

GUIDE TO RESUME WRITING

for digital learning professionals



teamed

You know you have what it takes to make a real impact in digital learning. You've got skills, enthusiasm, and a desire to make a positive change for students and educators. There's just one thing standing between you and an amazing new team. Your resume.

Resume writing has changed in the last decade. If you learned to write resumes in college, you might be following old practices that make your resume look tired and out of touch. That's certainly not the stellar first impression you hoped for.

Avoid the three biggest mistakes digital learning professionals make on their resumes.



This guide will show you the three biggest mistakes digital learning professionals make on their resumes and how to fix them.

You'll see an example you can use as a template, and learn to show off your skills with a modern resume that hiring managers will be thrilled to read.



What is a Resume?

So many people struggle with resumes because they start out with unhelpful ideas of what a resume is.

Let's start with what a resume is not.

- ✗ A list detailing every job you've ever had
- ✗ A series of job descriptions
- ✗ All about you



Did that last one surprise you? It's true. Your resume is not all about you. It's about how you can contribute as a member of the team to which you're applying. Which brings us to what a resume is.

A resume is a document that tells a hiring manager why you're the best person to contribute on their team.

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Before we go any further, shift your resume writing mindset to match this definition.

- **Instead of:** "What do I need to tell them about me?"
- **Think:** "How can I contribute to this team or project?"

This simple mindset shift can alleviate some of the stress around resume writing. Many of us were taught not to brag or show off. A resume can feel uncomfortably like a brag sheet if you think it's all about you. When you realize it's really about the team, writing it gets a lot easier.

Avoid These Resume Mistakes



Mistake #1: Sending the Same Resume to Everyone

Sending the same resume for every application is easy. But, every time you do, you miss an opportunity. Your resume shouldn't just show that you're a competent course developer. It should tell hiring managers exactly why you're the right course developer for their team or project. That means you need to customize your resume for their job posting. More on how to do that later.

Mistake #3: Hiding Behind Jargon and Formality

You might never have used the word "synergy" in real life, but somehow it's in your resume. Twice. And "whom" do you think you're impressing? Many people try to make their resume sound more professional by including jargon and overly formal language. Unfortunately, this really just makes your resume hard to read and even harder to care about. Simple, clear language takes up less space and presents your experience honestly.

Mistake #2: Saying too much

When you start from the premise that your resume is just a document that details your job history, you end up with a crowded page –or several–full of irrelevant details. Instead, try to explain how what you've done before applies to what the team needs from you. If something doesn't apply, leave it out.



The exception is if the thing is so interesting or impressive that it could stand alone. For example: If you graduated from an Ivy League school or wrote a best-selling book, that might be worth mentioning regardless of the subject area.



Parts of an Effective Resume

An effective resume includes 5 sections.

1 Name, title, and contact info

2 Profile or qualifications

3 Skills and Tools

4 Professional experience

5 Education

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PROFILE

This is your opportunity to connect the dots for the hiring manager. How has your past experience and education prepared you for the role? What skills do you bring to the table? Call out specific elements that relate to their job posting and show your understanding of the role.

EXPERIENCE

Company Name 2018 - Present
Job Title

- How you contributed to the team's success
- That time you made the process more efficient for everyone.
- The scope of your job. How many, how much, how often?
- Set up equipment
- The leadership role you held and what you did in it.
- How you used technology to make it all happen.

Company Name 2014-2018
Job Title

- How you contributed to the team's success
- That time you made the process more efficient for everyone.
- The scope of your job. How many, how much, how often?
- Set up equipment
- The leadership role you held and what you did in it.
- How you used technology to make it all happen.

Company Name 2010 - 2014
Job Title

- How you contributed to the team's success
- That time you made the process more efficient for everyone.
- The scope of your job. How many, how much, how often?
- Set up equipment
- The leadership role you held and what you did in it.
- How you used technology to make it all happen.

SKILLS

- Soft skills and hard skills
- Both go here
- Relationship Building
- Instructional Design
- Copywriting
- Quality Assurance
- Web Development
- Learning Management System
- Other specific software
- Fill the space

EDUCATION

College Name
Degree Type
Honors
May 2010

College Name
Degree Type
Honors/Minor
May 2008

How you organize these sections depends on what you want to highlight, your personal aesthetic, and how much information you need to include. This sample format might work for you, or you might need to modify it to better reflect your skills and experience.

We'll explore each section in detail below.

1 Name, Title and Contact Info

Make it easy for the hiring manager or recruiter to contact you. Include your name and contact information in a prominent place on your resume. At minimum, this section should include a phone number and personal (but appropriate!) email.

Unless you're applying for an in-house position and you already live in the area, there's no need to include your town and state. Use that space to share links to your LinkedIn Profile and personal website or portfolio if you have one.

If you're thinking, *do I really need a LinkedIn profile?* The answer is yes! A LinkedIn profile is a must-have. Use it to expand your network and build your personal brand.

2 Profile or Qualifications

The portfolio section includes three to five sentences about what you can bring to the team. Think of this as an elevator pitch. Highlight your most important skills, experience, and contributions. Most resumes avoid "I" statements because the subject (you) is understood.

Adjust the content of this section to target the points most relevant to the job posting.

For a post that asks for at least 8 years of experience you might write:

"Educational Technologist with 10 years of experience and a passion for creating exceptional learning environments."

For a post that calls out a specific subject you might write:

"Educational technologist with a passion for creating exceptional mathematics learning environments for secondary-school students."

Remember you're trying to show how you can contribute to this team or project.

QUALIFICATIONS

Have something to say that doesn't fit neatly under the experience section below? Maybe you really want to highlight the overlaps in previous work. Start with a quick intro then bullets:

- Clients include big name university or organization that will impress your reader.
- Volunteer experience with Teachers Without Borders or other interesting background.
- By the way, did you notice my M.Ed is from Harvard. Well now you did.



Have important points that don't fit neatly into a paragraph? Include a qualification section instead.

3 Skills and Tools

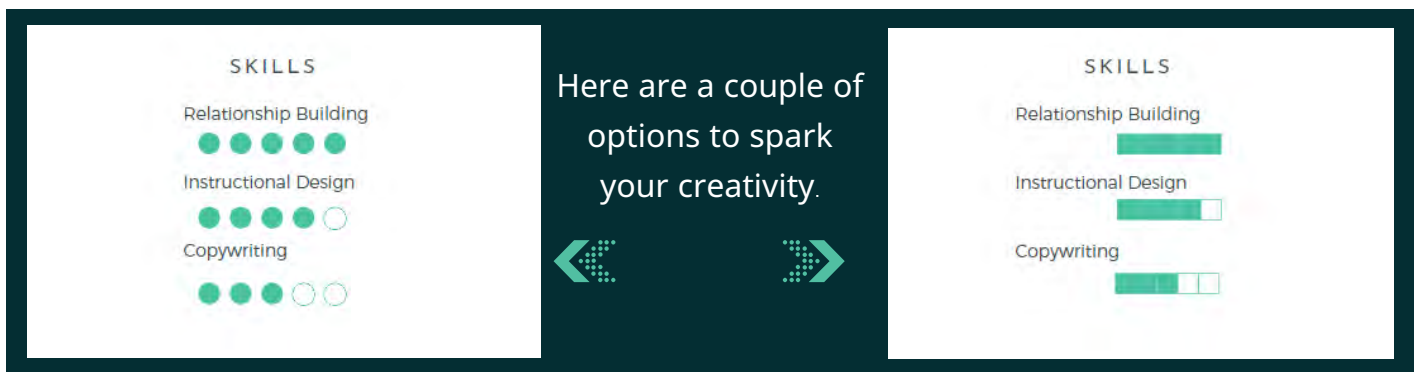
List your skills, both field-specific skills like instructional design or web development, and soft skills like communication and adaptability. Don't forget technology skills to show you know how to use job-related software like Canvas, Blackboard, Articulate 360 suite, Adobe suite, etc. Tailor this section by listing any skills you have that were mentioned in the job posting.

If you have the design abilities, you might include a visual representation of your expertise in each area. Just make sure it is understandable at a glance.

In addition to the skills mentioned in the job posting, you might also want to highlight some in-demand skills for the education industry.

These include:

- Entrepreneurial spirit
- Self-starter/problem solver
- Clear Communication
- Project and product management - PMP or MBA
- Learning Analytics - Analysis/Data visualization
- Storytelling



4 Professional Experience

List your experience in reverse-chronological order. That means starting with your most recent job and working backward. Avoid just stating your job functions. Instead, show how you performed those functions well.

Think beyond *what* you did to capture *how* you did it and how your actions impacted results.

You might write:

Consulted with clients to identify their needs and select the best format for their course or training program.

Or you could write:

Improved student satisfaction by partnering with faculty, developers, and campus stakeholders to produce outcomes-driven programs.



5 Education

Unless you went to an Ivy League school, your education should not be on the top of the page. Your real experience in the field is usually more relevant to the job.

Include the name of your school, degree type and subject, any honors and the date of graduation.

Don't include clubs, teams, or extracurriculars unless you are a new grad with no experience and they are relevant to the job in question.

Clear. Concise. Relevant



An effective resume is clear, concise, and relevant. It does more than list your skills. It shows hiring managers why you are the right teammate for the job. The guidelines and template we've provided here can help you create a resume hiring managers will be thrilled to receive.

Now all you have to do is apply. *Good Luck!*



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