# Hand-outs for Resume Writing Advanced Class

## Right Pocket of Folder

1. Resume R. Doyle
2. Resume S. Pope
3. Strong Accomplishment Statements

## Left Pocket of Folder

1. Why Resume Keywords Matter
2. How to Use Jobscan.co for Free
3. Tips for Getting your Resume through an Applicant Tracking System
4. Resume Checklist

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**CHRONOLOGICAL RESUME EXAMPLE**

# ROBERT DOYLE

**(763) 792-2175**

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## SUMMARY

**Production Assembler** with over 10 years of experience. Produced more than $2 million in government products per year with an average acceptance rate of 99.5 percent. Detail-oriented and quality-focused, with process and final inspection experience.

## SELECTED SKILLS & EXPERTISE

* + Machine set up
  + Spot and wire soldering
  + Training others
  + Steady & accurate
  + Blueprint reading
  + Fabrication
  + Drilling and tapping
  + Cleaning delicate parts

## EMPLOYMENT HISTORY

**Production Assembler 2013-2018**

Minnesota Diversified Industries St. Paul, MN

* + Stocked packaging machine, and operated fast-pace wrapping machine
  + Reviewed orders and assembled stamp packets meeting US Post Office specifications
  + Performed quality inspections throughout production process
  + Assisted and set up more than 25 work areas for associates with special needs
  + Mastered all production line stations, which improved efficiencies
  + Mentored five coworkers resulting in 15 percent increase in their productivity
  + Corrected defects and ensured conformance to specifications by repairing and replacing parts

**Circuit Board Assembler 2007 - 2013**

Intel Corporation Hillsboro, CA

* + Determined exact circuit board specifications by reading blueprints
  + Soldered small components on up to 500 circuit boards per day
  + Assembled circuit boards for Soldering/SMT machine on assembly line exceeding quota 25 percent of the time
  + Saved production time and money by checking circuit boards and repairing errors quickly & efficiently

## EDUCATION

**Soldering/Process Training (OJT)** - Intel Corporation - Hillsboro, CA

**Diploma** - White Bear Lake Senior High School - White Bear Lake, MN

**COMBINATION RESUME EXAMPLE**

**SUSAN L. POPE**

**(651) 952-1099**

[**Susanlpope@gmail.com**](mailto:Susanlpope@gmail.com)

**SUMMARY STATEMENT**

Experienced security professional with military, medical and firefighter background. Additional experience in working and dealing with the public in a variety of situations. Known for remaining calm under stress and for ability to read and anticipate potential problems and intervene quickly.

**SELECTED SKILLS/EXPERIENCE**

**Building & Personnel Security**

* Provided security for key military leaders by conducting foot patrols in dangerous areas with no loss of equipment or life
* Patrolled and inspected buildings, and property with keen observation skills and surveillance techniques
* Secured main traffic gate at military base by screening 500 individuals and searching 50 cars per day maintaining the safety of the personnel and the premises.
* Supervised the security of $ 10 million of highly sensitive equipment resulting in zero loss

**Emergency Management/Prevention**

* Trained in fire suppression and control of hazardous materials
* Proven ability to use and maintain firearms safely
* Able to apply First Aide and administer CPR
* Collaboration and communication with other emergency personnel

**Leadership**

* Increased promotions 20 percent by identifying strengths and weaknesses of team, writing monthly performance evaluations and conducting face to face counseling
* Graduated in the top 10 % from the U.S. Army Warrior Leadership course with increased leadership and management skills
* Achieved a 100 percent pass rate on physical fitness test for personnel by implementing and managing a physical training routine

**Customer Service**

* Parked and retrieved vehicles for customers, and assisted them into and out of their vehicles
* Limited problems and liability related to customers' excessive drinking by taking steps such as persuading customers to stop drinking

**EMPLOYMENT HISTORY**

**Infantryman,** United States Army, Fort Bragg, NC 02/2011-02/2018

**Valet,** MGM Grand Hotel, Las Vegas, NE 10/2009-12/2010

**Bartender**, Martinville, Las Vegas, NE 06/2007-06/2007

**MILITARY**

**United States Army** - Honorable Discharge

**Warrior Leadership** - United States Army - Fort Bragg, NC

**Airborne School** - United States Army - Fort Benning, GA

**CIVILIAN EDUCATION**

**A.S. Fire Sciences** - Hennepin Technical College - Eden Prairie, MN

**Emergency Medical Technician** - Anoka Technical College - Anoka, MN

## Writing Strong Accomplishment Statements

You need to describe your skills and how they benefited former employers in the best way you can. You need to not only tell prospective employers what you did, but how what you did made a positive impact—and you need to do this in an attention-grabbing way. Using action verbs and showing **quantifiable results**.

Developing strong accomplishment statements doesn’t just make your resume stand out, it also helps you be better aware of your skills and accomplishments and raises your self-confidence, which can help you in presenting yourself more effectively in interviews and other communications with potential employers.

A good way to do effectively highlight your skills is to follow this strong accomplishment statement formula:

**Action Verb + Outcome (benefit to employer) + Task (how) = Strong Accomplishment Statements**

Outcomes or the positive impact you made is best at beginning of your statement. Given the short amount of time that they typically given a resume, and that we read left to right, doing this first has a greater chance of being seen.

Here are some examples of the formula in action from real-life Minnesota career seekers:

* Increased customer satisfaction and loyalty by repairing their vehicles right the first time.
* Secured a 27% cost savings for the company year over year by negotiating optimal service contracts and terms with equipment part vendors.

Here are examples of how to build strong accomplishment statements:

**BEGIN with an action verb for example, reduced…, Increased…, or Improved…**

**THEN add the outcome (with quantifiable results) which shows how your actions benefited your employer:**

* Reduced personal customer product returns to half the company average…
* Increased company profits 13% over two years…
* Improve production efficiency and decreased downtime 20% in the first year…

**THEN add the task:**

* Reduced personal customer product returns to half the company average by responding to an average of 150 product complaint calls a day in a helpful and professional manner.
* Increased company profits 13% over two years providing leadership of weekly client status meetings and implementing accountability and recognition practices.
* Improved production efficiency and decreased downtime 20% in first year by developing and executing factory equipment maintenance plan.

### Tips:

Avoid wordiness and unnecessary adjectives and adverbs:

* TOO WORDY: Organized significantly more efficient monthly meetings by successfully setting productive agendas
* BETTER: Organized more efficient monthly meetings by setting productive agendas

Quantify when possible:

* NO QUANTIFICATION: Provided home health care
* BETTER: Provided home health care to eight clients a week

Combine elements into one accomplishment statement when they are related:

* Developed web copy that was more customer-focused
* Increased page views by 50% in one month
* COMBINED TO SHOW EFFECT OF YOUR ACTIONS: Increased web page views 50% in one month after developing web copy that was more customer focused.

## WHY RESUME KEYWORDS MATTER

*Posted on* [*https://www.jobscan.co/*](https://www.jobscan.co/) *on* [*August 23, 2017December 14, 2017*](https://www.jobscan.co/blog/resume-keywords/) *by* [*Jon Shields*](https://www.jobscan.co/blog/author/jon-shields/)

The accessibility of online job applications has bombarded hiring managers with more applicants than they can handle. That’s why most companies have [turned to applicant tracking systems](https://www.jobscan.co/applicant-tracking-systems) (ATS) to automate and simplify the vetting process. The downside? Many great job candidates are rejected sight unseen because they didn’t include strategic resume keywords.

### ATS Keyword Search

Hiring managers don’t have time to read every resume they receive. With ATS, they can simply search by skills or keywords and review the matches. Some top ATS, including iCIMS, ZipRecruiter, and Bullhorn, even rank or assign scores to applicants based on how well they match a query.

You don’t need to cheat the system to succeed. You simply need to optimize your resume so it works in sync with ATS. This is accomplished by figuring out which resume keywords a hiring manager is likely to use in their search, then tailoring your keywords to match.

### Different Names for the Same Thing

It’s not as simple as [stuffing industry-specific keywords to your resume](https://www.jobscan.co/blog/resume-keyword-stuffing/). It’s about tweaking the keywords already in your resume to match the job description.

For example, if you’re a [graphic designer](https://www.jobscan.co/blog/creative-resume-formats/), you have a lot of experience with Adobe Creative Cloud, Adobe’s software bundle that includes standards like Photoshop and Illustrator. But the job description mentions only “Adobe Creative Suite,” its former name.

If you have “Adobe Creative Cloud” on your resume but the hiring manager searches the ATS for “Adobe Creative Suite,” you could be excluded from the results even though you possess the exact skillset they’re looking for. In this example, you want to optimize your Adobe experience by changing the resume keyword to “Adobe Creative *Suite*.”

### Editing Job Titles is OK

The same thing can happen with job titles. There are many variations of job titles based on industry, company culture, or experience levels. Incorporating specific keywords and phrasing into job titles will make a difference in an ATS search.

### Three examples:

1. You’re applying for a position as a “Content Writer” but your previous job title was “Content Creator.” The hiring manager will likely search “Content Writer” in hopes of finding someone with direct experience. It’s essentially the same job, so change “Creator” to “Writer” on your resume to increase your ATS searchability.
2. The [job title buzzword fad](http://blog.indeed.com/2015/03/30/buzzword-job-titles-are-on-the-decline/) (ninjas, gurus, rock stars et al) is thankfully dying out but you still have “Customer Service Wizard” on your resume from a previous job. Unless a job description asks for actual sorcery skills, change the experience on your resume to something that reflects the new job for which you’re applying.
3. You worked for six years as the Web Developer at a small firm that didn’t differentiate experience levels. In other contexts, you would be a “Senior Web Developer,” so make that change on your resume as you pursue other senior-level positions.

There’s nothing wrong with changing your “official” job title on your resume. All you’re doing is translating past experience into the same language as a hiring company. This is what optimizing your resume keywords all is about.

Important note: This is about recontextualizing your work experience rather than improving it. Do not give yourself a promotion you felt you deserved but didn’t get.

### Tense and Format Matters (Mattered, Mattering)

A few ATS recognize tenses, plurals, and other word variations, but many only find exact matches. That means that if a hiring manager searches the ATS for “project manager,” you won’t come up as a search result if your resume only includes the phrases “managing projects,” “project managed,” and “project management.”

#### Other examples:

* market, marketed, marketer, marketing
* strategize, strategized, strategist, strategizing
* test, tested, tester, testing
* schedule, scheduled, scheduler, scheduling

The best practice for determining which tense or form to use with your resume keywords is to mirror the job description. If “manager” is used frequently in the job description but your resume says, “Manag**ed** team of 11 engineers,” simply rewrite it to say “Manag**er** to a team of 11 engineers.”

### Test Your Resume Keywords

You can take the guesswork out of determining resume keywords with Jobscan’s [resume scanner](https://www.jobscan.co/). Try it below by pasting in the text from your resume and the text from a job description. Jobscan lets you know exactly which hard skills and other important keywords are missing from your resume.

**HOW TO SCAN YOUR RESUME FOR FREE ON** [WWW.JOBSCAN.CO](http://www.jobscan.co)

1. Go to https://www.jobscan.co/register and select **Register for a Free Account** (which allows 5 free scans per month)you can choose to use your LinkedIn account to join or register with your email and create a password
2. Click **Start Scanning**
3. Select **Start Your First Scan**
4. **Copy and Paste or Upload your Resume**
5. **Copy and Paste Job Description (job posting)**
6. Click **Scan**
7. You will receive a match rate score (0-100%) based on how well your resume matches up with the job posting. Jobscan recommends a match rate of at least 80%
8. The match rate is based on:
   1. Hard skills
   2. Education (if an advanced degree is included in the posting
   3. Job Title
   4. Soft Skills
   5. Other keywords
9. You will receive the results with the detail that allows to make changes to your resume and then repeat steps 2-6
10. There are number of short tutorials that may be helpful
11. Contact Support on the site, if you need assistance

## Tips for Getting Through Applicant Tracking Systems (ATS)\*

1. If there is no guidance about the type of file preferred in the posting use Word or a plain text file. Remember though, a plain text file is not appealing to the human being.
2. While some ATS can read headers and footers, it is generally recommended that you avoid headers and footers.
3. If unsure of key words for the type of position you are looking for you can:
   1. Find 3-5 job postings you are qualified for and print them out. Then highlight the keywords, make a list of theses keywords and weave them into your resume.
   2. Use onetonline.org look up the kind of position you want and review to highlight applicable keywords in the Tasks, Technology Skills, Skills, and Work Activities sections.
   3. Use Jobscan.co, Wordle.net or TagCrowd.com.
   4. On LinkedIn, look up people who have the job you want and check their profiles for keywords in the Experience, Skills and Education and Certifications sections.
4. Always target your resume to each position for which you are applying.
5. In your Summary or Profile statement use the exact title of the job for which you are applying.
6. Use the keywords at least twice to get more points from the ATS. You can use them in the top part of your resume, but also in the Experience or Employment History section.
7. If you leave dates off your resume the ATS may assume 6 months of experience.
8. Use acronyms *and* write the whole words out.
9. Use the same exact language you find on the posting.
10. If the title of your job is not quite the same as the job you are applying for but it means the same thing and you did the same work, put in parenthesis a more descriptive job title or use the one in the posting.
11. Use action verbs.
12. Avoid:
    1. Columns
    2. Graphs, charts
    3. Fancy bullet points (stick to the round or square ones)
    4. Online templates
    5. Using the latest version of Word unless it has been around for at least two years. Avoid the outdated versions too.
13. Some ATS will scan cover letters, so keep your keywords in mind for it as well.
14. Keep margins set at .5 or 1 inch all the way around your page.
15. Name your file the actual title of the job and your name. You can also add the name of the employer.
16. Chronological style resumes often work best with ATS.
17. If you have a large employment gap, add a section called “Relevant Work Experience” and add a section such as “Additional Experience”.
18. If you recently completed education or if it’s a requirement per the posting, provide your education such as “graduate of B.S. in \_\_\_\_\_\_\_\_\_\_\_\_”in your Summary. Also add your degree after your name such as Susan Smith MBA”.
19. Do not try to trick the system by sneaking in additional hidden keywords. The recruiter will be able to tell, even if your font color is white, as the ATS makes all text the same color. You will be thought of as a cheater.
20. Apply only for the positions you are qualified for based on your core skills. ATS not only track applicants but act as a filter, by parsing/analyzing every resume and presenting only the most relevant to the attention of the recruiter.
21. ATS allow the recruiter to see all the jobs you have applied for at the company. If you are applying for a variety of different positions, they recruiter might wonder if you really understand your skills and what you are really interested in. If you really are interested and qualified for more than one type of position do apply, but make sure you target your resumes.
22. In many cases, an ATS scanning for keywords will only recognize and count exact matches.
23. Use a DOCX file as it is most accurately parsed/analyzed by the ATS. In 2007 Microsoft updated Word and the default was changed to DOCX. It is more efficient and creates smaller, less corruptible files.
24. If you do not have MS Word or another program that can convert your resume to DOCX, you can use Google Docs to create your resume and download it for free.

### \*References:

1. YouTube, Top Resume, Amanda Augustine, Job Search Advice: How to Beat the Applicant Tracking System, April 6, 2018
2. YouTube, Don Georgevich, 5 Secrets to Writing Your Resume for the ATS and Landing the Interview, September 13, 2018
3. Online Article, The Muse, Regina Borsellino, Beat the Robots: How to Get Your Resume Past the System & Into Human Hands, August 11, 2017

## Resume Checklist

### FORMAT/LAYOUT

Margins are ½ to 1 inch

No headers and footers or tables

Consistent font sizes. No more than 2 or 3 sizes.

No more than 1 or 2 different font styles; use Sans Serif such as Arial, Tahoma or Verdana

Listed highest or most relevant education first

Font size 10 to 12 point for main body

Your name in bold type, 14 to 18 point

No typos, spelling or grammatical errors

Consistent formatting: spacing; indentations; italics; bolding; underlining; periods; tense

A minimum of 3 and a maximum of 6 bullet points listed under each job

Document is not overcrowded with information or looks like too much to read

Resume can be scanned by the eye to find important points

Dates are on the right side of the page and are aligned with each other

Name & contact info on top of page 2

Maximum of 1 to 2 pages or follow industry standard; written concisely

Break between page 1 and page 2 doesn’t come in the middle of a section

Spell out acronyms the first time they are mentioned

### CONTENT/YOUR MESSAGE

Focused on job-related skills, with limited attention on soft skills

Included Summary Statement (either 3-5 bullets or a short statement (3-4 lines)

Included LinkedIn URL

Used Professional email preferably with last name

Included a skills section that matches the posting

Focused on accomplishments and results

Included numbers ($$, %, etc.) to measure results

Keywords are the same exact ones in posting

Did not say you have 15+ years or more experience in your Summary

Used action verbs to begin each statement (not Duties included, or Responsibilities included)

Tailored content is to the specific position for which you are applying

Chose occupationally related keywords & key phrases and current terminology

Added relevant sections such as Other Experience, Selected Accomplishments, Volunteer Experience, Military Experience, Professional Memberships

Included strong Accomplishment Statements (in Verb + Outcome +Task format)

Used separate document for References

Focused on addressing the requirements for the position as noted in the job posting

No personal pronouns, (I, me, my, we, she, he)