

HOW TO CREATE A SCANNABLE RESUME

Electronic applicant tracking is now being used by leading businesses and organizations. This process allows employers to keep a database of resumes from which to draw for hiring purposes. By searching for "keywords" within your resume to match available positions, this new technology enables you to be considered for jobs you may not have even applied for.

Focus on Nouns, not Verbs

This is different from the traditional resume focus on action verbs such as "developed, facilitated, coordinated, and calibrated". Instead, keyword searches look for words like, "project management, accounting, customer service, or process system requirements". Including relevant coursework in your resume may be a good way to add such keyword content. Developing a separate section titled "Keywords" is also a helpful tool.

Format

To maximize the computer's ability to read your resume, provide the cleanest original and use a standard style resume. The computer can extract skills from reverse chronological, functional or combination resumes.

Tips for Maximizing Scannability

- Use white or light-colored 8 1/2 x 11 paper, printed on one side only.
- Laser printed original is best.
- Use standard typefaces (Helvetica, Futura, Times, Palatino, Courier, etc.).
- Use a font size of 10-14 points. (Avoid Time 10 point).
- Don't condense spacing between letters.
- Use boldface and/or all caps for section headings
- Avoid italics, underlining, shadows, or solid or hollow bullets.
- Avoid vertical and horizontal lines, graphics, and boxes.
- Avoid 2-column or newspaper/newsletter format.
- Place your name at top of each page.
- Use standard address format below your name.
- List each phone number on its own line.

Content

Since a computer extracts information electronically from your resume, you may decide to add keywords to increase your "hits" potential. Recruiters and managers access a resume database in many ways. They may search for your resume specifically or search for applicants with specific experiences. When searching for specific experience, they'll search for keywords, usually nouns such as: writer, BA, marketing collateral, Society of Technical Communication, Spanish (language fluency), San Diego, etc. So make sure you describe your experience with concrete words rather than vague descriptions. The computer system will extract the words and information from your sentences; you can write your resume as usual.

Tips for Maximizing "Hits"

- Use keywords to define skills, experience, education, affiliations, etc.
- Use concrete descriptions. For example, use "managed a team of software engineers" rather than "responsible for managing, training..."
- Be concise and truthful.
- Use more than one page if necessary.
- Use jargon and acronyms specific to your industry.
- Include specifics, i.e., *Microsoft Word* and *Lotus 1-2-3*.
- Use common headings, i.e., *Objective, Experience, Employment, Work History, Positions Held, Appointments, Skills, Summary, Summary of Qualifications, Accomplishments, Strengths, Education, Affiliations, Professional Affiliations, Publications, Papers, Licenses, Certifications, Examinations, Honors, Personal, Additional, Miscellaneous, References*, etc.
- Describe your interpersonal traits and attitude. Keywords might include *skill in time management, dependable, high energy, leadership, sense of responsibility, good memory*.

Helpful Websites

www.careerperfect.com/CareerPerfect/resumes1.htm

www.careerperfect.com/CareerPerfect/resumes2.htm

www.careerperfect.com/CareerPerfect/resumes3.htm

www.careerperfect.com/CareerPerfect/resumes4.htm

www.provenresumes.com/reswkshps/electronic/scnres.html

www.quintcareers.com/scannable_resumes.html

www.chr.ucla.edu/resume/resume_tips.html

Pat Smith

1403 Indiana Avenue Apt#G3
Bloomington, IN 47406
(812)857-1234
psmith@indiana.edu

OBJECTIVE

A summer 2003 internship in Information Systems.

EDUCATION

* Indiana University - Bloomington May 2004
Bachelor of Arts in Speech Communication
Minor in Computer Science
GPA 3.58, Honors Division

Relevant coursework:

* Mastering the World Wide Web
Installed and configured web server software; wrote practical Java
& CGI applications.

TECHNICAL CERTIFICATIONS

* COMPTIA A+ Certified Computer Service Technician
* Microsoft Certified Professional (MCP)

WORK EXPERIENCE**Help Desk Analyst**

IU Department of Intercollegiate Athletics 1/02-present
* Provided troubleshooting and support for a staff of 48.
* Suggested and implemented new call tracking system to improve efficiency.

Webmaster

Indiana University Career Development Center 1/01-present
www.indiana.edu/~career; www.indianafirst.org
* Began as unpaid intern; hired as paid webmaster after two months.
* Led office-wide website planning and implementation committee.
* Designed and implemented seven new career services websites after
conducting needs analysis.
* Edited all text for brevity and target audience; managed site information daily.
* Web site submitted for a national Career Counseling award.
* Redesign increased site's traffic by 40% over previous year.

Computer Technical Consultant

Self-Employed 6/00-present
* On-site installation & configuration of software & hardware,
troubleshooting and computer skills tutoring for over 50 clients.

- * Installed Ethernet cards and remedied network connection problems.
- * Demonstrated problem solving & verbal communication skills.

Communications Director

Phi Eta Sigma Academic Honor Society 1/00-present

- * Managed 100+ member e-mail distribution list, edited and sent all organizational communications.
- * Maintained organization's website.
- * Delivered three popular seminars on web design at organization's national convention in Indianapolis.

COMPUTER PROFICIENCY

LANGUAGES: Visual Basic, SQL, Perl, JavaScript, HTML

DATABASES: Oracle, Microsoft Access

OS: UNIX, Windows 3.x/95/98, Windows NT

GRAPHICS: Adobe Photoshop, Adobe Illustrator, Adobe PageMaker

GENERAL: Microsoft Office, Corel WordPerfect, Lotus Notes

NON-TECHNICAL SKILLS

Excellent skills in time management, communication, interpersonal, teamwork, leadership and organization. Dependable, honest, ethical, flexible, adaptable, self-confident, professional, positive, disciplined and committed.

ACADEMIC HONORS

- * Honors Division Scholarship
- * IU Faculty Scholarship
- * Alpha Lambda Delta Scholarship

KEYWORDS

intern, internship, college, Windows NT, UNIX, network administrator, network analyst, web developer, web designer, webmaster, tech support, consulting, consultant, marketing, communication, leadership, project management