

Resume Positioning Framework

Tool #5 from the Financial Freedom Starter Kit — by Erik Anderson

Your resume is not a list of jobs. It's a sales document. I went from field tech to Principal Network Automation Engineer. I forced a promotion at Intelsat with a 30-day ultimatum. None of that happened because I had a fancy degree — I didn't even have one until 43. It happened because I learned to position myself as an asset, not an applicant. This framework is how.

THE 5 POSITIONING PRINCIPLES

PRINCIPLE 1

Lead with Impact, Not Duties

Nobody cares what you were "responsible for." They care what you accomplished. Every bullet point should answer: "What changed because I was there?"

BEFORE

"Responsible for managing network infrastructure and troubleshooting issues."

AFTER

"Reduced network downtime by 40% by designing and implementing automated monitoring across 200+ satellite terminals."

PRINCIPLE 2

Quantify Everything

Numbers are proof. Revenue generated, costs reduced, time saved, team size, systems managed, uptime percentages. If you can't measure it, you can't prove it.

PRINCIPLE 3

Position Yourself One Level Up

Write your resume for the job you want, not the job you have. If you're a senior engineer, describe your work like a lead. If you're a lead, describe your work like a director. Show strategic thinking, not just execution.

PRINCIPLE 4

Your Summary Is Your Pitch

The top of your resume gets 6 seconds. Make it count. Don't say "results-driven professional" — everyone says that. State who you are, what you do best, and what you bring to the table in 2-3 hard-hitting sentences.

BEFORE

"Results-driven IT professional with 10+ years of experience seeking a challenging role in network engineering."

AFTER

"Principal Network Automation Engineer who built autonomous monitoring systems for satellite infrastructure competing with Starlink. 15 years turning broken processes into scalable systems across telecom, consulting, and crypto."

PRINCIPLE 5

Show the Arc

Your career should tell a story of growth. Each role should show progression — more responsibility, bigger scope, harder problems. If a hiring manager can see the trajectory, they can imagine you growing into the next role at their company.

RESUME AUDIT CHECKLIST

- Summary is 2-3 sentences max with specific outcomes, not buzzwords
- Every bullet point starts with a strong action verb
- At least 70% of bullet points include a number or metric
- No "responsible for" or "duties included" language
- Skills section is tailored to the specific job posting

Education is at the bottom (unless you're a recent grad)

No objective statement (use a summary instead)

One page if <10 years experience, two pages max if 10+

Consistent formatting: same font, same bullet style, same date format

PDF format (never .doc — formatting breaks)

WRITE YOUR POSITIONING STATEMENT

Use this template to draft the summary at the top of your resume:

[Your Title] who [biggest achievement or skill]. [X] years of [what you do best] across [industries/domains]. Known for [your superpower].

Your draft:

Write your positioning statement here...

THE 30-DAY RESUME SPRINT

Week 1: Audit your current resume against the checklist above

Week 1: List every measurable achievement from your last 3 roles

Week 2: Rewrite every bullet point using the impact formula

Week 2: Write your positioning statement (3 drafts minimum)

Week 3: Tailor your resume to 3 target job postings

Week 3: Get feedback from someone in a hiring position

Week 4: Update your LinkedIn to match your new positioning

Week 4: Apply to 5 roles that are one level above where you are now