

ELECTRONIC RESUME TIPS*

1. Stick with common language as much as possible. Not every resume scanning system has sophisticated word recognition. You want to maximize “hits” for an available position by using words that will be commonly recognized.
2. Use labels or keywords. Often called buzzwords or descriptors, keywords are the words the employer’s computer will search for when reviewing your resume. These generally come from the job description within the following sections: qualifications, skills, experience, knowledge, abilities and education. The more information you present about yourself in this format, the more likely you are to be picked by an electronic data scanner.
3. Less is more. Avoid decorative, uncommon and fancy typefaces. Don’t underline. Avoid italics, bullets, asterisks.
4. Keep the design simple. Avoid graphics and shading. Do not include charts, graphs or tables.
5. Minimize the use of abbreviations. Only incorporate the obvious and standard ones that might be related to your profession, CPA, JD, SPHR etc. and degrees like AA, BS, MS, MBA, PhD.
6. Maximize the use of industry and job-related jargon.

* The previous information on writing electronic (scannable) resumes comes from books by Joyce Lain Kennedy.

