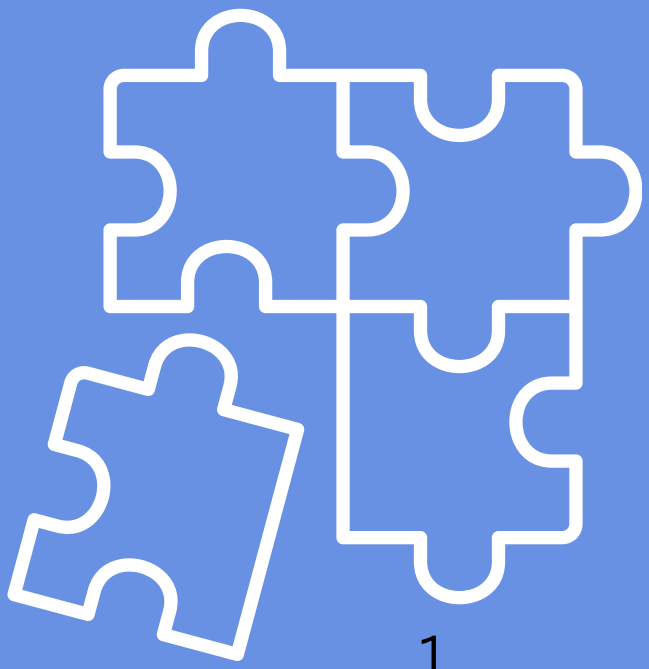
Practical Guide: Build a competitive resume.



A STEP-BY-STEP GUIDE
EVOLVE YOUR RESUME

The Team

WELCOME!

We know that starting a meaningful career change, aligned with your values and goals, can feel challenging. Looking for a new opportunity, whether within your current company or somewhere new , represents an important moment of growth, but it's usually also accompanied by uncertainty, doubts, and resistance to change.

Questions start to come up, like:

- Where do I start?
- What should I change on my resume?
- How do I summarize and communicate everything I've learned and built over the years?

The truth is there's no magic formula for creating the perfect resume. But there are tools, structures, and small steps that can help you communicate more clearly who you are professionally and where you want to go.

That's why we created this guide, to give you that first push and help you organize your experience like a **puzzle**. Because a competitive resume isn't just about listing jobs or skills; it's not about racking your brain, **it's about correctly connecting the pieces of your own professional story.**

Each piece serves a function, and when they fit together, recruiters and companies can quickly understand your value, your potential, and what you can bring to the table.
In this guide, **you'll discover 7 essential pieces** for building a clearer, more strategic, and more competitive resume. We invite you to take that first step toward your next career move.

With care and commitment to your professional development,

María Gabriela Hernández / Co-Founder & Career Coach, DreamCandidate
Tomás León / Founder & CEO, DreamCandidate.

Learn more about us

Practical Guide to a Competitive Resume

Below, you'll discover the different sections that make up a resume (CV), which will help guide you practically through building one. This will make the process easier, whether you're starting from scratch, editing an old resume, or using tools like dream-candidate.com and other AI solutions.

N.1 CHANGE THE WAY YOU LOOK AT YOUR STORY

N.2 PERSONAL DETAILS AND PROFESSIONAL TITLE

N.3 PROFESSIONAL PROFILE

N.4 WORK EXPERIENCE

N.5 SKILLS

N.6 EDUCATION AND TRAINING

N.7 ADDITIONAL EXPERIENCE



1. Change the way you look at your story

Your experience gets reorganized.

Change the way you look at your Story

One of the biggest blocks when updating a resume isn't a lack of experience, or having too much of it, it's the feeling of having to "start over." Many of our clients tell us things like:

- "I haven't done anything important enough."
- "I don't know how to explain everything I did."
- "My experience is a mess."
- "It's been a long time since I updated my resume."

But what matters is that your professional story already exists , you just need to learn to see it and tell it in a different way. Creating a competitive resume doesn't mean inventing a new version of yourself. It means identifying the most valuable pieces of your journey and organizing them strategically to show your current potential. And yes, getting started can create resistance. Because change means exposing yourself, questioning yourself, and stepping outside what's familiar. But it's also the first step toward opening new opportunities.

EXERCISE: BREAK THE INERTIA

Before you start your resume, grab a sheet of paper and **write down these 3 questions:**

- **What have I learned from my work experiences?** Don't think only about job titles, think about skills, challenges, and situations you resolved.
- **What tasks or achievements made me feel proud?** Even if they seem small.
- **What would I like a company to understand about me in 30 seconds?** Don't look for perfect answers. The goal is to start putting the pieces of your story in order.



Save the answers to these 3 questions.
Because each one contains key pieces of your professional "puzzle":

- **What you learned** → becomes skills.
- **What made you feel proud** → can become achievements and results.
- **What you want people to remember about you** → will be the basis of your professional pitch.

All of this is what we'll organize and connect in the following pieces of this guide.



2. Personal details & Professional title

The foundation of your resume

The foundation of your resume

Before talking about experience or skills, your resume needs something fundamental: **clarity about who you are and how to contact you.**

Even though this seems like a simple, obvious section, it's often where mistakes begin.
The goal of this part is for any recruiter to quickly understand:

- Your name
- Your profession or specialization
- How to contact you
- Where to find you professionally

What you should always include:

- First and last name
- **Professional title***
- Professional email address
- Phone number
- City or country
- LinkedIn or portfolio (if it adds value)
- Address: a full address isn't necessary. Listing city and country is usually enough. For example: Madrid, Spain / Santiago, Chile / Mexico City, Mexico

What to avoid

- An unprofessional email address
- Excessive information
- A full address
- Unprofessional photos
- Vague or overly generic titles

***Your professional title matters more than it seems**
Many people list only their name, but a professional title helps position you immediately.
For example:

Carlos Fernández
HR Business Partner | Talent Management Specialist
+34 600 987 654 | carlos.fernandez@email.com | linkedin.com/in/carlosfernandez
Madrid, Spain

QUICK TIPS

Your header should look clean, simple, and easy to read.
Think of this section as the cover of the puzzle box: it organizes the basic information and sets the context for the rest of your professional story.



3. Professional Profile

Your introduction

Your introduction

Why this section matters more than it seems

Recruiters often read the professional profile first before deciding whether to keep reading the rest of the resume. That's why this section works as a strategic introduction, it helps them quickly understand **who you are, what you do, and what kind of value you can bring.**

Think of it as the headline of your professional story. You don't need to summarize your whole career here just create clarity.

A good professional profile conveys:

- Direction
- Specialization
- Experience
- Value
- Professional context

QUESTIONS THAT CAN HELP

- **What kind of professional am I today?**
- **What problem do I help solve?**
- **What experience sets me apart?**
- **In what industry or context do I have the most experience?**

The clearer this section is, the easier it will be to connect the rest of the pieces of your resume.

RECOMMENDED STRUCTURE

QUICK TIPS

You can build your professional-profile section using this formula:

Profession + Specialization + Type of experience + Value you bring

- Example **Junior Profile**

Recently graduated Marketing Analyst with experience in internships and university projects focused on social media and data analysis. Interested in developing digital strategies oriented toward results and brand growth.

- Example **Senior Profile**

Marketing Manager with 12+ years of experience leading regional teams and omnichannel strategies in consumer-goods companies. Specialized in business growth, digital transformation, and high-performance team development.

What to avoid

Overly generic phrases, empty adjectives, long descriptions, and trying to cover too many areas.

An effective professional profile should be clear.



4. Work experience

Your story in action

Your story in action

This section is for telling what you achieved. **Work experience is the heart** of the resume, and here it's about demonstrating impact.

Each position should tell a brief story of contribution and results.

For each role, answer:

- **What problem or responsibility did you have**
- **What actions did you take**
- **What concrete result did you generate**

Writting recommendations:

- Prioritize achievements over tasks
- Use numbers whenever possible
- Order from most relevant to least relevant

Your experience it's evidence of your professional impact.

RECOMMENDED STRUCTURE

QUICK TIPS

You can build this section using this formula:

Action + Context + Measurable results

- Example **Junior Profile**

HR Assistant | Company XYZ

- *Supported recruitment processes and coordinated interviews across different business areas.*
- *Managed new-hire documentation, helping reduce administrative turnaround times.*
- *Took part in organizing onboarding programs for more than 30 employees.*

What this shows: *Even without big metrics, it shows responsibility, involvement, and impact.*

- *Example **Senior Profile***

HR Business Partner | Company XYZ

- *Led the talent strategy for a business unit of more than 500 employees.*
- *Designed development initiatives that increased key-talent retention by 18%.*
- *Implemented leadership programs that strengthened the internal succession pipeline.*

What this shows: *leadership, organizational reach, and measurable results.*

You don't need to include absolutely all of your experience.
Always prioritize what's most recent, most relevant, and best connected to the role you're pursuing.



5. Skills

What you know what to do

Skills

Skills are the direct translation of your experience into transferable capabilities. They shouldn't be a random list, but a strategic selection aligned with your professional goal.

Tipos de habilidades:

- **Hard skills:** technical tools or specific knowledge
- **Soft skills:** interpersonal and workplace skills
- **Languages**
- **Methodologies**

Your experience is evidence of your professional impact.

RECOMMENDATIONS



How do you choose them? Use your experience and ask yourself:

- Which skills came up repeatedly across different experiences?
- Which skills are most in demand for the roles I want?
- Which tools or knowledge set me apart?

Example: Always group by category

- Business Analytical Tools: Intermediate Excel, G-Sheets, Power BI.
- Communication & collaboration: Effective communication, cross-functional collaboration, active listening.
- Languages: English – C1 / Spanish – Native / Italian – A2

How do you identify your most relevant skills?

A common mistake is adding skills just because they "sound good." Instead, think in terms of evidence. Ask yourself:

- What tools do I use constantly?
- What skills do other people recognize in me?
- What abilities keep showing up in the job postings that interest me?

How many skills should you list on your resume?

- Prioritize quality over quantity - 3–5 relevant, coherent skills beat an endless, unfocused list.
- Always keep consistency between:
- Your professional profile
- Your work experience
- Your skills

Everything should tell the same story.



6. Education and training.

Your Knowledgebase

Your knowledgebase

This section shows the academic and educational foundation of your profile. Include everything that has contributed to your professional development.

What you should include:

- University studies
- Technical or specialized training
- Relevant courses
- Certifications

To prioritize, include only what:

- **Adds value** to the role you're seeking
- **Reinforces** your professional positioning
- **Complements** your experience

If you have solid work experience, keep this section brief and clear.
If you're just starting out, it can carry more weight.

Order this section from most to least relevant. And if you have many certifications or short courses, you can group them by topic.

RECOMMENDED STRUCTURE



1. Main Academic Background

Degree obtained
Institution | Graduation year (or expected year)

Example - Junior Profile
Bachelor's Degree in Business Administration and Management
Complutense University of Madrid | 2025
Example - Senior Profile
Executive MBA
IE Business School | 2018

2. Relevant Certifications

Certification name
Certifying body | Year

Example - Junior
Google Analytics Certification
Google | 2025
Example - Senior
PMP – Project Management Professional
Project Management Institute | 2022



7. Additional Projects & Experience

Experiences That Add Value

Experiences That Add Value

This section broadens your professional story and shows initiative, proactivity, and applied skills. In many cases, it demonstrates more about your abilities than traditional work experience does.

What you can include:

- Personal projects
- Freelance work
- Volunteering
- Startups or personal initiatives
- Portfolio or case studies

It's especially relevant if:

- You're just starting your career.
- You're making an industry or role transition.
- You want to highlight skills that don't clearly show up in your work experience.
- You've developed relevant projects outside your main job.

Recruiters look for evidence of skills, not just job titles. And that evidence is often found here.

RECOMMENDED STRUCTURE



Self-assessment:

- What did you do? Briefly describe the project or initiative.
- What skills did you use? Highlight tools, knowledge, or applied competencies.
- What result or learning did you gain? Show impact, achievements, or professional growth.

Recommended formula
Project or initiative + Your role + Key result or learning

Example - Junior Profile
Academic Data Analysis Project

- *Analyzed sales data using Excel and Power BI.*
- *Designed dashboards to visualize sales trends.*
- *Presented data-driven recommendations for decision-making.*

Demonstrates analytical ability, tool proficiency, and practical application of knowledge.

Example - Senior Profile
Independent Digital Transformation Consultant

- *Advised small businesses on optimizing operational processes.*
- *Implemented automation tools and performance-tracking indicators.*
- *Achieved efficiency gains and reduced operating times.*

Demonstrates leadership, strategic capability, and experience generating impact within organizations.

Final structure

This is a summary of everything you need to build a competitive, one-page resume. Now it's time to put all the pieces together and use this as a final checklist before applying or sharing your resume.
From here, you can structure your resume with everything we've covered in each section, always keeping this order in mind and adjusting it to the position you're applying for:

Professional Story
Goal: reorganize your story

Personal Details & Professional Title
Goal: quick identification and immediate positioning.

Professional Profile
Goal: explain who you are professionally in seconds.

Work Experience
Goal: demonstrate impact, not tasks.

Skills
Goal: translate your experience into clear capabilities.

Education and training:
Goal: reinforce your knowledge base without overloading it.

Additional projects & experience
Goal: show initiative and additional practical experience.

Final Checklist

- □ **Is my resume understandable in under 10 seconds?**
- □ **Is my profile clearly defined?**
- □ **Do my achievements show real impact?**
- □ **Have I removed unnecessary information?**
- □ **Is it tailored to the position?**
- □ **Is it one page long?**

If you want to make it even easier, you can use the **CV Builder** at **dream-candidate.com** a tool that helps you organize your experience, optimize each section, and build a resume aligned with what companies and ATS systems look for.

Thank You for Making It This Far

We hope this guide has helped you understand that a great resume isn't built by filling in blanks, but by strategically connecting the pieces of your professional story. At DreamCandidate, we believe that finding a job shouldn't depend solely on having a good resume, but on understanding your professional value and knowing how to communicate it strategically.

As a next step, we invite you to check out **how dream candidate works and start building your next professional step and boost your career.**



Through our tools and services, you can discover your strengths, define professional goals, optimize your resume, prepare for interviews, strengthen your professional profile, and develop a more effective job-search strategy. Our goal is to help you gain clarity, confidence, and direction at every stage of your professional development.

Discover more tools to boost your career

Share your ideas, questions, or topics of interest by filling out the following form.

We'd love to build the next guide with you.

