management, mentorship, cross-functional collaboration.
- **Design Expertise:** Adobe Suite (Photoshop, Illustrator, InDesign), video production, illustration.
- **Brand Strategy:** Storytelling, multimedia campaigns, luxury branding trends.
- **Project Management:** Workflow optimization, budgeting, deadlines, compliance.
- **Industry Knowledge:** Upscale dining, hospitality, consumer packaged goods.
- **Software Proficiency:** Notion, Basecamp, Frocent, and other project management tools.

Professional Experience

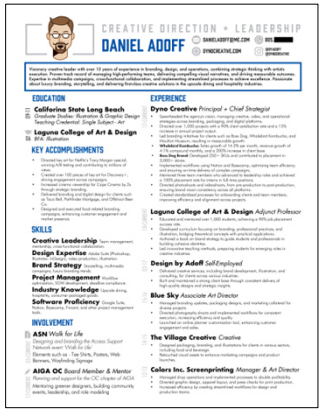
Principal + Chief Strategist • Dyno Creative – Irvine, CA • Jul 2017 – Present

- Spearheaded the agency's vision, managing creative, video, and operational strategies across branding, packaging, and digital platforms.
- Directed over 1,500 projects with a 96% client satisfaction rate and a 15% increase in annual project output.
- Led branding initiatives for clients such as Boss Dog, Whaletini Kombucha, and Moulton Museum, resulting in measurable growth:
  - **Whaletini Kombucha:** Sales growth of 14.2% per month, revenue growth of 4.1% compound monthly, and a 200% increase in client base.
- Implemented workflows using Notion and Basecamp, optimizing team efficiency and ensuring on-time delivery of complex campaigns.
- Mentored three team members who advanced to leadership roles and achieved a 100% placement rate for interns in full-time positions.
- Directed photoshoots and videoshoots, from pre-production to post-production, ensuring brand vision consistency across all platforms.
- Developed curriculum for onboarding clients and team members, improving efficiency and alignment across projects.

Adjunct Professor • Laguna College of Art & Design – Laguna Beach, CA • Sep 2018 – Present

- Educated and mentored over 1,000 students, achieving a 90% job placement success rate.
- Developed curriculum focusing on branding, professional practices, and illustration, bridging academic learning with industry expectations.
- Authored a book on brand strategy to guide students and professionals in building cohesive identities.
- Led innovative teaching methods, preparing students for emerging roles in creative industries.

Founder + Design by Adoff – Self-Employed • Jan 2002 – Jul 2017



CREATIVE DIRECTION + LEADERSHIP

DANIEL ADOFF

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EDUCATION

California State Long Beach
Graduate Studies: Illustration & Graphic Design
Teaching Credential: Single Subject - Art

Laguna College of Art & Design
BFA: Illustration

KEY ACCOMPLISHMENTS

- Directed key art for Netflix's Tracy Morgan special, winning A/B testing and contributing to millions of views.
- Created over 100 pieces of key art for Discovery+, driving engagement across campaigns.
- Increased cinema viewership for Cape Cinema by 2x through targeted campaigns.
- Delivered branding and digital design for clients such as Taco Bell, Pathfinder Mortgage, and Offshoot Beer Co.
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INVOLVEMENT

ASN *Walk for Life*
Designing and branding the Access Support Network event Walk for Life
Elements such as - Tee Shirts, Posters, Web Banners, Wayfinding Signage

AIGA OC *Board Member & Mentor*
Planning and support for the OC chapter of AIGA
Mentoring greener designers, building community events, leadership, and role modeling

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Design by Adoff *Self-Employed*

- Delivered creative services, including brand development, illustration, and digital design, for clients in various industries.
- Built and maintained a strong client base through consistent delivery of high-quality designs and strategic insights.

Blue Sky *Associate Art Director*

- Managed marketing updates, packaging designs, and marketing collateral for theme projects.
- Directed photographic shoots and implemented workflows for consistent quality across all Blue Sky products.
- Launched an online planner customization tool, enhancing customer engagement and sales.

The Village Creative *Creative*

- Designed packaging, branding, and illustrations for clients in various sectors, including food and beverage.
- Relaunched visual assets to enhance marketing campaigns and product launches.

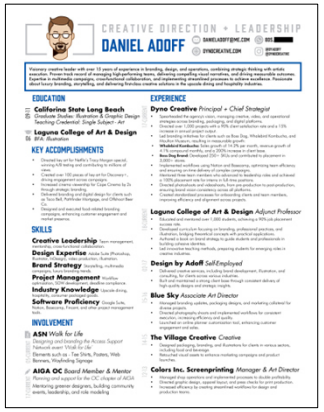
Colors Inc. Screenprinting *Manager & Art Director*

- Managed shop operations and implemented processes to double profitability.
- Directed graphic design, apparel layout, and press checks for print production.
- Increased efficiency by creating streamlined workflows for design and production teams.

WHICH RESUME DO **YOU** PREFER?

Humans prefer this resume

- Style
- Personality
- Visually appealing
  - Pictures and icons
  - Vertical text
  - 2 columns



CREATIVE DIRECTION + LEADERSHIP

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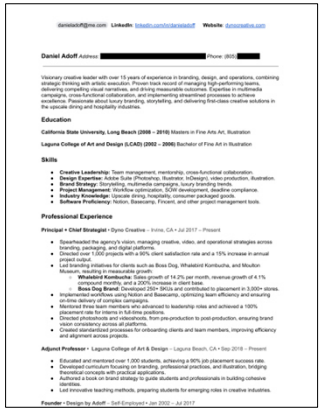
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WHICH RESUME DOES THE **ATS** PREFER?



Robots (and most recruiters) **prefer this resume**

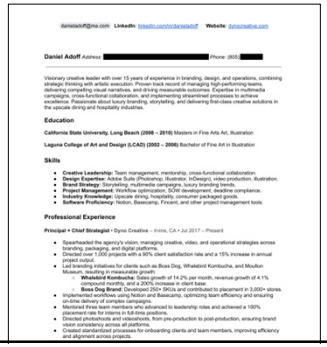
- Simple format
- Easy to read
- Scannable

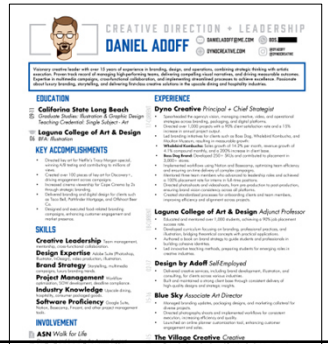
ATS – Applicant Tracking System (discussed later)

Ladders Eye-Tracking Study (2018): cluttered, multi-column layouts tested worst

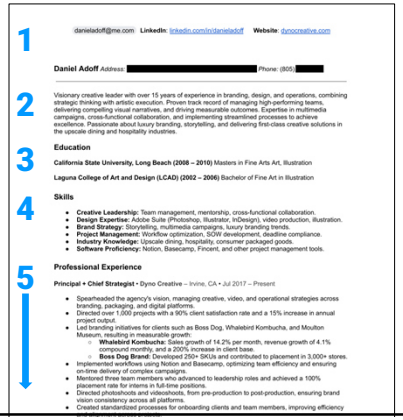
WHAT DOES THIS MEAN?

2 types: **ATS-friendly** & **designed resume**





ANATOMY OF A RESUME



Top to bottom

1. **Contact Info**
2. **Professional Summary**
3. **Education**
4. **Skills**
5. **Experience/Projects**

\+ Awards & Leadership (optional)

YOUR RESUME QUESTIONS:

How do I beat the AI systems sweeping and skipping resumes?

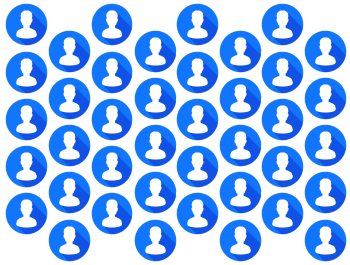
Source: Your questions from our poll

WHAT IS AN ATS?

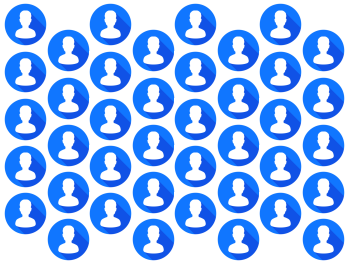
- **Applicant Tracking System (ATS):** software that stores, sorts, and ranks applications
- **Myth:** a robot reads your resume and rejects it
- **Reality:** humans use AI to help them search and sort. Only 2 of 25 recruiters surveyed had content-based auto-rejection turned on.
- **Watch out:** screening questions (work authorization, commute, degree) can screen you out automatically. Answer them carefully.
- **Get seen:** use keywords from the posting and keep the format clean

Source: Enhancv recruiter survey (Sept–Oct 2025, 25 U.S. recruiters)

HOW IS AN ATS USED?



HOW IS AN ATS USED?





Zodiac: Leo **Location: CA**

Lord of the Rings | Likes to Travel

Good with Money

Has a Dog | Bilingual

HOW IS AN ATS USED?





Bachelor's Degree **California**

Adobe Suite | MS Word

Leadership

Has a Dog | Teamwork

GRADE YOUR RESUME
YOUR TURN · 5 MIN

1. Pull up your resume: paper, laptop, or phone.
2. Start at 0. Add or subtract a point for each item on the next two slides.
3. Swap with a partner and compare scores.



5 MIN

No resume yet? Grade a partner's, or the sample on screen.

LET'S "GRADE" YOUR RESUME

+1 point for each of the following:

- **Contact info:** first name, last name, email, phone
- **Keywords:** at least 3 skills that match the job description
- **Sections:** you have a "Skills" section
- **Education Spelling:** "Bachelor of Fine Arts (BFA) in [Major]," not just "Bachelor's" or "BFA"
- **Metrics:** at least 2 numbers (aka "quantifiable metrics")
  - *Example: "Created 25+ pieces," "Doubled likes," "1,000+ hours on a capstone"*
- **Length:** Max 1 page

LET'S "GRADE" YOUR RESUME

–1 point for each of the following:

- **Honesty:** you over-exaggerated an experience or skill
- **URLs:** a hyperlinked word instead of the actual URL
  - Example: "LinkedIn" instead of linkedin.com/in/yourname
- **Consistency:** more than 2 different fonts types
- **Wasted space:** at least 1 orphan word
  - A single word that takes up an entire line, like this. ←
- **Perspective:** first person anywhere ("I did this," "My achievement")

QUICK POLL
VOTE ON · 2 OF 3

What did your resume score?

A 4 or 5	**B** 2 or 3
C 0 or 1	**D** Below zero (no judgment)

slido.com · #LCAD-RESUMES

STEP-BY-STEP RESUME CREATION

Step 1: Kitchen sink resume. List everything you've made, done, and learned.

Step 2: Pick a template. One ATS-friendly version, one designed version.

Step 3: Analyze a job posting. Pull out the skills and keywords.

Step 4: Tailor it. Keywords, bullet points, and a short summary.

Step 5: Review & revise. Proofread, get feedback, send.

STEP 1 / THE KITCHEN SINK RESUME

- A personal master list of **all** your skills, experience, and projects
- Think of it as your "asset library"
- If you don't have job experience, use:
  - Class projects
  - Freelance gigs & commissions (even unpaid ones!)
  - Clubs, sports, leadership, etc.
  - Certifications (Adobe, Google, etc.)
  - Volunteer work
  - Anything that shows your growth

CREATIVE CAREERS
FREELANCE COUNTS

~1 in 5	63%	20%
U.S. creative jobs are in California	of special effects artists and animators are self-employed	of graphic designers are self-employed

Freelance gigs, commissions, and personal projects count. Put them in your kitchen sink.

Sources: Otis College Report on the Creative Economy (2026); BLS Occupational Outlook Handbook (2025)

KITCHEN SINK SPRINT
YOUR TURN · 2 MIN

1. Set a 2-minute timer.
2. List everything you've made, sold, shown, or led in the last 2 years.
3. Don't edit. Word vomit is OK!



2 MIN

Class projects count. So do commissions, conventions, and personal projects.

STEP 2 / USE A RESUME TEMPLATE

Plenty of **free** options:

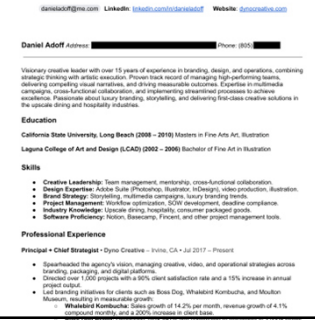
- **rezzycheck.com/lcad:** student templates from today
- **jobscan.co:** ATS-friendly templates
- **reddit.com/r/resumes:** community wiki and examples



STEP 2 / USE A RESUME TEMPLATE

ATS resume templates:

- 1 column
- No shapes, graphs, or images
- "Simple and boring" (on purpose)



Daniel Adoff Address: [redacted] Phone: (805) [redacted]

Visionary creative leader with over 15 years of experience in branding, design, and operations, combining strategic thinking with artistic execution. Proven track record of managing high-performing teams, delivering compelling visual narratives, and driving measurable outcomes. Expertise in multimedia campaigns, cross-functional collaboration, and implementing streamlined processes to achieve excellence. Passionate about luxury branding, storytelling, and delivering first-class creative solutions in the upscale dining and hospitality industries.

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- Led branding initiatives for clients such as Boss Dog, Whalebird Kombucha, and Moulton Museum, resulting in measurable growth:
  - **Whalebird Kombucha:** Sales growth of 14.2% per month, revenue growth of 4.1% compound monthly, and a 200% increase in client base.

STEP 2 / USE A RESUME TEMPLATE

Designed resume templates:

- **Use for:** print, email attachments, and leave-behinds
- A design that fits your personal brand
- Still presents skills and experience clearly



CREATIVE DIRECTION + LEADERSHIP

DANIEL ADOFF

DANIELADOFF@ME.COM · [redacted] · DYNOCREATIVE.COM · @[redacted]

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- **Boss Dog Brand:** Developed 250+ SKUs and contributed to placement in 3,000+ stores.
- Implemented workflows using Notion and Basecamp, optimizing team efficiency and ensuring on-time delivery of complex campaigns.
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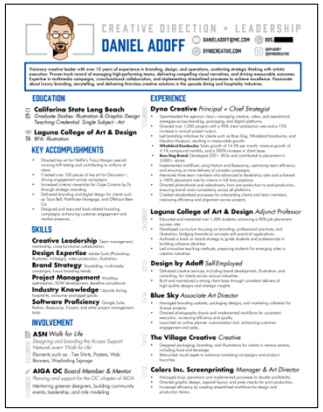
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DESIGNED RESUMES IN THE WILD





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ASN *Walk for Life*
Designing and branding the Access Support Network event *Walk for Life*
Elements such as - Tee Shirts, Posters, Web Banners, Wayfinding Signage

AIGA OC *Board Member & Mentor*
Planning and support for the OC chapter of AIGA
Mentoring greener designers, building community, events, leadership, and role modeling

EXPERIENCE

Dyno Creative *Principal + Chief Strategist*

- Spearheaded the agency's vision, managing creative, video, and operational strategies across branding, packaging, and digital platforms.
- Directed over 1,000 projects with a 90% client satisfaction rate and a 15% increase in annual project output.
- Led branding initiatives for clients such as Boss Dog, Whalebird Kombucha, and Moulton Museum, resulting in measurable growth:
- **Whalebird Kombucha:** Sales growth of 14.2% per month, revenue growth of 4.1% compound monthly, and a 200% increase in client base.
- **Boss Dog Brand:** Developed 250+ SKUs and contributed to placement in 3,000+ stores.
- Implemented workflows using Notion and Basecamp, optimizing team efficiency and ensuring on-time delivery of complex campaigns.
- Mentored three team members who advanced to leadership roles and achieved a 100% placement rate for interns in full-time positions.
- Directed photoshoots and videoshoots, from pre-production to post-production, ensuring brand vision consistency across all platforms.
- Created standardized processes for onboarding clients and team members, improving efficiency and alignment across projects.
- Designed and executed food-related branding campaigns, enhancing customer engagement and market presence.

Laguna College of Art & Design *Adjunct Professor*

- Educated and mentored over 1,000 students, achieving a 90% job placement rate.
- Developed curriculum focusing on branding, professional practices, and illustration, bridging theoretical concepts with practical applications.
- Authored a book on brand strategy to guide students and professionals in building cohesive identities.
- Led innovative teaching methods, preparing students for emerging roles in creative industries.

Design by Adoff *Self-Employed*

- Delivered creative services, including brand development, illustration, and consulting, for clients across various industries.
- Built and maintained a strong client base through consistent delivery of high-quality designs and strategic insights.

Blue Sky *Associate Art Director*

- Managed promotional content, including designs, and marketing collateral for digital projects.
- Directed photographic shoots and implemented workflows for consistent quality and efficiency in visual content.
- Launched an online planner customization tool, enhancing customer engagement and sales.

The Village Creative *Creative*

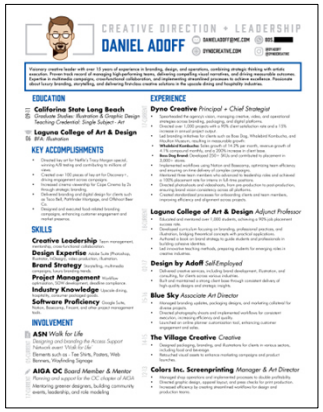
- Designed packaging, branding, and illustrations for clients in various sectors, including food and beverage.
- Relaunched visual assets to enhance marketing campaigns and product launches.

Colors Inc. Screenprinting *Manager & Art Director*

- Managed shop operations and implemented processes to double profitability.
- Directed graphic design, apparel layout, and press checks for print production.
- Improved efficiency by creating streamlined workflows for design and production teams.

DESIGNED RESUMES IN THE WILD





STEP 3 / ANALYZE A JOB POSTING

- **Why start here?** A strong resume matches what the job asks for
- **Break it down:**
  1. Find a posting on LinkedIn, Indeed, ArtStation, or a studio's careers page
  2. Highlight the required skills and keywords
  3. Pull matching items from your kitchen sink resume
  4. Tailor your resume to the job's needs
- **California bonus:** employers with 15+ employees must list a pay range in the posting.

Source: California Labor Code §432.3 (SB 1162)

YOUR RESUME QUESTIONS:

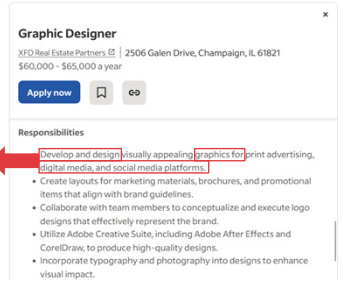
> Should you include every job you've had on your resume even if it isn't the most relevant?
>
> How do I balance my resume to stay nice and concise if I have a lot of projects to include? What's the best way of picking what to include?
>
> What part of resumes do people actual care most about/linger on?

Source: Your questions from our poll

STEP 4 / KEYWORD OPTIMIZATION EXAMPLE #1

Kitchen sink:
Created detailed graphics for digital ads and social media sites.

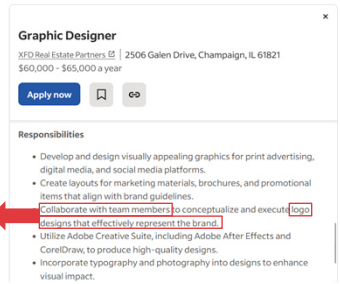
Keyword optimized:
Developed and designed visually appealing graphics for digital and social media platforms, driving 50%+ more traffic and engagement.



STEP 4 / KEYWORD OPTIMIZATION
EXAMPLE #2

Kitchen sink:
Worked in teams on several projects, including logos, business cards, and website elements.

Keyword optimized:
Collaborated with team members to conceptualize and execute logo designs for 3 local businesses, strengthening their brand recognition.



STEP 4 / BULLET POINTS
BUILD THEM IN LEVELS

The Levels System: every strong bullet stacks these

1. **What** you did
2. **How** you did it
3. **Tools** you used (Photoshop, Blender, Figma, Maya)
4. **Method or process** (thumbnails to finals, feedback rounds, design sprints)
5. **Measurable result** (numbers, awards, deadlines hit)

Estimate if you have to, but never fabricate

STEP 4 / BULLET POINTS

quantitative metrics

- Project hours
- Likes/shares/views
- Awards or contests
- Peer/client satisfaction
- Timeline/deadlines met

STEP 4 / BULLET POINTS

quantitative metrics

*"Designed and executed **10+ digital illustrations** for class assignments and personal commissions."*

*"Worked with **4 peers** on a branding project that received top marks in a senior-level design course."*

*"Achieved an average **engagement rate of 12%** on design-related Instagram posts."*

*"Placed in the **top 5 out of 50 contestants** in a university graphic design competition."*

STEP 4 / BULLET POINTS

"Use Adobe Creative Suite to create unique designs for various companies"

this is weak...

STEP 4 / BULLET POINTS
LEVEL IT UP

Original:
"Use Adobe Creative Suite to create unique designs for various companies"

"Designed compelling, brand-focused visuals for various companies using Adobe Creative Suite, enhancing engagement and brand identify."

WHAT TOOLS RESULT

This is good...

STEP 4 / BULLET POINTS
LEVEL IT UP

Original:
"Use Adobe Creative Suite to create unique designs for various companies"

"Transformed outdated branding for clients by designing product-focused visuals using Adobe Creative Suite, enhancing engagement and brand identify."

WHAT HOW TOOLS RESULT

This is better...

Spot the typo? It should be "identity." Spellcheck might not catch it.

STEP 4 / BULLET POINTS
LEVEL IT UP

Original:
"Use Adobe Creative Suite to create unique designs for various companies"

"Transformed outdated branding for 3 clients by designing product-focused visuals in Adobe Creative Suite over 2 feedback rounds, leading to a 30% increase in social media followers."

WHAT HOW TOOLS METHOD RESULT

This is best! 🥳

All five levels, and the result has a number.

LEVEL UP A BULLET
YOUR TURN · 5 MIN

1. Pick one weak bullet from your resume. No resume? Use "Made posters for school events."
2. Rewrite it with the Levels System: what, how, tools, method, result.
3. Read both versions to your partner. Which one would they hire?

5 MIN

Estimate numbers if you have to. Never fabricate.

STEP 4 / PROFESSIONAL SUMMARY

- Paints a picture of you and sets the stage
- **As a student:** 2–3 lines max
- Use it to explain a career switch, a gap, or anything your experience can't
- Treat it like a micro cover letter

STEP 4 / PROFESSIONAL SUMMARY

- Way too long
- Intimidating
- Detracts from skills & experience

Kelly [redacted]
[redacted] | [redacted]@gmail.com

Administrative Professional

A dynamic, results-driven, and highly motivated Administrative Professional with a wealth of experience spanning over a decade in providing top-tier executive support, project management, and office administration. A dedicated and proactive problem solver who thrives in high-energy, fast-paced environments, effortlessly managing multiple competing priorities while ensuring seamless operational efficiency. Known for an exceptional ability to build and maintain positive relationships with internal and external stakeholders, serving as a key liaison across departments and a trusted point of contact for all levels of leadership. Possessing a keen eye for detail and a strong commitment to excellence, I have consistently demonstrated my ability to handle sensitive and confidential matters with the utmost discretion, professionalism, and integrity. Adept at independently managing a broad scope of administrative responsibilities without direct supervision, I take immense pride in my ability to anticipate needs, streamline processes, and implement innovative solutions that enhance productivity and contribute to overall company success.

Skills

- **Administrative Proficiency:** Excel in budget management, meeting preparation, note-taking, scheduling, office housekeeping, and directing incoming/outgoing

STEP 4 / PROFESSIONAL SUMMARY

Kelly [redacted]
[redacted]@gmail.com [redacted] | linkedin.com/in/[redacted]

SUMMARY

Highly organized Administrative Assistant with 10+ years of experience providing high-level administrative support to senior executives. Adept at calendar and travel management, confidential document handling, event coordination, and operational improvements. Technologically savvy with expertise in Microsoft Office Suite, Zoom, and MS Teams.

SKILLS

Executive & Administrative: Calendar Management, Expense Tracking, Travel Coordination, Executive Correspondence
Operations & Event Management: Event Planning, Financial Record-Keeping, Workflow Optimization, Client Engagement, Project Coordination, Multitasking in Fast-Paced Environments
Technology & Communication: Zoom, MS Teams, Microsoft Office (Excel, PowerPoint, Outlook, Word), Google Workspace, AdviceWorks, Professional Written and Verbal Communication

PROFESSIONAL EXPERIENCE

[redacted] San Marcos, CA
Administrative Assistant November 2018 – Present

- Provide direct administrative support to Senior Advisor, managing calendars, coordinating client meetings, and streamlining day-to-day operations.
- Independently manage travel for executives, coordinating flights, accommodations, and conference logistics.
- Led the implementation of AdviceWorks, a digital account management platform, increasing firm revenue by millions and reducing turnaround time from weeks to days.
- Facilitate high-profile client meetings (in-person and remote), coordinating across East Coast and Pacific time zones.
- Draft, format, and distribute executive-level reports, correspondence, and presentations.

STEP 5 / REVIEW & REVISE

- **Double- and triple-check** spelling and grammar. Read it out loud.
- **Get feedback:** friends, mentors, and LCAD's Writing Lab
- A "perfect resume" doesn't exist. Send it when it's ready.



COVER LETTERS

- **TL;DR:** if the job asks for one, write one
- Treat it as a storytelling piece
- It helps most when you don't have much experience
- **Time split:** 80–90% on the resume, 10–20% on the cover letter



COVER LETTERS
THE DATA IS SPLIT

26%

of recruiters called cover letters critical to their hiring decision (2017)

53%

more callbacks for tailored cover letters vs. none, in a 7,287-application test (2020)

Not everyone reads them. The ones who do notice your effort.
If it's requested, write it.

Sources: Jobvite (2017); ResumeGo cover letter field experiment (2020)

COVER LETTERS / DO'S & DON'TS

DO

- Intro, body, conclusion
- Keep it short
- Share experience, challenges, and goals your resume can't show
- Explain gaps and career changes

DON'T

- Use overly formal language
- Repeat your resume
- Write paragraphs longer than 4 lines
- Put the reader to sleep

AI IN THE JOB SEARCH
THE NEW NORMAL

- **74% of U.S. job seekers** now use AI in their search
- ChatGPT and similar tools can help you draft and tailor
- Never rely on AI 100%. Use it as a guide and a starting point.
- Remember: **you** won't have AI in the interview!



Source: Greenhouse AI in Hiring Report (Nov 2025)

AI & RESUME BUILDING
HOW TO USE IT

- Ask AI to compare your resume to a job posting
- Ask how to make **specific** bullets stronger
- **Use voice mode or dictation:** talk through a project, then ask for bullet drafts
- Fact-check every line. It's your name on it.



USING AI FOR RESUME WRITING

Caution:

- AI fills gaps with guesses, which means mistakes
- Never paste personal info (name, address, phone) into AI
- Don't mistake confidence for correctness. Stay skeptical.
- Never present AI-made work as your own, on a resume or in a portfolio



AI PROMPTS

- Using AI to Revise Your Resume
  - 1. Open a new chat (ChatGPT, Claude, or Gemini)
  - 2. Send the starting prompt with your resume + one job posting
  - 3. Answer the AI's questions
  - 4. Ask for the rewrite
  - 5. Fill in any blanks
  - 6. Put it in your resume file
- The golden rule: AI writes the draft. **You** decide what's true.

AI PROMPTS

- The Starting Prompt

> "You're helping me revise my resume. Use RezzyCheck's Levels System:
> Level 1: What I did
> Level 2: How I did it
> Level 3: Tools I used
> Level 4: Methods or process I followed
> Level 5: Results or impact
> First, ask me 8 to 10 questions that would make my bullets stronger.
> Then stop and wait for my answers."

- The full prompt is in the kit. Copy it from there.

AI PROMPTS

- Before You Send It: "Audit This"
- AI can make you sound bigger than you are.
- Ask it to check its own work:
  - Backed: You said it. Keep it.
  - Stretched: Sounds bigger than what you did. Tone it down.
  - Made up: You never said it. Delete it.
- Get the Full Resume Prompt Kit All 6 steps, every prompt, and fixes for when AI goes off track. Free. No email required. Visit **rezzycheck.com/lcad**

OTHER RESOURCES

- **rezzycheck.com/lcad:** templates, worksheets, and today's slides
- **LCAD Writing Lab:** feedback on campus
- **jobscan.co:** see which keywords you're missing
- **grammarly.com:** catch typos and grammar slips



KEY TAKEAWAYS

- Recruiters spend about **7 seconds** on a first scan. Make it count.
- Jobs get **300+ applications** per hire. Tailoring is how you stand out.
- Keep two versions: **ATS-friendly** and **designed**
- Build bullets in levels: what, how, tools, method, **result**
- Your resume is a marketing tool, not a job history



QUICK POLL
VOTE ON · 3 OF 3

What's one thing you'll change on your resume this week?

Type your answer on Slido. Short and honest wins.

slido.com · #LCAD-RESUMES

THANK YOU!
QUESTIONS? LET'S TALK

- **Slido Q&A is open.** I'll take your questions now.
- **Templates & worksheets:** rezzycheck.com/lcad
- **Free high-level resume review:** cameron@rezzycheck.com
- **Career tips:** follow @rezzycheck

rezzycheck.com/lcad