

# REFRESH OR START FRESH

HOW OFTEN SHOULD YOU UPDATE YOUR RESUME?

BW  
briannawatts



BY: BRIANNA WATTS

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[brianna@briannaNwatts.com](mailto:brianna@briannaNwatts.com)

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## WHO IS BRIANNA WATTS



My mission is not to simply help you land a job, but to position you for the career of your dreams through creating marketable career documents and providing result-driven career services according to your needs.

Our clients have experienced much success after hiring us including:

- 6-Figure Tech Roles
- \$70K in salary increases
- Job Promotions
- Land Leadership Roles
- Complete career pivots with little to no direct industry experience
- Seamless job switches
- Graduate school acceptances
- and multiple job offers at once

As the owner of Brianna Watts Consulting and Services, I am very passionate about personal leadership and professional development. I understand the importance of an intentional and strategic job search and know first-hand how much success it can bring. It all starts with a "BOMB" resume that you are confident in sharing with employers and your network.

I look forward to assisting you in reaching your career needs.

## BEFORE WE GET STARTED

I created something tangible and special for you during these unprecedented times. If you know me, you know that I love to give back! I curated this E-book by gathering all my knowledge and resources to assist you in your job search and preparation process. Resources like this made my job search and many others much smoother and less stressful. It is possible to conquer your job search if you have a plan in place, support, strategies, and knowledge. Therefore, I am here and why I created this product. I hope this manual assists you in landing the role of your dreams! It is especially important to recognize that everyone's experience and search are different and there is no one size fit all however, with the right knowledge, you can succeed and achieve your wildest career dreams. This is meant to serve as a guide and resource to aid you in conducting and completing a successful job search preparation and process. Do not doubt yourself, you got this!

## NEXT STEPS

First things first, read this document in its entirety. Take notes, highlight, research some more, do whatever you need to do to get a good understanding of the information presented before you. After you have read the information, be sure to dissect, digest, and APPLY the information. Put each step into practice to generate a positive outcome in your preparation or search process.

Are you ready to level up and take your career to the next level?

Book A Career Consultation Today!

Website: [www.briannaNwatts.com](http://www.briannaNwatts.com)

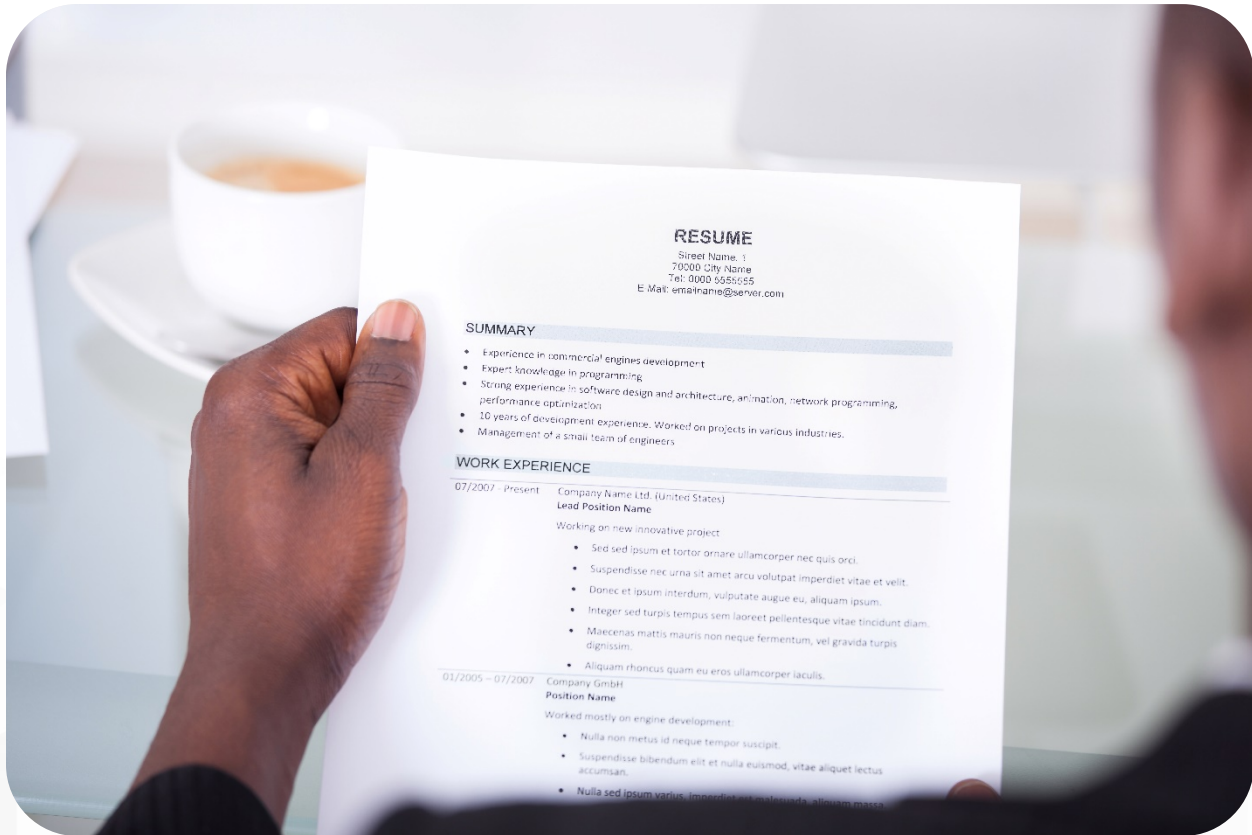
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# INTRODUCTION



**W**hen you already have a resume, at a certain point you're faced with a dilemma: Should I update my existing resume, or is it time to completely reimagine it?

This guide will help give you direction to help you decide when it's time to refresh — and when it's time to revamp it entirely.

When you've got a great resume — especially one created by a professional resume writer — it can be difficult to decide to throw it out and start over again. But even the best formats can become outdated as technology changes. And what worked in one profession may not be appropriate in another. But how do you know when it's time to refresh — or start fresh?

## HERE ARE SOME QUESTIONS TO HELP YOU DECIDE



### HOW LONG AGO WAS YOUR RESUME CREATED?

- If your resume was created within the last year to 18 months, and you're seeking a similar role to your current position, the answer is easy: Update your existing document.
- If the resume was created 18 months ago up to 3 years ago, and you're seeking a similar role, the right answer is probably to update the existing resume.
- The more difficult choice is if the resume was created between 3-5 years ago. In that case, examine the resume format. If the structure is still modern in appearance, and adding the new information doesn't substantially affect the format, a refresh is most likely the right choice.
- If the resume was created more than five years ago, 99 times out of 100, the right answer is to start over. Trends change — for example, the use of color on resumes, or removing physical addresses. Neither of those things alone makes a document look outdated, but a fresh format can make the resume even more effective.

## HOW LONG AGO WAS YOUR RESUME LAST UPDATED?

- If your resume was updated in the last 12 months, a refresh is probably appropriate. There probably isn't a whole lot that has changed in terms of format or technology.
- Has it been up to three years since your most recent update? The answer whether to refresh or start fresh will depend. Like with a new resume, consider whether the format is still relevant and whether the new content you're adding will fit into the existing structure.
- If it's been more than three years since your resume was last updated, consider an overhaul. A resume that was created three years ago will often be substantially more modern in content and appearance than one that was simply updated three years ago. Thus, starting fresh is probably the right approach.

## ARE YOU SEEKING A NEW ROLE IN THE SAME PROFESSION, OR ARE YOU CHANGING PROFESSIONS?

- If you are pursuing a new role in a different field, whether to refresh or start fresh depends on if the industry you are targeting has different standards for resumes than your current industry. If you are a sales representative for a creative company (a children's toy manufacturer, for example) and you're pursuing a sales representative position in the financial services industry, you may want to take a fresh approach to your resume's format and appearance. If, however, you're an accountant for a large school district and you're seeking an accounting position for a midsize private company, you may be able to keep the same content and format.
- If you are changing careers entirely, you will want to start fresh. You can't use the same resume for substantially different positions. If you're a teacher and you want to pursue a role in outside sales, your education-focused resume probably won't work. If you're a former trial lawyer who is seeking a role in nonprofit administration, you'll want a new format that showcases your transferable skills.



- There's a middle ground. If you're pursuing a similar career, but not exactly, you may be able to retarget your existing resume without starting entirely from scratch. In this situation, rely on your resume writer to guide you to the right path.

## IS THERE AN “OBJECTIVE” STATEMENT AT THE TOP OF YOUR RESUME?

- If the answer is yes, you need an overhaul. Even removing the objective statement probably won't be enough to meet the standards of a modern resume, since the content in the top 1/3 of the resume is so critical. (It needs to be replaced with branding statements and content that showcases your qualifications.)

## IS YOUR RESUME FONT TIMES NEW ROMAN – OR DOES THE RESUME HAVE COMIC SANS ANYWHERE ON IT?

- While both of these might indicate a “dated” look, the answer may be as simple as selecting all the text and choosing a more modern body font (Calibri, Tahoma). But having one of these fonts on your resume may also be a sign that the whole document needs a fresh approach.
- Font choice can be a sign that your resume may need an overhaul. Dated fonts may be a symptom that you need to do more than simply selecting new fonts.

## ARE YOU USING A FUNCTIONAL RESUME FORMAT?

- Functional resumes — which use a format that focuses more on skills than on chronological work experience — have lost favor in recent years because they are not often compatible with how applicant tracking systems (ATS) parse (or organize) data. Because the format often omits employment dates — and may not even list specific jobs or employers — the resume data may not populate the fields correctly in some ATS software. In addition, many recruiters and hiring managers don't like functional formats.

- Even a chrono-functional, hybrid, or combination format may not work with some ATS software. But more important, a resume using one of these formats may be deemed to be “out of date” or “not modern.” There are more appropriate ways to highlight skills and accomplishments even when the work history may not be very appealing in a strictly chronological sense.

## HAS YOUR EXISTING RESUME GOTTEN TOO LONG?

- Resume length isn't cut-and-dry. Resumes in some professions run 3-4 pages on the low end. But if your resume is three pages because it includes 25 years of work experience in excruciating detail, it may be time to start completely from scratch. The reason is: If you've just constantly added new positions without thinking through the strategy of what you're including on your resume, it may be best to reinvent it.

## DOES YOUR RESUME HAVE A “DR. JEKYLL AND MR. HYDE” APPEARANCE?

- This is common if you had your resume professionally written and designed, but you've since tried to keep it up to date yourself. Especially for beautiful, modern designs, it can be difficult to add information without affecting the formatting. In this case, you may only need a simple update, but you should probably return to the original creator to ensure that the integrity of the content and formatting remain intact.

## THESE SCENARIOS BRING UP ANOTHER IMPORTANT QUESTION: HOW OFTEN SHOULD YOU UPDATE YOUR RESUME?

Here are some guidelines:

- Anytime you take on a new role (new job or promotion), update your resume. (You may wait 30-90 days to add it to make sure that the position is a good fit and you're going to stay in the role, but three months is usually a sufficient time to make that decision.)
- You should review your resume at a minimum at least once a year. Evaluate your current roles and responsibilities, update any accomplishments, list new skills, and add in any new education, training, or volunteer activities.
- Update the resume when something significant happens — even if it's only been a few months since your last update. That could be completing a certification, adding a new skill to your repertoire, or finishing a big project. Add information while it's fresh in your mind so you don't forget to include all the important details.
- When you're laid off or fired, you'll need to include the ending date of your last position on your resume. You can take advantage of a very short window (30 days or less) to apply for roles while your current position still says it is "to present," but much beyond that could turn off prospective hiring managers when they learn you're currently out of work and you didn't update your resume accordingly.
- If you're ready for something new, having a fresh, modern resume ready to go is important. You never know when the right opportunity might open up and if you don't have a resume ready, you might miss out on it.

When in doubt about anything related to your resume or job search, ask your professional resume writer! Career industry professionals stay up to date about trends in resumes and hiring technology and will be able to advise you about the best solution for your specific needs.

## TESTIMONIALS:

### Justice M.

**Positive:** Professionalism, Quality, Responsiveness, Value

Brianna has been such a great resource and tool throughout my career journey. By using her negotiating tactics I have been able to increase my salary by 30k since the beginning of the year. I highly recommend anyone looking to advance their professional career to book her services. She also gives free game daily on her social media outlets. Invest in yourself by investing in her professional development services, you will not regret it.

### Emely G.

**Positive:** Professionalism, Quality, Responsiveness, Value

I purchased Brianna's resume package and will say it was money well spent. I was able to interview with several top companies in my field and truly believe it was due to the flawless execution of Brianna's services. Paying to get my resume done by her was truly an investment in myself.

Not only are the services great, but she was super professional and continued to check in on the status of my interview process.

10/10 would recommend!

### Keivan P.

**Positive:** Professionalism, Quality, Responsiveness, Value

Brianna is very dedicated and passionate about what she does! This can be seen in any of the services that she provides! I am beyond grateful for her and everything that she does for me, and I am even more excited about seeking out Brianna's Consulting and Résumé professional services in the near future. Her business is high-quality and impeccable. Because of Brianna, I am confident in pursuing any opportunity that comes my way! She is really making a difference in people's lives and changing the world!

It is because of Brianna that I was able to secure a job upon graduation. I was getting interviews, but no job offers. It wasn't until I reached out to Brianna that the offers came in! She took the time to revamp and made me a résumé from scratch! She completely changed my life! I AM BEYOND THANKFUL FOR HER SERVICES!

I HIGHLY RECOMMEND HER 10/10 BRIANNA IS THE REAL DEAL!

**Alice M.**

**Positive:** Professionalism, Quality, Responsiveness, Value

Brianna Watts services were exceptional and surpassed my expectations! Her communication skills, patience and eye for detail was like no other. I received my cover letter and resume from Brianna Sunday, applied to 3 different hospitals Monday, got a call back from one on Tuesday, interview set for Wednesday, and received an offer on Thursday! That was the quickest and most effective job search ever! Brianna services was an investment worth every penny! I can't wait to see what else is in store!