

1. THE LAYOUT ARCHITECTURE

- White Space Balance**
Ensure enough margin and line spacing so the text is breathable and easy to scan.
- Visual Hierarchy**
Use bolding and font sizes consistently to guide the eye toward your most recent roles.
- ATS Optimization**
Use standard headings and a clean font so Applicant Tracking Systems can read your data.
- Contact Integrity**
Double-check that your phone, email, and LinkedIn URL are clickable and correct.

2. IMPACT-DRIVEN CONTENT

- The Strong Lead**
Use high-energy action verbs (e.g., Spearheaded, Orchestrated) to start every bullet.
- Keyword Alignment**
Mirror the terminology used in the target job description to show immediate fit.
- Removal of the Obvious**
Cut "Responsible for" or "Duties included." Lead directly with the achievement.

3. THE EVIDENCE LAYER

- Contextual Success**
Explain the "Why" behind the "What." How did your action help the organization?
- Metric Saturation**
Aim for at least one quantifiable data point in 70% of your professional bullets.
- Relevant Skill Stack**
List tools and software that are specifically mentioned as required or preferred.
- Reverse Chronology**
Ensure your most relevant and recent experiences carry the most visual weight.

4. FINAL POLISH

- The 6-Second Scan**
Does your value jump off the page within a 6-second glance? Test it on a friend.
- Proofreading Pass**
Check for consistent punctuation, date formats, and spelling. Typos are credibility killers.
- File Format Finality**
Save as a PDF titled 'Name_Resume_Role.pdf' to preserve your formatting.

SQUATCH METHODOLOGY: RANGE, FREQUENCY, & SCALE

Range: Expand on the scope of your work. (e.g., Managed operations for 3 distinct business units).

Frequency: Show consistency. (e.g., Delivered monthly performance reports to executive leadership).

Scale: Quantify the volume. (e.g., Streamlined a workflow that saved the team 15 hours per week).