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**RESU-MAZING OWNER BILL FLORIN VISITS PACE UNIVERSITY**

**To share his expertise on resume building.**

**Thursday, October 5th, 2017, Pleasantville, NY**

PLEASANTVILLE- On Thursday, October 5th, Bill Florin, President of Resu-mazing Services Company, made a visit to Pace University to share with students the many ways they can improve their résumé with Professor Jennifer Lee Magas’ Writing for Organizations (MCA-602) graduate class.

Bill Florin is a Certified Professional Résumé Writer and Certified Employment Interview Professional and has been writing résumés professionally for almost a decade. Since launching Resu-mazing Services Company in 2009, he has written over thousands of résumés, cover letters, and thank you documents. He has helped hundreds of people in completing a résumé that will almost guarantee a job.

According to Bill Florin, your résumés should be considered and treated as a self-marketing document. It is a vital tool that will help you get an interview and possibly land you a dream job. Florin shares that your résumés should tell your story, and your story should be appealing; emphasizing that your résumé should highlight your best assets.

Florin says that your résumé and work experience should differentiate you from the rest of the competitors, he stated, “You must work hard to differentiate yourself from your competition. Your résumé should include stories that you will be willing to share to the recruiter. It should answer the recruiters question, ‘Why you. What do you have that other’s don’t?’”

Furthermore, Florin strongly suggested that one must be concise and clear in their résumé at all times. “You did this? So what? What was the impact from it? The purpose is to hare the valued skills that you have and the examples of times you have used them in your workplace. Explain your results but keep in mind that your results be verifiable,” says Bill Florin.

Your resume is a portfolio and a perfect self-marketing tool that is supposed to help you stand out and capture the attention from the recruiter. If you sound like any other applicant, your application will be rejected along with other basic applicants. Florin highly suggested that you should revise your résumé and have someone else to revise it as well. This way, others can find the mistakes that you missed. A simple spelling error can cost you to be turned down from employers, therefore you should always be careful and always proofread before submitting a resume. Every word and sentence in your résumé counts.