

CDI RÉSUMÉ CERTIFICATION SCORE SHEET FOR CMRW

Candidate No.: _____
Reviewed by: _____
Date Reviewed: _____

PASS / FAIL

Type: Document Portfolio
"No" Responses: _____

BIG PICTURE CRITERIA

When evaluating the CMRW portfolio, the following criteria must be applied to the highest standards. All must be in evidence.

Equal Strengths in Multiple Disciplines: The writer exhibits strengths in writing for all diverse disciplines in the portfolio. Yes No

Contextual Narrative: Experience and achievements are placed in context to tell a story, not just provide a result. Yes No

Branding Elements: Documents "humanize" the client by providing elements unique to the individual's personal brand. Yes No

Strategy: Documents show that strategic thought has been taken in positioning information for optimum impact. Yes No

Advanced Visual Appeal: The document stands out due to its elegant or contemporary formatting (Industry specific). Yes No

Other Considerations

Five or more "No" responses will be considered a fail.

Portfolios provided by members outside the USA may use components that are country appropriate. Please check if unsure

- All unnecessary information has been excluded (check if portfolio is submitted outside USA if personal details are included) Yes No
- Résumés are free of spelling errors (check if portfolio is written for countries outside USA) Yes No
- Résumé is free of significant errors in punctuation, grammar and syntax Yes No
- Résumé bullets are fully explored and provide context in arriving to a bottom line result Yes No
- Résumé is in a visual format that is suited to the client's industry Yes No
- There is sufficient white space in the document Yes No
- Résumés are at the appropriate length to build a value-added case for interview Yes No
- Résumés are powerfully written with correct industry-specific language Yes No
- Résumé includes specific quantitative achievements Yes No
- Résumé sells clients skills, abilities and potential as the best candidate without use of clichés Yes No
- Résumé targets bottom-line company needs and positions expectations Yes No
- Provides clear direction of career target Yes No
- Résumé is written concisely and energetically Yes No
- Résumé is rich with keywords Yes No
- Résumé demonstrates leadership skills Yes No
- Résumé effectively builds on client's experience and abilities Yes No
- Résumé negates or lessens the impact of detrimental factors in client's employment, professional or educational history Yes No
- All employment gaps are handled well. Yes No

COMMENTS BY REVIEWER: