



## Add the Wow Factor to your Résumé!

Education résumés, although expected to be professional, do not have to be dry. Sometimes a little *something extra* can go a long way in sharing information that increases your unique value proposition. Have a look at these ideas to give your résumé an extra boost.

1. Add quotes from performance reviews or letters of recommendation as a footer or in a bulleted achievement section to heighten your marketability. Instead of ending the document with something useless, boring and assumed such as “References available upon request”, how about using a snippet from a formal evaluation to banner across the bottom of the page? The following quote serves as both great content and a clever stylistic element.

*“Joanne consistently demonstrated a caring approach to teaching more than 20 newly landed immigrants in each class, each semester. The progress her students made was remarkable, no doubt due to her student-centred instructional techniques.”*

2. If you are sharing your expertise on Twitter, incorporate some of your more popular tweets. This gives the reader more insight into your personal brand. Add them at the bottom of the last page or along the side of first page. Here are a couple of mine to show possible layout:

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@AudreyPrenzel

When writing an #ESL #teaching #resume, show how you connected w/ & helped students.



I'm preparing more content for @TESLOntario's careers page & member bulletins. #ESL

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3. Make it easy for others to contact you and learn more about you. Create a free QR Code (via <http://jumpscan.com>) and integrate it into your letterhead. These are scanned by smart phones either on the screen or when printed in hard copy. QR codes default to whatever you have designated as your “landing page”. It worthwhile to a set up a free site such as [www.Aboutme.com](http://www.Aboutme.com) (Sample landing page <http://about.me/Audrey.Prenzel/#>) From here, you can share a bit about you, and provide links to a personal website, professional bio on a school or board's site, LinkedIn profile, Twitter handle, Google+ etc.



4. Select key, enticing words and phrases and create a “word cloud”. There are several free online versions.

I use:

<http://www.wordle.net>



5. If it makes sense, incorporate a chart or graph. Possible areas to consider in the field of education include: student enrolment figures, graduation rates, staff retention numbers, grant / funding success increases etc. Here is an example how to integrate a chart or table into an achievement:

- ✓ Accepted the role facing low staff morale, outdated material and frustrated foreign trained students who were not “work ready” after graduation. Since taking over this NFP program, set the right staff, standards, resources, and curriculum content in place to consistently produce increasing numbers of ESL employment-ready candidates originating from 30+ countries.

Academic Year	% of Employed Graduates
2008 – 09	59%
2009 – 10	68%
2010 – 11	77%
2011 – 12	89%
2012 – 13	93%

Best Success,  
 Audrey Prenzel, BA, BEd, CARW, CEIC  
[www.resumeresources.ca](http://www.resumeresources.ca)  
 e-mail: [resumeresources@gmail.com](mailto:resumeresources@gmail.com)