



Case Study Resume Response Rate

Careers Plus Resumes conducted in-depth analysis to measure the effectiveness of each strategy we put into resume writing by surveying a group of clients over a period of time. A common problem among job seekers is not getting enough responses to their resumes, and we have discovered a process that creates a solution.



Careers Plus Resumes, LLC
First Impression is Everything!

Research & Analysis

First and foremost, a thorough amount of research and analysis went into each client's background and current career goals to make a determination on the best possible approach to take.

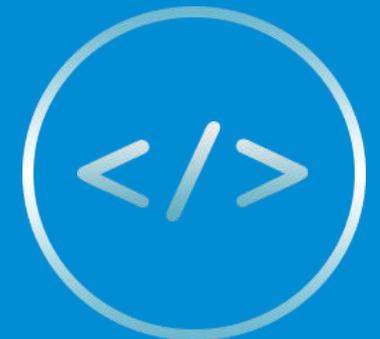


Branding & Design

Personally branding each resume was conducted by preparing a creatively designed document that showcased certain key attributes and accomplishments which were unique only to each individual client. (e.g. numbers, sales figures, percentages, contributions, etc.)

Strategy Development

We designed a clearly focused strategy for each client that spoke to the reader in terms of what they might be looking for in a candidate by highlighting certain industry-specific keyword phrases within the document.



Writing Implementation

The resumes that were written as part of the study articulated exactly what the candidates were trying to accomplish and set a foundation for any future endeavors they may pursue later in their careers.



Final Result

After using their resumes over an extended period of time, we contacted our clients to gather their feedback on which areas of the resume they felt most contributed to the responses they were receiving.

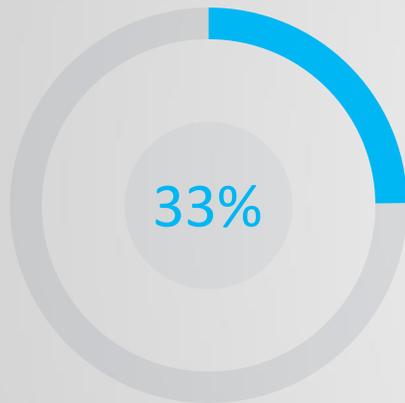
The replies to our questions actually came as no surprise since we anticipated they would be fantastic, of course. However, we did not expect the results to be quite as good as they turned out to be - pursuant to the known instability of the job market.

See the results of the case study below with visual charts and graphs.



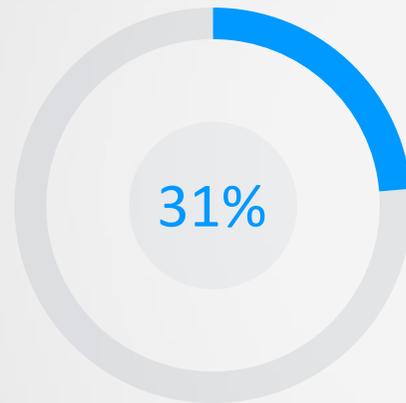
Response Rate 100%

Out of all the clients we surveyed, every single one of them reported obtaining better results after using our resume services. Some reported receiving double or even triple the amount of interview offers than before. Below are the main areas of improvement they felt contributed to the increase in responses they have received.



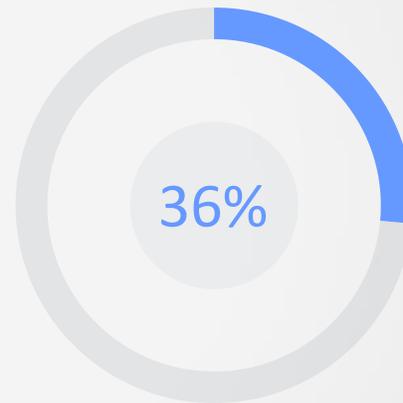
Better Verbiage

33% say better verbiage helped improve their resumes



Relevant Targeting

31% say relevant targeting of their job goals helped



Correct Formatting

36% say proper formatting improved the way their skills were perceived



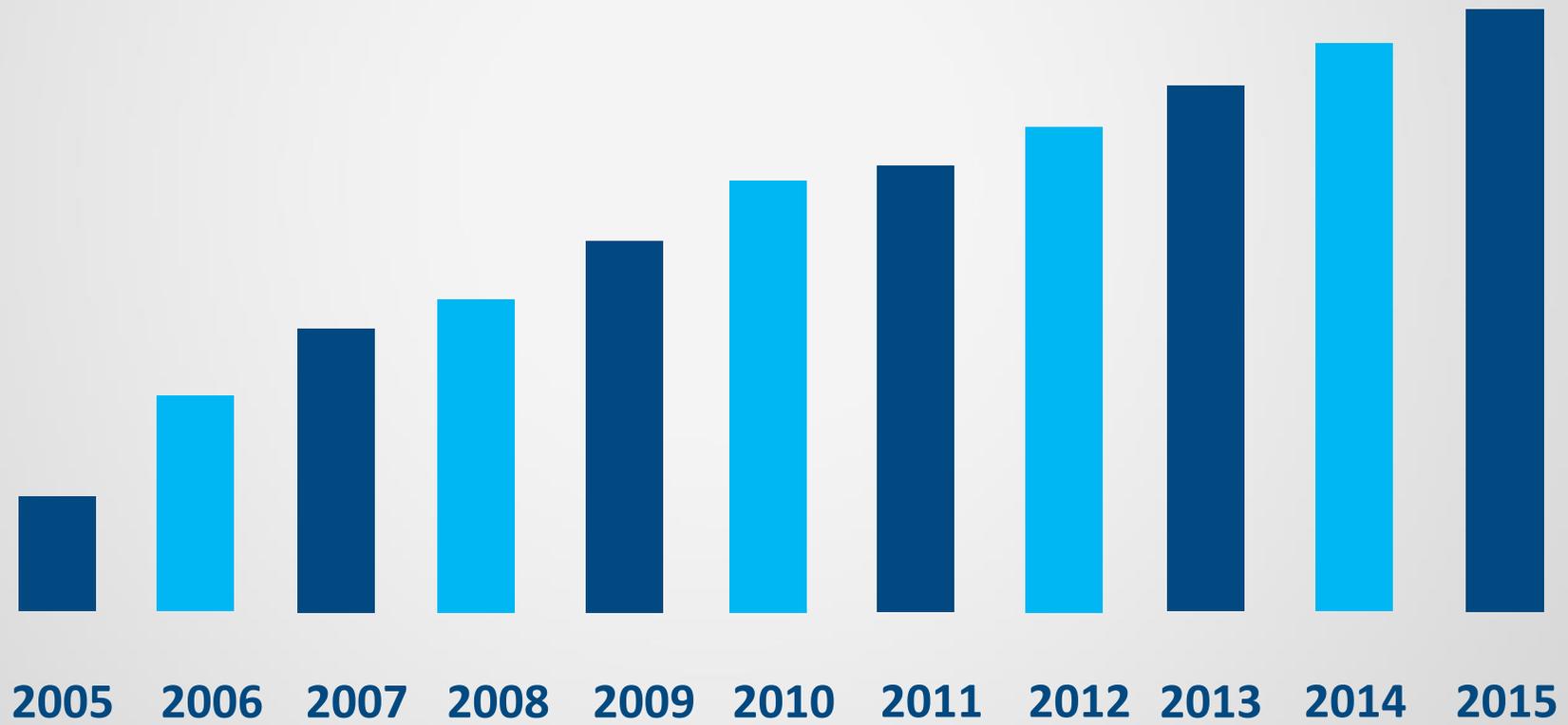
All Improvements

Based on the data, we have concluded that all the areas of improvement properly used together in a resume can produce a 100% increase or more in response rate.

2005

13,236 Satisfied Clients

2015



Impressive!

" If there was something that need to be changed I wouldn't know what it is. I feel this was a fantastic investment and I am sure this will get results. Thank you! When I compare this resume to the old resume, I am embarrassed to know that I actually distributed it.

I will be referring you to all of my constituents as I know a number of them need a resume make-over."

Darryl H.
Supply Chain Manager



CLIENT'S TESTIMONIAL
Real People – Real Reviews

It's Beautiful!

"I showed it to my boss and she was very impressed with it. She suggested that I add my NC application, but other than that, thanks again!"

Alesia S.
Special Education Teacher



CLIENT'S TESTIMONIAL
Real People – Real Reviews

Fantastic Work!

"Thank you. Please let know if you have a link I can post regarding your services. I am very happy and impressed with your work. I always like to share good service. I can put it in LinkedIn or Facebook. We can figure out a \$15.00 referral payment if you get any business. Thanks again!"

Anthony P.
Senior Account Executive



CLIENT'S TESTIMONIAL
Real People – Real Reviews



Exceptional Support

" Dedicated writers and customer support provide our clients with unmatched service. "



Target Driven

" Goal targeting is key to getting noticed by recruiters and hiring managers in your industry. "

Certified Writers

" CPRW and CISRE designated writers ensure the highest possible quality documents. "



Flawless Resumes

" Eliminating common errors and mistakes plays a huge role in how you are perceived by the reader. "



Collaborative Effort

" We work directly with our clients to make sure the right message will be sent to employers. "



Guaranteed Results

" By using Careers Plus, you will be satisfied with the results or we will revise it for free! "

Justin Olsen

President/CEO

“ When it comes to something as important as your career, there is no room for error.”



“ Throughout my own career, I have noticed that a poorly constructed resume is the #1 cause of job search failure. Most people think their resume is sufficient enough to get them to the interview and that they can do the selling when they get to that point - but what they are really doing is severely reducing their value up front, which ultimately leads to underselling themselves.”

GET STARTED HERE

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