Step 6:
Getting Your Resume Seen

Have you ever applied for a job you knew you were "perfect" for, but then they never called? You have an awesome background, so what happened? You may be surprised to learn that your resume can get booted from an employer's application process if it is not formatted for their Applicant Tracking System (ATS).

Tips to Get Through Applicant Tracking Systems

⊘ **Complete.** Complete every section in an on-line application. If you leave anything blank you may be rejected before anybody even looks at your application.

⊘ **Keywords.** Customize the resume for the specific position using keywords exactly as written in the ad including the job title, criteria for success in the position as well as keywords for skills somebody looking for that position would be likely to search on.

⊘ **Supporting Words.** Modern ATSs look for keywords in context, so be sure to surround your keywords with other supporting words rather than just listing them.

⊘ **Certifications.** Include any certifications you have. If you are pursuing a degree required by the position you're looking for add: pursing a _____ degree in _____.

⊘ **Job Title.** If you're applying for a specific job, include a single, centered line in bold below your contact information which states that you are seeking a position as (job title), with (company name).

⊘ **Avoid Fancy Designs.** Things like graphics, tables, borders and shadows may look nice, but they confuse the ATS. This means you risk not having your information scanned at all into their system. Do not use lines across the page. Some ATSs read this as the end of a page.

⊘ **Fonts.** Use standard fonts such as Arial, Georgia, Tahoma, Trebuchet, and Verdana and keep them to 10 or 12 points (ATSs get confused by larger type).

⊘ **Save.** Save your resume as a .doc, .docx or .txt. (.pdf, .rtf and .jpg are not ATS friendly).

⊘ **Resume Sections.** ATSs scan and create your record using the sections of your resume. Use clearly named resume sections: Summary, Work Experience, Education

⊘ **Work Experience.** When listing work experience, start with the employer's name, followed by your title, followed by the dates you held the job. Each can go on its own line. Never put the date of employment before the employer's name.

⊘ **Headers and Footers.** Make sure all information is in the document and not in the headers or footers.

⊘ **Bullets.** Avoid special characters or accents for bullets.

⊘ **Abbreviations.** Use both the spelled out version and the abbreviation. For instance: Certified Public Accountant (CPA)

⊘ **Upload.** Don't submit multiple resumes to the same company. You can apply for multiple jobs, but be sure the resume is consistent. If given the option, it's better to upload a resume than to cut and paste into a text box.

72% OF RESUMES
are never seen by employers

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Example of a Risky Resume

1 Contact info
Include phone number. Ensure email address sounds professional.

2 ATS layout, spelling & grammar
Cross check your layout to the ATS Checklist on page 15. Avoid lines and complex layouts that may confuse ATS scanners. Use "Work Experience" not "Professional Experience." Have somebody proofread for spelling and grammar.

3 Match job functions and objectives
Experience should match your objective and the job to which you are applying. Edit positions or information that isn't needed to span employment gaps or to demonstrate relevant skills.

4 WIFM points and tangible contribution ($/%/#)
Have you documented your abilities and success stories with quantifiable or tangible points such as ($) dollars saved or earned, (%) growth, or productivity units/hours saved or increased?

Jane Smith
1 radicalJane287@hotmail.com

Objective 2
Seeking a position as an accounting manager or other department management role. 3

2 Professional Experience

Administrative Assistant for XYZ Company 2   5/2011 to 3/2015
While at XYZ company, I was responsible for supporting executives and team members. I especially enjoyed working on the corporate newsletter since it allowed me to be creative and broke up some of the routine of my regular duties.

Duties:
4
- Provide administrative support to executives and team members
- Coordinate domestic and international travel, print confirmations and schedules, create trip folders
- Reconcile credit card charges each month and prepare expense reports for reimbursement
- Draft, edit, proofread, and finalize correspondence
- Manage team and executive calendars; schedule meetings, arrange catering
- Prepare and update department spreadsheets and reports
- Collaborate effectively on cross-functional teams
- Suggest ways to improve processes; identify ways to improve my team's performance
- Seek out and assist with extra projects as needed or requested

Administrative Assistant for Widgets and More   8/2005 to 5/2011
While at Widgets and More, I was responsible for organizing the back office, and also helped to work the floor as required. I liked my boss a lot, but I ultimately decided to leave because I didn't really enjoy having to work in the store and smile, smile, smile as the store managers used to say. I was looking for something that wouldn't require such a "people person," type of personality and found something where I can be exclusive back-office. 3

Duties:
4
- Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
- Prepare weekly shift calendar, coordinate coverage for employee absenses 2
- Prepare requested quotes and proposals for sales associates
- Process orders
- Provide back-up coverage for sales associates
- Offer and open promotional credit accounts to customers
- General office duties

3 Waitress for Yummy Food #3   1/2003 to 4/2004
- Demonstrated excellent customer relations
- Suggested desserts and apps to increase per check average
- Provided fast and friendly service
- Trained new servers

Education
AA – Social and Behavioral Science, 2004
Mt. San Jacinto - Menifee

Skills:
MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, various proprietary databases.

Example of an Effective Resume

1 Remember your audience
Write for your audience. Include a description of the company/industry to help describe what you've done and to highlight industries you have experience with. Make titles and dates easy to find/scan. Think in terms of what they need and need to see.

2 Keywords
If an employer were filling a position, what keywords would they use to find you? Check your resume for inclusion of those keywords. Weave them through the resume. You can also include a section at the bottom of your resume.

3 State obvious job function matches and use their lingo
List what skills and experiences they are seeking and then cross check that you have matched those priorities on your resume. Do not risk letting them connect the dots. Use lingo they used to describe yourself.

4 WIFM points and tangible contribution ($ | % | #)
Have you documented your abilities and success stories with quantifiable or tangible points such as ($) dollars saved or earned or (%) growth, or productivity units/hours saved or increased?

Jane Smith
(555) 555-1234
janesmith@gmail.com

Work Experience

1 XYZ COMPANY - A global provider of equipment and services to the energy sector
Administrative Assistant, 5/2011 to 3/2015
- Provide administrative support to 6 executives and 10 team members
3
- Coordinate domestic and international travel, print confirmations and schedules, create trip folders
- Reconcile 100's of credit card charges each month and prepare expense reports for reimbursement
- Draft, edit, proofread, and finalize up to 30 pieces of correspondence per week
2
- Manage team and executive calendars in Outlook; schedule meetings, arrange catering
- Prepare and update 3 monthly department spreadsheets and 8 reports in Excel and PowerPoint
- Collaborate effectively on cross-functional teams
- Suggest and implement ways to improve processes; identify ways to improve my team's performance
- Seek out and assist with extra projects as needed or requested

4 *Contributions and Recognition*
I saved the XYZ Company $35K in annual salaries by taking on extra responsibilities and assisting 2 additional executives, saving the company from having to hire additional employees.

"She is an absolute angel. Just wanted to let you know. She's caught me up on all expenses, and helped to organize the PMT meeting. She is suddenly invaluable."
–Shannon Ellis, Vice President of Accounting, XYZ Company.

WIDGETS AND MORE - The region's largest supplier of widgets with 5 retail locations
Administrative Assistant, 8/2005 to 5/2011
- Process new hire paperwork, prepare training manuals, draft new hire schedule, conduct orientation
- Prepare weekly shift calendar, coordinate coverage for employee absences
- Prepare requested quotes (avg. 10 per week) and proposals (avg. 3 per week) for sales associates
4
- Process more than 450 orders per week **4**
- Provide back-up coverage for sales associates
- Offer and open promotional credit accounts to customers
- General office duties

Contributions and Recognition
I saved Widgets and More $10K annually by researching and hiring a janitorial company to service all 5 retail locations, obtaining a group discount on multiple locations.

"Jane, the meeting was a huge success! Thank you for organizing the meeting, lunch, and dinner!"
- Thomas Perry, Store Manager, Widgets and More

Employee of the Month Jan 2006, June 2009, and March 2011

Education
AA – Social and Behavioral Science, Mt. San Jacinto - Menifee
Pursuing a B.S. in Business Management

Skills:
MS Word, Excel, PowerPoint, Outlook, Windows XP/Vista/7, FedFil, C1, E1, QuickBooks Pro 2009, various proprietary databases. 10-key by touch **2**