

The 7-Second Resume.

A recruiter gives your resume about 7 seconds before deciding. This guide shows you how to make them count — and the honest truth about what a resume can't do.

The Mindset & Core Foundations.

A great resume is not an employment history or a generic task list. It is a targeted marketing document designed to grab attention and help managers and recruiters understand three things within 7 seconds:

Professional Identity

Who the candidate in front of them is.

Added Value

The real-world results or business impact they bring to the table.

Relevance

Why they are the exact solution to the company's current needs.

CORE PRINCIPLES & GUIDELINES

1 Document Length — The One-Page Myth

It used to be a golden rule that a resume must fit on a single page. Today, the focus has shifted from strict page length to **focus and relevance**. Because recruiters scan resumes incredibly fast, the goal is to make their lives easier by placing the most critical content on the first page.

This is exactly why this template places sections like Education and Skills at the very bottom, freeing up the prime, top-tier real estate for your achievements and professional experience. Even if your resume spans 2–3 pages, the first page is always seen first — and that is where your highest-value content must live.

2 Document Language — Hebrew or English?

In tech and modern global industries, English is the absolute standard. The formula is simple: if the job description is written in English, send your resume in English. If it is in Hebrew, you can send it in Hebrew. Likewise, if your LinkedIn profile is in English or your communication with the recruiter is conducted in English, there is no reason to reach out in Hebrew.

Core Principles, continued.

CORE PRINCIPLES & GUIDELINES

3 Document Purpose — A Marketing Tool, Not an Autobiography

Your resume has one single goal: to land you a job interview. It is a strategic marketing asset, not a historical summary of everything you have ever done. Many candidates struggle to cut lines or past roles out of professional pride, but excessive text creates clutter and dilutes your business impact. If a line does not showcase value, results, or explicit relevance to the role you are targeting, cut it down or remove it without sentimentality. The document should work for you, not make the reader work.

4 File Format — PDF Only

Always submit your resume strictly in **PDF format** (unless explicitly requested otherwise). The reason is simple: a PDF locks the layout and guarantees the document looks exactly the way you intended. Sending a Word file (.docx) risks formatting errors, missing fonts, or layout shifts across different software versions and devices — shifts that can completely ruin the clean formatting and the delicate balance of your text the moment it is opened.

5 Clickable Links — Hyperlinks

Your Header contains crucial contact details, such as your email address and LinkedIn profile link. Double-check that these are formatted as clickable hyperlinks ([Your LinkedIn profile](#), for example). Recruiters review dozens of documents a day and will not manually copy and paste text. A seamless, clickable link drastically improves the reader's experience and boosts the chances of them visiting your profile.

The Winning Resume.

John Smith

Director of Business Development · Former Elite Athlete & Legal Strategist

054-1234566 | EMAIL@gmail.com

SUMMARY

An elite athletic background combined with a rigorous legal foundation drives an aggressive, results-oriented approach to corporate growth and strategic partnerships. Thrives in high-pressure environments, translating complex organizational challenges into streamlined, high-yield business outcomes.

Dynamic Business Development professional with over **8 years** of experience scaling revenue, building high-value corporate ecosystems, and executing complex Go-To-Market (GTM) strategies. Proven expert in orchestrating cross-functional workflows and managing multi-million dollar pipelines.

KEY ACHIEVEMENTS

National Athletic Excellence: Earned positions on **two** of Israel's National Teams (Swimming and Water Polo, **2nd place**) and the highly selective IDF "Outstanding Athlete" designation — delivering in hyper-competitive, high-pressure environments.

Strategic Enterprise Alliance: Spearheaded a high-stakes integration partnership with the PM @ Navina, unlocking a **\$4.2M** ARR pipeline and expanding market penetration by **28%** within the first **6 months**.

Drove Record Pipeline Growth: Built and launched a partner-led GTM motion from scratch that generated **\$4.2M** in new pipeline within its first year — now a core revenue channel for the company.

PROFESSIONAL EXPERIENCE

Senior Business Development Manager · TechGrowth Solutions

2024 – 2026

Enterprise SaaS & AI-Driven B2B Solutions

- Owned the full strategic partnership lifecycle, accelerating partner onboarding velocity by **34%** and net-new pipeline generation by **22%** within the first **90 days**.
- Mapped complex enterprise ecosystems and aligned product, legal, and sales teams to deliver high-impact GTM strategies that closed **5** major tier-1 accounts.

Business Development Specialist · MarketScale International

2021 – 2024

FinTech & Global Payment Infrastructure

- Owned regional expansion into European markets, boosting indirect sales revenue by **45% (+\$3M)** through **12** key alliance partners.
- Designed compliance-ready commercial solutions that expedited contract negotiation cycles by **25%**.

Business Development Manager · PowerBall

2018 – 2020

B2B SaaS, FinTech

- Opened **3** new market segments, landing the first **12** enterprise logos and laying the foundation for the company's outbound engine.
- Built the partnerships program from zero to **20+** active partners, contributing **30%** of net-new revenue by year two.

MILITARY / NATIONAL SERVICE

Soldier-Teacher · IDF

2009 – 2011

- Led educational and leadership initiatives under the "Outstanding Athlete" framework, managing cross-functional community projects and mentoring youth in high-stress environments.

EDUCATION

LL.B, Law · Ono Academic College, Israel

2015 – 2018

Specialization in Commercial Law and Contract Negotiation.

- 🏆 Recipient of the **\$10,000** Dean's Excellence Scholarship — awarded to the top **5%** of the cohort.

SKILLS

Business & Strategy: Strategic Partnerships · Business Development · Ecosystem Growth · Go-To-Market (GTM) · Pipeline Management · Contract Negotiation

Tools & Platforms: Salesforce · Zoho CRM · HubSpot

Project & Content: JIRA · Confluence · Trello

Personal: Leadership · Cross-functional Collaboration · Analytical Thinking · Communication · Stakeholder Management · Adaptability · Problem Solving

Build It, Section by Section.

1 Header — Professional Identity & UVP

The very top of your document is your most valuable real estate. It must include:

- **Full Name** — prominent and bold.
- **Contact Information** — phone, email, LinkedIn (as clickable links).
- **Professional Title + UVP** — a sharp definition connecting your core expertise with a trait or background that sets you apart from the crowd.

FROM THE TEMPLATE

John Smith | Business Operations Professional | Former Elite Athlete

A definition like this instantly sparks curiosity and signals discipline, grit, and the ability to perform under pressure — before the reader even dives into your experience.

LEAVE OUT No need to include your full home address or marital status.

2 Summary — Career Essence & Professional Engine

A short paragraph (2–3 lines or sharp bullet points) that frames your professional identity and sets the stage for the rest of your story. It is best to divide this into two core anchors:

- **Anchor 1** — your unique background or personal drive, and how they align with organizational goals.
- **Anchor 2** — your years of experience, core domains of expertise, and key capabilities (e.g., project management, cross-functional leadership).

The Core: Achievements & Experience.

3 Key Achievements — Highlights

Before diving into the day-to-day details of past roles, present your “insurance policy” — your most impressive career achievements. Hiring managers think in terms of business impact, which is why this section sits right at the beginning. It is the central hook where you want readers to pause and focus.

- **What to write** — 2–3 major achievements (commercial, operational, or individual) that prove your ability to execute under pressure or drive organizational success.

GOLD TIP Always connect the achievement to a clear, measurable result or formal recognition you received.

4 Professional Experience

The heart of your resume, built in reverse chronological order (present to past). Each role follows this clean format:

- **Company Name + Duration** — years only, omit months.
- **Your Professional Title.**
- **Company domain** — a brief description (in parentheses) for immediate context.

The Golden Rule — Business Impact, Not a Job Description. The most common mistake is copying a job description (“Responsible for managing campaigns”). An effective resume shows how the company changed for the better because you were there. Under each role, draft bullets focused on:

- **Process Ownership** — an end-to-end project you led, and its direct impact on the business or client.
- **Strategic Approach** — how you solved complex problems or tailored unique solutions to organizational needs.

INSTEAD OF

“Managed clients and onboarding processes.”

WRITE

“Managed and optimized the end-to-end customer journey, leading a restructuring of onboarding that slashed onboarding time by **35%** and reduced new-user support tickets by **18%** within the first 90 days.”

Background, Skills & the Close.

5 Military / National Service

In many markets, a meaningful service record can be an incredible lever — especially if it demonstrates leadership, command, training, or executing under pressure. List your role, unit/organization, and years in the same clean format as Professional Experience.

IMPORTANT Highlight an elite role or exceptional achievements here. Served in a standard capacity? No need to worry or omit it — all service is respectable, and a clean format does the job.

6 Education

A concise, accurate section displaying your academic background.

- **Format** — Degree & Specialization | Institution, Location (Years of Study).
- **Honors** — note scholarships, honors, or a major thesis; consider weaving it into Key Achievements too.

7 Skills — Professional & Technological Expertise

A long, disorganized list is exhausting to read. Categorize your skills into clear, scannable buckets:

Business & Strategy

Strategic Partnerships, Business Development, GTM.

Tools & Platforms

Salesforce, HubSpot, CRM.

Project & Content Mgmt

JIRA, Monday.

Personal Skills

Leadership, Cross-functional Collaboration, Problem Solving.

PLACEMENT Keep this at the very bottom so it doesn't push your core experience down — ATS parses these keywords perfectly fine from the bottom of the page.

THE KEY TO SUCCESS – PERSONALIZATION

Your resume is a dynamic document. This template gives you the strongest structure on the market, but it is your responsibility to tailor the keywords and specific highlights of your past roles to match the exact requirements of the job description you are applying for.



ABOUT SUN DAHAN

A lawyer turned marketer turned builder. Former VP Marketing at **Talenya**, an HRTech company acquired by Paycor.

Builder of **HireIntel** and a career consultant.

I put the spotlight on job seekers and help them take ownership of their job hunt and create more opportunities.

Want to stay in touch? [Connect with me on LinkedIn →](#)

THE RESUME ISN'T THE EDGE

Yes — you still need a strong resume in 2026. HR asks for it, the hiring process runs on it. But it's a summary of your past, a formality. It won't make you **stand out**.

What actually starts conversations is a sharp story and a targeted strategy.

If you're looking to position yourself correctly, navigate a career transition, or cut through the market noise — let's talk.

[Book a 1-on-1 Strategy Session →](#)