

DELVER RESUME GUIDE

Build the best eCommerce resume

These 6 Tips will hopefully help you increase your response rate & present the best version of your resume to every opportunity!

1. **KEYWORDS** are KING

4. I,I,I...My,My,My

2. **Unpack** the Details

5. **Data** Illustrates Impact

3. One Size Doesn't Fit All

6. **Elevate** Your Language

Think about **KEYWORDS** in terms of platforms, processes, technologies, frameworks, programming languages, methodologies, certifications, etc.

- What are the keywords your potential employers are looking for?
- What kind of roles are you applying to?
- If you were a hiring manager for that role, what would you need to see to indicate that an applicant is the right fit?

****The more frequently a **KEYWORD** appears in your resume, the more likely your resume will be bumped to the top of resume parsing / review systems!****

Descriptors of the scale, scope and complexity of a particular project or achievement can help a recruiter understand if the skills you're describing align well with the need.

Review your resume and identify areas where you can take a key concept, task, achievement, or term and expand on it further, potentially adding useful **KEYWORDS**.

Remember: Your resume is interpreted subjectively. In other words, when describing a "Large" project, or managing "Multiple" accounts, what does that mean?

Unpack that.

EXAMPLE:

"Managed multiple, large implementation projects for clients across several platforms."

UNPACK:

- "Managed a portfolio of 4-7 implementation projects with budgets of \$50K+ across Shopify, BigCommerce and Adobe Commerce."
- "Managed a portfolio of 4-7 implementation projects for brands with revenue of \$100-250M. Platforms included: Shopify, Adobe Commerce, BigCommerce"

This one's a bit simple, but important! One size doesn't fit all when it comes to resumes, especially in today's crowded job market. Try building different versions of your resume based on the type role, company, technology stack, etc. that you may be applying to.

- Highlighting & focusing on different sets of **KEYWORDS** to meet the needs of that role
- Emphasizing and **unpacking** areas of your experience that are of greatest potential importance, based on the job description available to you.
- If you're including a Summary or Objective at the top of your resume, make sure it's aligned with the role!

The resume writing style repeatedly using the pronouns of “I” or “My” from line to line makes the resume very repetitive & can be exhaustive to read.

Using a bullet point format, you can cut the pronouns off the front of the description and maintain the meaning you were intending.

Data is a straightforward way to quantify the impact, growth, and progress you've made in your role. It can also illustrate the size, scale, and scope of the achievement and how invaluable your role was in the success of the project.

Common areas to include data:

- % of growth – revenue, site traffic, conversion rate, etc.
- % of savings – budget efficiency, partner spend, etc.
- ROI – Digital marketing, technology innovation, paid media

Changing the verbs you use within descriptions can make a big impact in how the resume communicates to the reader. This will make your tasks sound more critically important, sophisticated/challenging and make the resume less repetitive.

Examples:

- Worked on a custom, React-based checkout app...
 - Made critical contributions to the build of a custom, React-based checkout app...
 - Collaborated in building a custom, React-based checkout app...
- Met with clients to understand business needs, document requirements...
 - Consulted with client stakeholders to understand business needs, document requirements...
 - Advised C-Level client stakeholders on the platform, documented business needs...

I'm Andrew Banuchi, Founder & CEO of **Delver**, the **Gold** standard eCommerce Technology & Executive Leadership recruitment. With nearly 10 years of eCommerce recruitment expertise, I've also reviewed tens of thousands of resumes.

While AI tools have made it easier to get started, it's the refining and perfecting that still needs a human touch. I hope this guide is a helpful tool in optimizing your resume!

Please visit our website: **<http://www.delverhire.com/>** or contact me directly to arrange an introductory call.

I'm always open to a conversation, whether you may be considering a career move or are planning to hire talent into your team!



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Thank you