



Resume Guide

Cover of the guide – Canadian Resume Templates That Can Get You Interview Calls

Index –

- What should your resume include?
- Resume Tips for freshers and international students
- Template for freshers and international students
- Resume tips for Experienced professionals from home country or Canada
- Template for Experienced professionals from home country or Canada
- 10 Mistakes to avoid while creating a Resume.
- Further help in job hunting.

What should your resume include?

1. Contact Details:

Begin with your full name and provide contact information, including a professional email address that you check regularly and your Canadian mobile number.

2. A link to your LinkedIn profile and/or portfolio:

Make sure your LinkedIn profile is up to date and reflects your recent accomplishments. Most Canadian employers will go through your LinkedIn profile and other social media accounts before hiring you, so make sure they are professional and optimized for your job search.

3. Professional Summary:

It should not be more than 5 sentences. Use this formula to write your professional summary – Job title + Experience level + Industry skill + Key achievement.

4. Work Experience:

Mention your work experience, such as full-time roles, internships, part-time roles, projects, co-ops, or volunteer work. Provide a brief description of your responsibilities and achievements in each role. For example, instead of saying you "improved sales," specify that you "increased sales by 20% within the first quarter."

5. Education:

Avoid listing the complete details of your high school and other irrelevant information. Provide information on the universities or institutions where you earned your degrees, along with any significant academic accomplishments.

6. Skills:

Create a comprehensive list of your skills including both soft skills (such as communication and teamwork) and technical skills (specific to the industry or role). This helps employers understand the unique strengths you bring to the table.

7. Languages:

If you speak a language other than English, that can potentially be a huge asset. Mention any additional languages you speak and your level of proficiency.

Resume Tips for Freshers and International Students in Canada

1. **Keep your resume short:** When applying for entry level jobs, your resume should not be longer than 1 page. It helps the employer quickly see your best qualifications. When you use a one-page resume, you highlight the most important skills and qualities that make you a good fit for the job.
2. **Choose Appropriate Fonts and avoid fancy designing:** Use standard and easy-to-read fonts such as Arial, Calibri, or Times New Roman. Use a font size between 9 and 11 points to ensure

clarity. Many applicants make this mistake trying to make their resume unique with graphics and bright colors. Companies may use automated systems called Applicant Tracking Systems (ATS) to scan resumes. These systems may struggle with tables, graphics, and non-text elements, potentially leading to rejection.

3. **Use keywords from the job description:** Look closely at the job description and use the same keywords in your resume. For example, if they want someone with "client-facing" experience, make sure to mention your great communication skills and experience meeting with clients. This proves you have the specific skills they're looking for.
4. **Name and format your resume document appropriately.** Use a clear, professional filename like "FirstName_LastName_Resume.pdf". Avoid generic names like "resume1.doc". Save your resume as a PDF to ensure formatting consistency across different devices and software. Don't add availability.
5. **Don't directly copy paste from AI websites:** Employers can spot generic, templated resumes a mile away. Don't just plug your info into an online resume builder - that won't make you stand out. Phrases like "cutting-edge" or "leveraging synergies" are dead giveaways of AI-written content. Instead, describe your real experiences in your own words to showcase your unique background.
6. **Use cover letter:** Use a cover letter to provide additional context and explain your interest in the role and company. A well-crafted cover letter can help you stand out and make a strong first impression.
7. **Don't add your availability on the resume:** This information can be discussed later in the interview process. Adding your availability beforehand may decrease your chances of getting shortlisted, even if you are a good fit for the job, as employers may assume you have scheduling conflicts. Focus on highlighting your qualifications and skills.

Resume Template for freshers and international students – Refer next page.

Jane Doe

123-456-7890 · hello@gmail.com
City, ON

Customer Service Representative

Recent college graduate with excellent communication and problem-solving skills, armed with 6 months of internship experience in customer service. Achieved a 98% customer satisfaction rate as an intern by offering timely resolutions for customer queries. Proficient in keeping clients updated with new launches and providing comprehensive explanations of company products.

SKILLS

Data Entry and Management	Client Relationship Management	Strong interpersonal skills
Customer Service Software (e.g. Zendesk, Freshdesk)	Critical thinking skills	Proactive and self-motivated
	Excellent communication skills	Exceptional organizational skills

PROFESSIONAL EXPERIENCE

XYZ Company, India

Oct 2023 - Present

Intern

- Managed and resolved customer complaints, resulting in a 20% increase in customer satisfaction scores.
- Assisted in handling customer service inquiries and complaints, gaining hands-on experience in customer service.
- Participated in team meetings and training sessions, gaining insights into customer service best practices.
- Shadowed experienced team members, learning how to handle complex customer service issues.

ABC Cafe, India

Jan 2022 - Sept. 2023

Barista

Prepared and served a variety of beverages with precision and creativity, consistently meeting or exceeding quality standards, and receiving compliments for latte art and presentation.

Volunteer Experience

June 2021 - December 2021

City Art Museum

Assisted in organizing museum events to engage the community, while also running information booths, helping visitors with inquiries and guidance.

EDUCATION & CERTIFICATIONS

Post Graduate Project Management Certification
XYZ College, Toronto

Impact Evaluation Methods 3-Day Short Course
ABC Trainers

Bachelor of Business Administration
Majors: Analytics and Project Management
ABC University, India

EXTRACURRICULAR ACTIVITIES

President, Business Club
ABC University

Community Volunteer
Poucke and Lage

LANGUAGES

English, Hindi, Punjabi

Resume tips for Experienced professionals from home country or Canada

1. Use Canadian Resume Formatting:

Review sample Canadian resumes to understand the preferred style, tone, and terminology. For example, use "post-secondary" instead of "university" and list dates in month-year format. These small adjustments will make your resume feel tailored to the local market.

2. Quantify Your Achievements:

Whenever possible, use numbers to demonstrate the impact of your work, such as "Increased sales by 25%" or "Managed a team of 10 employees." This provides concrete evidence of your capabilities.

3. Highlight Transferable Skills:

Even if your previous roles don't directly match the Canadian job, emphasize transferable skills like communication, problem-solving, and leadership. Explain how these abilities make you well-suited for success in the new position.

4. Address Employment Gaps Openly:

If you have any gaps in your work history, don't try to hide them. Briefly explain the situation and emphasize how you continued developing your skills during that time. Transparency is appreciated by Canadian employers.

5. Emphasize International Experience:

Showcase any global projects, cross-cultural collaboration, or exposure to diverse business practices you've had. This demonstrates your adaptability and ability to work effectively in different environments.

6. Translate Credentials Properly:

If your education or professional certifications are from outside Canada, get them officially assessed and translated to show how they align with Canadian standards. This could involve an Educational Credential Assessment or having your work experience evaluated against the National Occupational Classification.

7. Prioritize Relevant Experience:

Focus on highlighting the roles, responsibilities, and achievements that are most closely aligned with the job you're applying for. Provide more detail on your recent and most relevant positions.

8. Consider Resume Length:

For experienced professionals, a 2-page resume is generally acceptable. Use clear section headings and concise bullet points to convey your background effectively.

AIDEN WILLIAMS

Senior Business Development Manager | Biotech & Pharma Expertise

📞 +1-(234)-555-1234
📍 Toronto, Canada

✉️ aidenwilliams@gmail.com

🌐 [linkedin.com](https://www.linkedin.com/in/aidenwilliams/)

SUMMARY

With over a decade of experience in the biopharmaceutical industry, I have successfully spearheaded business development initiatives, consistently exceeding sales targets and fortifying company revenue streams. My acumen in maintaining relationships, analyzing market trends, and leading high-impact projects has been a cornerstone of my career, highlighted by a pivotal role in generating \$30M in new business for a leading CRO. Eager to bring my expertise and strategic vision to a senior business development position.

EXPERIENCE

Business Development Manager

Genentech

📅 05/2018 - 12/2021 📍 Toronto, Canada

- Generated \$30M in new sales revenue by identifying and securing strategic partnerships within the biotechnology sector.
- Increased client portfolio by 40% through targeted outreach and networking efforts, introducing 25+ new pharmaceutical products to the company's catalog.
- Led cross-functional teams to develop highly effective marketing strategies resulting in a 15% increase in year-over-year revenue.
- Designed and executed innovative customer retention programs that boosted long-term contracts by 30% and improved overall client satisfaction rates.

Regional Sales Director

Regeneron Pharmaceuticals

📅 01/2015 - 04/2018 📍 Montreal, Canada

- Surpassed sales goals by 20% for two consecutive years, growing the regional sales revenue to \$50M.
- Developed and maintained a high-performance sales team, achieving a 15% increase in productivity through targeted training and development.
- Successfully launched three blockbuster drugs in the regional market, capturing a 10% market share within the first six months of launch.
- Implemented a CRM system that enhanced customer tracking and sales force efficiency by 25%.
- Negotiated key contracts with hospital networks, contributing to a 20% expansion of the company's market penetration.

Key Account Manager

Pfizer Inc

📅 06/2010 - 12/2014 📍 Toronto, Canada

- Managed the growth of strategic accounts, resulting in a 35% increase in annual revenue from top-tier clients.
- Orchestrated the successful entry of Pfizer's portfolio into new therapeutic areas, growing the account base by 20%.
- Cemented Pfizer's market presence by brokering pivotal alliances with industry leaders, amplifying pipeline development opportunities.
- Achieved a 95% client retention rate through skillful relationship management and consistent delivery of customer-centric solutions.

EDUCATION

Master of Business Administration

University of Toronto

📅 01/2007 - 01/2009 📍 Toronto, Canada

Bachelor of Science in Biotechnology

Florida State University

📅 01/2003 - 01/2007 📍 Tallahassee, FL, USA

LANGUAGES

English
Native



Spanish
Advanced



ACHIEVEMENTS



Top Regional Sales Performer

Recognized as the top-performing sales director at Regeneron Pharmaceuticals for consecutive years 2016-2017.



Successful Product Launch

Coordinated the launch campaign for a blockbuster drug at Regeneron, resulting in a \$15M revenue surge.



Strategic Accounts Revenue Growth

Spearheaded a strategic account initiative at Pfizer, leading to a 35% increase in annual sales from key clients.



Sales Team Development Award

Revamped the sales training program at Genentech, boosting team performance by 15%.

SKILLS

Business Development

Strategic Sales Planning

Client Retention Strategies

CRM Systems

Market Analysis

Cross-functional Team Leadership

COURSES

Advanced Biopharmaceutical Business Development

Explored strategic partnership models and contract negotiations offered by Harvard Business School.

Regulatory Affairs for Biologics

Covered the key aspects of FDA and EMA regulations through a course provided by Coursera.

PASSIONS



Biotechnology Innovations

Deeply passionate about advancing biotech innovations and their applications in improving healthcare outcomes.



Leadership and Mentoring

Enthusiastic about developing sales talent and fostering leadership skills within teams.



Community Outreach

Actively involved in community outreach programs, advocating for science education and opportunities for underrepresented groups.

10 Resume Mistakes that could cost you the job!

1. One-Size-Fits-All Approach

Sending the same resume to every job is like wearing the same outfit to a wedding and a beach party. Each role has different requirements, so tailor your resume accordingly. For example, if the job wants "project management" skills, highlight your relevant experience leading projects.

2. Burying Your Best Achievements

Your resume isn't just a list of job duties - it's your chance to show off your best accomplishments. Instead of saying you "managed a team," say you "led a team of 5 to exceed targets by 20%." Employers want to see results.

3. Overlooking Typos

Typos are like showing up to an interview with your shirt untucked. Even one error can make a bad first impression and make you look careless. Always double-check your resume before applying.

4. TMI (Too Much Irrelevant Info)

Keep your resume focused on your most relevant qualifications. Avoid cluttering it with personal details or extra info. Hiring managers are busy - make it easy for them to see why you're perfect for the job.

5. Ignoring Applicant Tracking Systems

Many companies use software to scan resumes for keywords. Make sure yours is ATS-friendly by using relevant terms from the job description and a clean format.

6. Lacking a Personal Brand

Your resume should tell a cohesive story about your unique background and skills. Ensure your summary, experience, and qualifications align with a consistent personal brand that showcases your value.

7. Underselling Transferable Skills

Even if you're changing industries, don't underestimate your soft skills. Highlight competencies like "excellent communicator" or "proficient in Microsoft Office" - these general abilities are often just as valuable as technical expertise.

8. Submitting a Cluttered Resume

Imagine your resume is a room - you want it to be neat, organized, and easy to navigate. Use clear headings, consistent formatting, and white space to create a visually appealing document that's simple to scan.

9. Providing Outdated Contact Info

Imagine you're the hiring manager, eager to schedule an interview with a great candidate. But oops, their phone number is disconnected. Don't let this happen to you - double-check all your contact details before hitting "send."

10. Lying on Your Resume: A Risky Move

Faking past jobs or degrees is a big no-no. Employers will blacklist you if they catch the lie, like claiming you worked at a company that has no record of you. It's just not worth the permanent damage to your reputation.

Need Further help in job hunting?

Job hunting is tough, we get it. Especially when you're new to the Canadian job market. That's where we come in.

Our career experts have helped countless professionals land their dream jobs. We know what it takes to help you stand out and get hired faster.

Whether you need a full career transformation or just a resume refresh, we've got your back:

- Live Resume Review & Feedback
- Interview Prep
- LinkedIn Optimization
- Career Coaching
- Networking Assistance
- Job Placement Support & more!

The job search doesn't have to be so stressful. Let us use our expertise to take the guesswork out of it for you.

Check out our brochure [\[link\]](#) to learn more. You can also book a free consultation call to discuss your needs. – [\[link to mentor call\]](#)

Don't leave your career up to chance. Partner with UpSkill Trainers Inc. today!

Reach out at info@upskilltrainers.ca - we're here to support you.