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How Do Employers See Your Resume?

Before an employer agrees to an interview, they need to be convinced that you are a great candidate for the position. This is where your resume is an essential marketing tool. Your skills, experience, and writing ability will be demonstrated to an employer. Make sure your spelling and grammar are impeccable.

You should be creative, bold and humorous in your Cover Letter, but always be yourself. Nothing impresses an employer more than your knowledge of them or the company. Try and key in on something that will make your cover letter stand out; find some pertinent information about the company. Focus on the positive.

Employers use the resume process to narrow their selection. They will choose the best of the best as perceived by what is in your resume. Your only initial sales tool is your resume and this is used to impress the employer enough to give you an interview. You can only make a first impression once and this is how the bad cliché goes.

Your resume being as strong and as positive as possible is very important. Demonstrating to the employer that you are not serious about yourself is a poorly organized and haphazardly written resume and if you are not serious about yourself, then you are probably not going to be an asset to the company.

There are several questions going through the minds of the employer.

Is it possible for you to solve problems? What are your strengths / weaknesses? Are there benefits in hiring you over someone else? How will you fit into the company? Is it likely for you to have a strong commitment to your job? Can you be a team player and how independent are you? Will you be able to learn fast?

Don't forget to do your homework about the company, its history, its goals, products, etc. You can dramatically stand out with a creative cover letter when you apply this information. Find information about the company by reading the company's website, brochures, do a Google search, and look at competitors. There's tons of good information out there if you look.

Don't submit a boilerplate cover letter and boring resume otherwise you will find yourself at the bottom of the resume pile.

If you're looking for the pick of the litter, we've got [English bulldog puppies for sale](#) with the championship characteristics you desire. Add one to your family!

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