RESUME GUIDE

GET YOUR DREAM JOB

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HELLO *There*

I'M LURINDA

Born with a passion for beauty and a desire to make a difference, I dedicated my life to professional somatology and clinical aesthetics. With an illustrious career spanning over two decades, I have become a prominent figure and a pioneer leader in this dynamic industry.

I began my unwavering commitment to bridging the gap between beauty and clinical aesthetics. Recognizing the need for a holistic approach to skincare, she embarked on a quest to acquire knowledge and expertise from renowned institutions from around the world, through my extensive training and relentless pursuit of excellence. I have helped many individuals like yourself to set-up for business success and new careers.

Lurinda Swanepoel
CEO & EDUCATOR

"Education is the compass that guides us through the uncharted territories of knowledge."

GETTING THE GOODIES READY

THE PHOTO

Investing in a professionally taken image for your resume or professional profile is a small but impactful step that can significantly enhance your professional image and increase your chances of success in your career.

GATHER THE INFO

By gathering this essential personal information and organizing it effectively on your resume, you can present yourself as a qualified and professional candidate to potential employers, increasing your chances of landing interviews and job offers.

SUPPORTING DOCS

Overall, having references, previous work experience details, and certificates readily available on your resume and bringing them to your interview demonstrates professionalism, transparency, and preparedness.

AN IMAGE SPEAKS A THOUSAND WORDS

THE Photo

Having a professionally taken image for your resume or professional profile is crucial for several reasons:

1. First Impression: Your photo is often the first thing employers or clients see when reviewing your resume or online profile. A professionally taken image presents you in the best light, making a positive first impression.

2. Professionalism: A professionally taken photo conveys professionalism and attention to detail. It shows that you take your career seriously and are invested in presenting yourself in a polished and professional manner.

3. Brand Image: Your photo contributes to your personal brand image. It should align with the industry and position you're applying for, reflecting the appropriate level of professionalism and demeanor.

4. Visual Appeal: A high-quality, professionally taken image is visually appealing and enhances the overall look of your resume or profile. It adds a professional touch and makes your application stand out from the crowd.

5. Consistency: Using a professionally taken photo ensures consistency across your professional profiles, such as LinkedIn, company websites, and business cards. Consistency in your image helps to build trust and credibility with employers and clients.

When considering how your professional photo should look, here are some key points to keep in mind:

- Appearance: Dress in professional attire that is appropriate for your industry. Choose clothing that fits well and complements your skin tone and features.
- Expression: Opt for a friendly yet professional expression. Smile naturally, but avoid overly casual or exaggerated expressions.
- Posture: Stand or sit with good posture to convey confidence and professionalism. Avoid slouching or leaning too far forward or backward.
- Background: Choose a simple, uncluttered background that won't distract from your appearance. A plain backdrop or a professional setting is ideal.
- Lighting: Ensure that the lighting is even and flattering, with no harsh shadows or overly bright spots. Natural light or soft studio lighting works best.
- Quality: Use a high-resolution camera or hire a professional photographer to ensure crisp, clear images with no pixelation or blurriness.

Including a professionally taken image on your resume or professional profile adds value in several ways:

- Personal Connection: A photo adds a personal touch to your application, helping recruiters or clients connect with you on a more human level.
- Recognition: A memorable photo makes you more memorable to recruiters and clients, increasing the likelihood of being noticed and remembered.
- Authenticity: A professional photo conveys authenticity and transparency, showing that you have nothing to hide and are confident in presenting yourself to the world.

Overall, investing in a professionally taken image for your resume or professional profile is a small but impactful step that can significantly enhance your professional image and increase your chances of success in your career.

GATHER *All The Information*

Personal information on a resume serves as a crucial introduction to potential employers, providing them with essential details about your identity and contact information. While the importance of personal information might seem straightforward, its inclusion and accuracy can significantly impact your job search. Here's why personal information matters on a resume and what you should start gathering for it:

1. Contact Information: Your contact details are vital for employers to reach out to you for interviews or further discussions. Ensure your resume includes your full name, phone number, email address, and current location. Double-check the accuracy of this information to avoid missing out on potential opportunities due to communication issues.

2. Professional Email Address: Use a professional email address for your job applications, ideally incorporating your name or initials. Avoid using email addresses with nicknames, inappropriate language, or references to hobbies or interests.

3. LinkedIn Profile: Including a link to your LinkedIn profile can provide employers with additional insights into your professional background, skills, and endorsements. Make sure your LinkedIn profile is up-to-date and aligns with the information on your resume.

4. Online Portfolio or Personal Website: If applicable, consider including links to your online portfolio, personal website, or professional social media profiles showcasing your work, projects, or achievements. These additional resources can further demonstrate your skills and expertise to potential employers.

5. Professional Headshot: While not always necessary, including a professional headshot on your resume can enhance your personal brand and make your application more memorable. Ensure the photo is recent, well-lit, and reflects a professional demeanor.

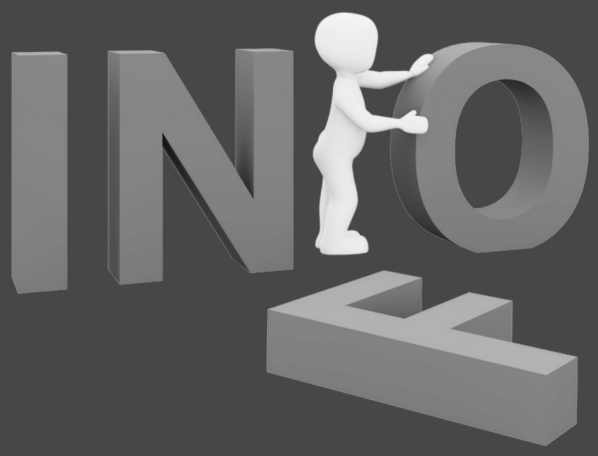
6. Education and Certifications: Gather information about your educational background, including degrees, diplomas, certifications, and relevant coursework. Include details such as the name of the institution, degree or certification earned, graduation date, and any honors or distinctions received.

7. Work Experience: Compile a list of your past employment history, including job titles, company names, dates of employment, and key responsibilities or achievements for each role. Quantify your achievements whenever possible to demonstrate your impact and contributions.

8. Skills and Qualifications: Identify your relevant skills, qualifications, and areas of expertise that align with the job you're applying for. Highlight both technical skills (e.g., proficiency in software programs) and soft skills (e.g., communication, leadership) to showcase your well-rounded abilities.

9. References: While not always included on a resume, prepare a list of professional references who can speak to your qualifications, work ethic, and character if requested by employers. Obtain permission from your references beforehand and ensure their contact information is accurate.

By gathering this essential personal information and organizing it effectively on your resume, you can present yourself as a qualified and professional candidate to potential employers, increasing your chances of landing interviews and job offers.



SUPPORTING Documents

Having references, previous work experience, and certificates readily available on your resume and bringing them to your interview are essential practices that can significantly enhance your job search process. Here's why they are important:

1. Verification of Credentials: Including references, previous work experience, and certificates on your resume provides employers with tangible evidence of your qualifications, skills, and achievements. This information allows employers to verify the accuracy of your claims and make informed decisions about your suitability for the role.

2. Building Trust and Credibility: By presenting references and certificates upfront, you demonstrate transparency and honesty to potential employers. This builds trust and credibility, showing that you have nothing to hide and are confident in your abilities.

3. Validation of Skills and Experience: References from previous employers or colleagues can provide valuable insights into your work ethic, performance, and character. Hearing positive feedback from individuals who have worked with you firsthand validates your skills and experience, strengthening your candidacy for the position.

4. Demonstration of Commitment to Professional Development:** Including certificates or qualifications on your resume showcases your commitment to continuous learning and professional development. It highlights your willingness to invest time and effort in acquiring new skills and staying updated in your field, which is appealing to employers seeking proactive and growth-oriented candidates.

5. Preparation for Interview Questions: Bringing references, previous work experience details, and certificates to your interview ensures that you are prepared to answer any questions related to your qualifications and achievements. Having this information readily available allows you to provide concrete examples and evidence to support your responses, making a stronger impression on interviewers.

DESIGN *Templates*

YOUR DREAM JOB IS WAITING

THANK YOU

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