

Keeping Your Resume Out of the Black Hole

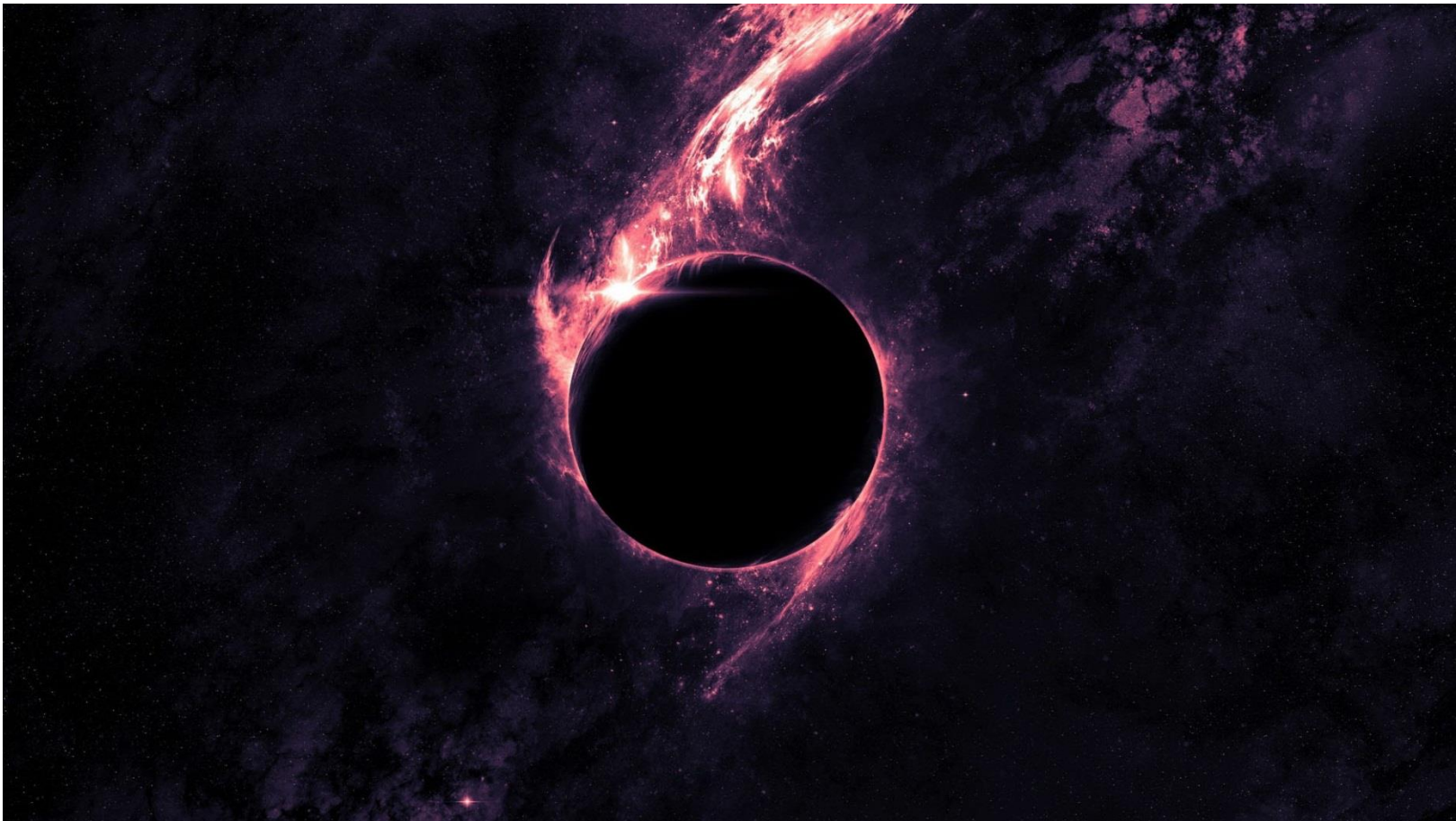
State of the Art Resume Development

“If you always do
what you’ve always
done, you’ll always
get what you’ve
always got.”

- Henry Ford

Helen LaVan, PhD, LPC
Professor of Management
DePaul University
312-362-8539
hlavan@depaul.edu

Keeping Your Resume Out Of the Black Hole



Sometimes It Feels Like Looking For a Needle in a Haystack



What Will the Take-Aways Be from Today's Program

- Change your thinking regarding the resume portion of job searching.
- Provide you with a free (or low cost) resource to enhance you getting interviews from resumes.

More Specifically: Quick Tips: Keeping Your Resume Out of the Black Hole

- Avoid: your resume going into the recruiter's spam from your emails.
- Avoid: relying too much on social media.
- Avoid: pdfing your resume.
- Do: scannable resume.
- Do: 80% matched to known openings.
- You will also need: resume format when not applying to known openings—use job descriptions from O*Net or Google

Avoiding Recruiter's Spam

~~Yahoo~~

~~AOL~~

~~Comcast~~

~~Live~~



The Overuse of Social Media Such as LinkedIn

- Results from comprehensive survey. The data based on 10 million applicants, 1,400 employers and 150,000 hires. Employee Referrals and Online Sources Top the List. While online sources, led by Indeed.com, provide increasingly high volumes of applications, employee referrals continue to result in the highest source of hire.

The Overuse of Social Media Such as LinkedIn

Some of the most common reasons employers hired a candidate based on their social networking presence included:

- Got a good feel for the job candidate's personality, could see a good fit within the company culture – 46 percent.
- Job candidate's background information supported their professional qualifications for the job – 45 percent.
- Job candidate's site conveyed a professional image – 43 percent.
- Job candidate was well-rounded, showed a wide range of interests – 40 percent.
- Job candidate had great communication skills – 40 percent.

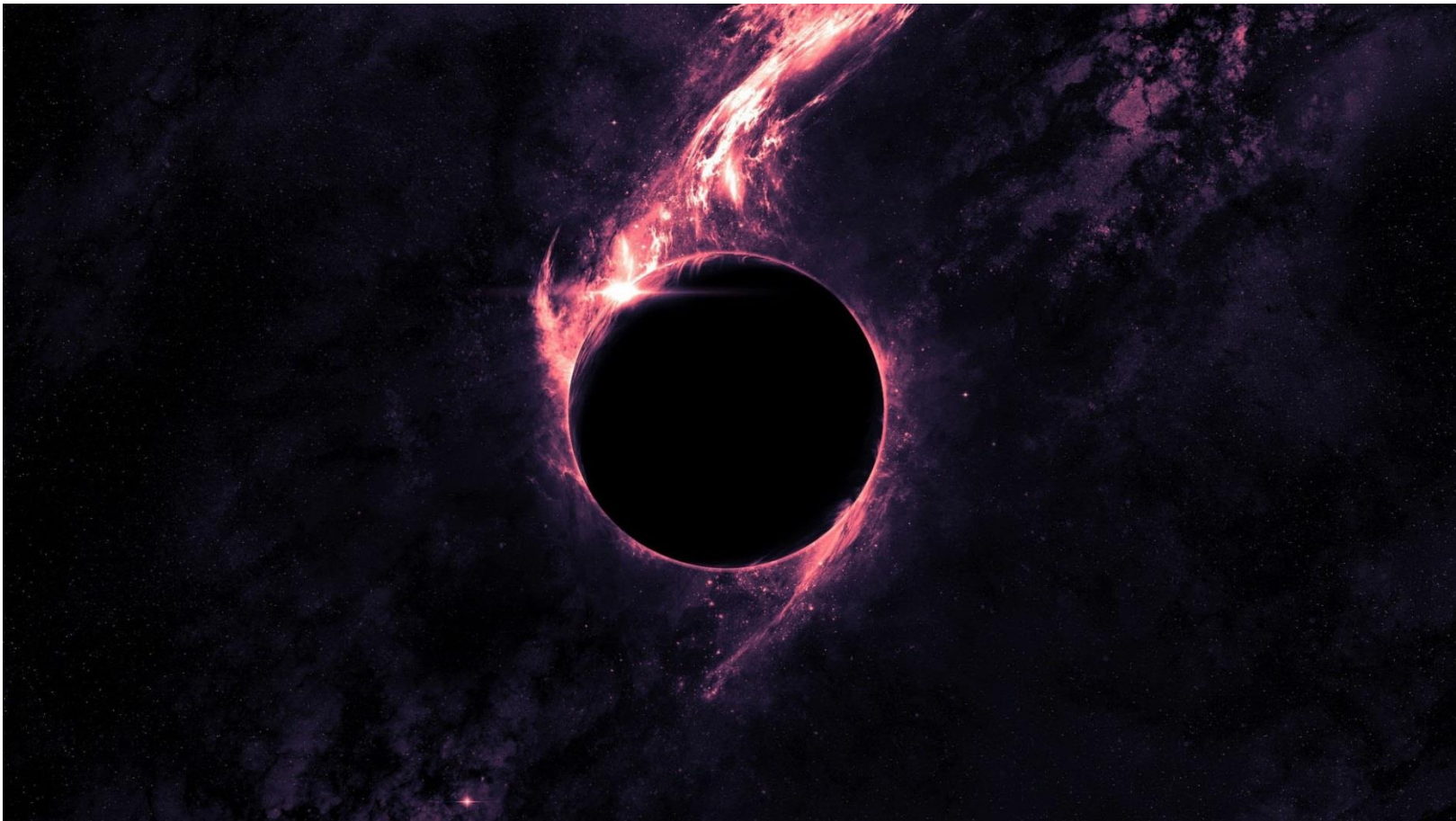
The Overuse of Social Media Such as LinkedIn

- Job candidate was creative – 36 percent.
- Job candidate received awards and accolades – 31 percent.
- Other people posted great references about the job candidate – 30 percent.
- Job candidate had interacted with my company's social media accounts – 24 percent.
- Job candidate had a large amount of followers or subscribers – 14 percent.

The Overuse of Social Media Such as LinkedIn

- Myth of 80% of Jobs Are Hidden

Why There Is A Black Hole For Resumes



Resume Format Scanner First and Then For Human Eye



Scannable Resumes

Resume Scanners

- <http://www.businessinsider.com/formatting-rules-to-get-your-resume-through-the-scanning-software-2013-2>



Optimize Your Resume For Resume Scanner

1. Spell words correctly—exactly the way they are in the job description.
2. Use resume optimization tools: [Resunate](#) or [Jobscan](#).
3. Keep your resume simple.
4. Use keywords from the job description.
5. Only use information that is relevant, and beef up your skill set.
6. Make sure to put your contact information first, at the top.
7. Finally, keep each and every resume unique to the situation.

Help From the Resume Doctor



Making Your Resume Scannable

No pdf.

No tables or headers.

No contact info in header.

No font scripts. No serifs fonts.

10 point font is smallest.

No graphics, logo, or info in tables.

One-inch margin.


No horizontal lines that cross the entire page.

Applicant Tracking Systems

Applicant Tracking Systems: About 300 Types , Used by 90% of Medium and Large Companies

QUINTESSENTIAL CAREERS

empowering job-seekers since 1996



QUINTCAREERS.COM

I am a... Student Job Seeker Career-Changer Career Counselor Other Visitor

Job-Hunting Tools:

- Search for Jobs
- Corporate Job Sites
- Order a New Resume

Career Tools:

- Career Job-Hunting Blog
- Content Index
- Career Resources
- Career Tutorials
- Job-Search Samples
- College Planning
- Job/Career Bookstore
- Search this Site

Career Categories:

- Career Networking
- Personal Branding

Applicant Tracking Systems 101 for Job-Seekers: Understanding the ATS Technology That Dominates Online Job Search

Printer-Friendly Version

 13

Special to Quintessential Careers

The series of articles accompanying our Annual Report: Have Applicant Tracking Systems (ATS) "Ruined" Recruiting, Hiring, and Job Search? include Optimizing and Formatting Your Resume for Applicant Tracking Systems and Preparing Job-Seeker Resumes for Applicant Tracking Systems: Checklist and Critical Do's and Don'ts.

The promise of applicant tracking systems (ATS) is an alluring one: Apply the principles of technology search to the complicated hiring process, allowing recruiters and hiring managers access to a search system like the one that exists online with Google, Bing, Yahoo, and other search engines. Type in what you want and voila! The perfect candidate appears. That's the idea anyway. Applicant tracking systems allow companies to determine which candidates may be a match for a particular position, based on their



Great Resumes Fast
Top-Quality Resumes, Guaranteed Results

GET STARTED NOW

Find a New Job

What:
title, keywords

Where:
city, state, or zip

Get Jobs Now

http://www.quintcareers.com/understanding_applicant_tracking_systems.html

Applicant Tracking Systems

QUINTESSENTIAL CAREERS
empowering job-seekers since 1996



I am a...

Student

Job Seeker

Career-Changer

Career Counselor

Other Visitor

Job-Hunting Tools:

- Search for Jobs
- Corporate Job Sites
- Order a New Resume

Career Tools:

- Content Index
- Career Resources
- Career Tutorials
- Job-Search Samples
- College Planning
- Job/Career Bookstore
- Search this Site

Career Categories:

- Career Networking
- Personal Branding

Applicant Tracking System Tools for Job-Seekers

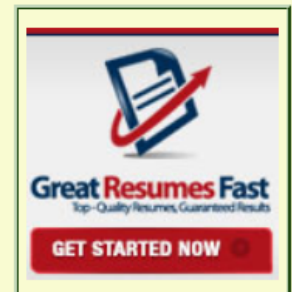


Most major employers use Applicant Tracking Systems (ATS) to collect, store, and evaluate job-candidate data. This section of Quintessential Careers focuses on how job-seekers can successfully navigate ATS and optimize resumes for these systems. Using these tool and tips successfully to prepare your resume will result in more job interviews.

Find expert advice, tools, and resources to help you develop a resume that does NOT disappear into the "ATS black hole" -- resulting in a much more successful job-search.

Applicant Tracking Systems (ATS) Articles

- Applicant Tracking Systems 101 for Job-Seekers: Understanding the ATS Technology That Dominates Online Job Search
- Preparing Job-Seeker Resumes for Applicant Tracking Systems: Checklist and...



Find a New Job


What:

title, keywords

Where:

city, state, or zip

ExactHire Careers Applicant Dashboard

View Applicants For: 

Customer Service Associate
Start: 01-Jan-2012 End: 10-Dec-2013 Req Id: 765
Location: Carmel, IN Unit: Customer Service

Applicants

Status: Active: Date Range: Net BQ: Screening Score Above: Date:

	Name	Date	Score	Net BQ	Status
<input type="checkbox"/>	1. Alkman, Troy - [MA], [IN]	30-May-2012		Yes	<input type="text" value="Not Selected - Other"/>
<input type="checkbox"/>	2. Neighbor, Jake - [MA], [IN]	05-Apr-2012		Yes	<input type="text" value="Not Selected - Other"/>
<input type="checkbox"/>	3. Renee, Randi - [IN]	15-Feb-2012	110	Yes	<input type="text" value="Hired"/>
<input type="checkbox"/>	4. Jordan, Michael - [IN]	15-Feb-2012	135	Yes	<input type="text" value="Hired"/>
<input type="checkbox"/>	5. Manilow, Barry - [IN]	14-Feb-2012	75	Yes	<input type="text" value="Not Selected - Other"/>
<input type="checkbox"/>	6. Manning, Eli	15-Jan-2012	85	Yes	<input type="text" value="Schedule Phone Interview"/>
<input type="checkbox"/>	7. Clooney, George - [IN]	09-Jan-2012	135	Yes	<input type="text" value="Schedule Phone Interview"/>
<input type="checkbox"/>	8. Bryant, Kobe - [IN]	09-Jan-2012	135	Yes	<input type="text" value="Schedule Phone Interview"/>
<input type="checkbox"/>	9. Kardashian, Kim	09-Jan-2012	75	Yes	<input type="text" value="Not Selected - Other"/>

Select All - Deselect All

Mass Update Update Status: Change Archive: Assign to Screener: Email Template:

What's a Word Cloud Anyway?

(This is a Word Cloud of this presentation.)



Wordle, WordItOut and Tagxedo are some common ones.

How Resume Optimizing Software Works

- Your resume is run through a parser, which removes the styling from the resume and breaks the text down into recognized words or phrases.
- The parser then sorts that content into different categories: Education, contact info, skills, and work experience.
- The employer's desired skills or keywords are matched against the results from above.
- Your resume is scored on relevancy—using semantic matching against the employer's search terms and your years of experience.

No PDFs

AvidCareerist

Written by Donna Svei. Featured by Fast Company, HuffPo, CBS News, LifeHacker, SmartBrief on Career

The PDF Resume is Dead



by DONNA SVEI on JUNE 1, 2013

14

90

103

110

g+1

Tweet

in Share

f Share

While people who use PDF formatted resumes think they benefit from doing so, they often actually shoot themselves in the foot.

PDF stands for portable document format. It allows resumes to be opened on different systems without changes and it prevents anyone from making unauthorized changes to the document. In other words, PDF gives users TOTAL CONTROL of their resumes. And don't we often dream about having total control?

The problem is, total control, in any aspect of life, tends to choke the life out of whatever a person attempts to control. That's certainly the case with resumes. While a Microsoft Word resume is a living, breathing, *interactive* document, a PDF resume is dead on arrival. It doesn't live. It doesn't breathe. And it's not interactive.

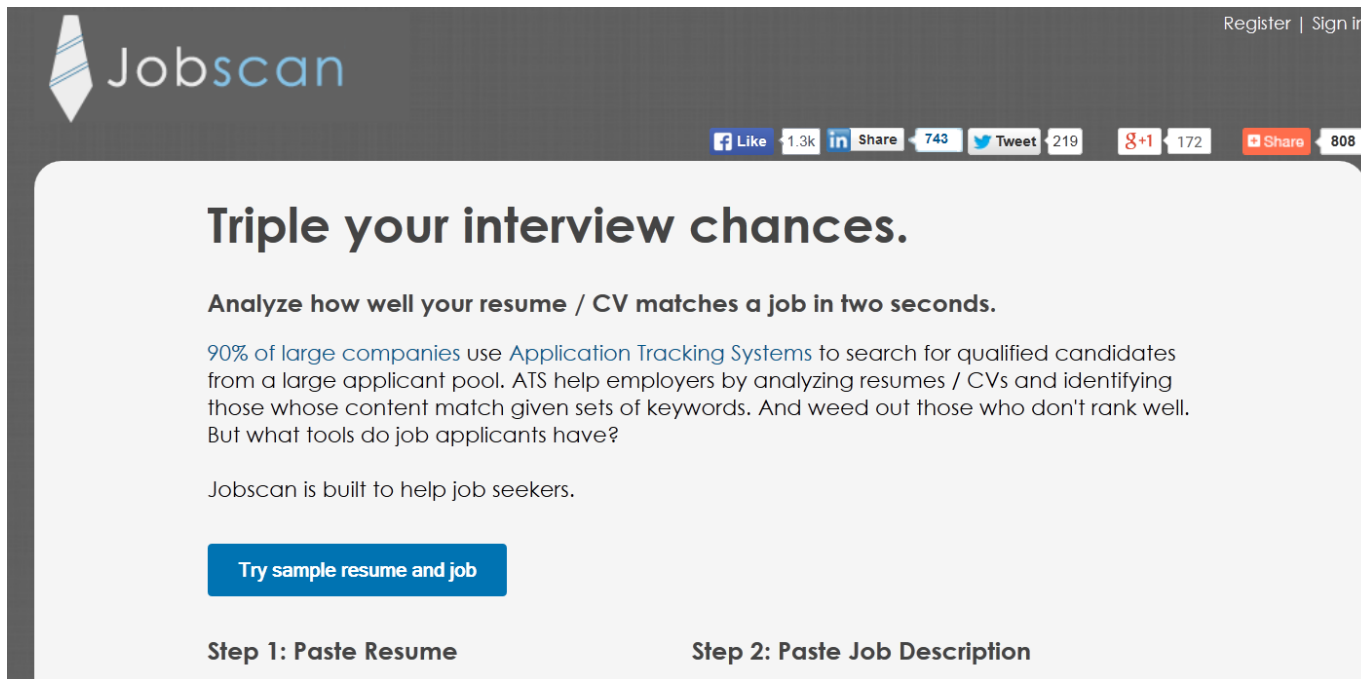
The "pro control, pro PDF" argument often contains an implicit or explicit assumption that other people, whoever *they* are, might change a resume in some sort of damaging, nefarious manner.

Consider this — maybe *they* are people who want to help your career by improving your resume. As a recruiter, when I read a resume, I might want to add a piece of missing information. I might see a question that your resume raises but doesn't answer. I might want to add a comment about something I particularly like. Etc.

<http://www.avidcareerist.com/2013/06/01/pdf-microsoft-word-resume/>

Resume Optimization Software

Jobscan



The screenshot shows the Jobscan website interface. At the top left is the Jobscan logo, which consists of a stylized tie icon followed by the text 'Jobscan'. In the top right corner, there are links for 'Register' and 'Sign in'. Below the navigation bar is a social media sharing section with buttons for 'Like' (1.3k), 'Share' (743), 'Tweet' (219), '+1' (172), and 'Share' (808). The main content area features a large heading 'Triple your interview chances.' followed by a sub-heading 'Analyze how well your resume / CV matches a job in two seconds.' Below this is a paragraph explaining that 90% of large companies use Application Tracking Systems (ATS) to search for qualified candidates and that Jobscan helps job seekers by analyzing resumes/CVs against keywords. A blue button labeled 'Try sample resume and job' is positioned below the text. At the bottom of the main content area, there are two steps: 'Step 1: Paste Resume' and 'Step 2: Paste Job Description'.

Register | Sign in

Like 1.3k Share 743 Tweet 219 +1 172 Share 808

Triple your interview chances.

Analyze how well your resume / CV matches a job in two seconds.

90% of large companies use Application Tracking Systems to search for qualified candidates from a large applicant pool. ATS help employers by analyzing resumes / CVs and identifying those whose content match given sets of keywords. And weed out those who don't rank well. But what tools do job applicants have?

Jobscan is built to help job seekers.

[Try sample resume and job](#)

Step 1: Paste Resume Step 2: Paste Job Description

<http://www.jobscan.co/>

<https://www.youtube.com/watch?v=L5JXrVDSkHk>

How to Use Jobscan

- Run your resume and job description through Jobscan and attain a match of at least 80%.

Jobscan Sample

Triple your interview chances.

Analyze how well your resume / CV matches a job in two seconds.

90% of large companies use [Application Tracking Systems](#) to search for qualified candidates from a large applicant pool. ATS help employers by analyzing resumes / CVs and identifying those whose content match given sets of keywords. And weed out those who don't rank well. But what tools do job applicants have?

Jobscan is built to help job seekers.

[Try sample resume and job](#)

Step 1: Paste Resume

Paste your resume

Step 2: Paste Job Description

Paste job description in here -
EXCLUDING the 'About the company'
section

[Analyze](#)

Make my resume searchable to recruiters

Jobscan Sample Results

How can Jobscan improve? Tell us!

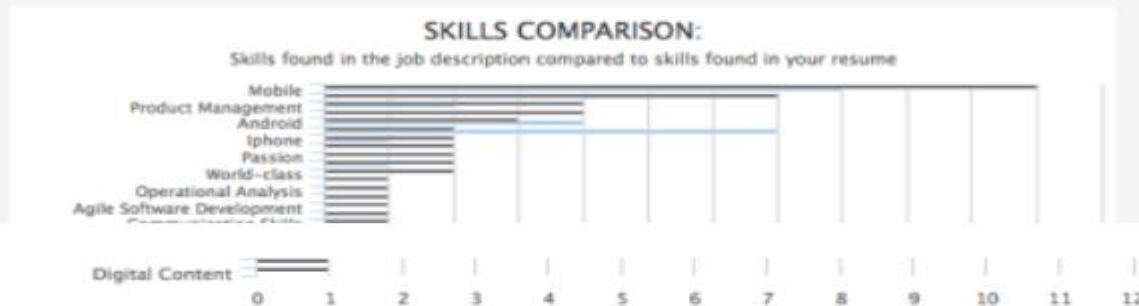
RESULTS:

Findings:

- ❌ **Resume Word Count** - There are 1050 words in your resume. Consider reducing your resume length to under 750 words to increase focus and for ease of reading by recruiters.
- ✅ **Job Description Word Count** - There are 798 words in job description which should contain enough content for Jobscan to analyze.
- ✅ **Work Experience Title "Work Experience"** - Your resume contains "Work Experience" that allows ATS to scan your resume properly.
- ❌ **Advanced Degree** - This job requires or prefers an advanced degree. An advanced degree is not found in your resume.
- ✅ **"References are available upon request" is unnecessary** - Your resume does not contain references, which is not necessary at the initial application process.

Here's how well your resume matches the job description:

Match rate: 73%



Jobscan Modification

Too few skills found in the job description? Add more skills to scan:

Type in a skill. One skill per add.

General skill

Add

Re-Analyze

Resume - 17 Skills matched:

Mobile: 8
Product Management: 2
Android: 4
Windows: 7
Tablets: 1
Iphone: 1
High Quality: 1
Cross-functional: 1
Metrics: 1
Usability: 2
Business Development : 2
Business Development: 2
Agile: 1
Blackberry: 1
Smartphones: 1
Product Roadmap: 2
Ipad: 1

Job Description - 76 Skills found:

Mobile: 11
Customer Experience: 7 - **Missing**
Product Management: 4
Strategic: 4 - **Missing**
Android: 3
Windows: 2
Tablets: 2
Iphone: 2
World-class: 2 - **Missing**
Communication: 2 - **Missing**
Passion: 2 - **Missing**
Customer-facing: 2 - **Missing**
Judgment: 1 - **Missing**
Prioritization: 1 - **Missing**
Big Picture: 1 - **Missing**
High Quality: 1
Decision Making: 1 - **Missing**
Product Requirements Documents: 1 - **Missing**
Competitive Landscape: 1 - **Missing**
Cross-functional: 1

Obtaining Jobscan

Jobscan Developer is providing free Jobscans for long-term unemployed.

Triple your interview chances. Start now.

Join jobseekers from over 193 countries already using Jobscan.
Renew or cancel at any time.

	MOST POPULAR	
\$0.00	Free for one month	\$89.95 every 3 months
<ul style="list-style-type: none">• 5 Match Rate Calculations / month• 5 Skill Comparisons / month• 5 Keyword Comparisons / month	<ul style="list-style-type: none">• \$49.95 per month• Unlimited Match Rate Calculations• Unlimited Skill Comparisons• Unlimited Keyword Comparisons• 10% off at CareerFoundry• Jobs That You Match	<ul style="list-style-type: none">• Unlimited Match Rate Calculations• Unlimited Skill Comparisons• Unlimited Keyword Comparisons• 10% off at CareerFoundry• Jobs That You Match
SIGN UP	SIGN UP	SIGN UP

“ I had applied for 5 positions on May 23rd using Jobscan. That Monday, the 26th, I had received 6 phone calls for phone interviews of which one of them lead to an in person interview today (May 30, 2014). ”

Resunate

The screenshot displays the Resunate website interface. At the top right, there is an "Email" input field and a "Create New" button. The main headline reads "Smarter job applications in seconds." followed by a play button icon and a "Get Started" button. Below the headline is the tagline: "Web based software to build a resume and automatically evaluate & improve it for every job." The central part of the image shows a screenshot of the software's interface. It features a "JobFocus™ Score" of 6.2, a "ReCalculate" button, and an "Auto Focus" button. A "Relevancy" gauge is also visible, ranging from low to high. A pop-up window asks "Do You Measure Up?" and encourages users to evaluate their resume for any job in less than 30 seconds. At the bottom of the screenshot is a large blue button that says "Try the demo" with a dropdown arrow.

www.resunate.com/

<http://www.youtube.com/watch?v=imPGdkq4CZ4>

<https://www.youtube.com/watch?v=yuZxMPecaSs>

Obtaining Resunate

The screenshot displays the Resunate website interface. At the top left is the 'RESUNATE' logo. To the right are input fields for 'Email' and 'Password', a 'login' button, and a help icon. Below the login fields are links for 'Create New Account' and 'Forgot your password?'. The main content area features a headline: 'Double your interview chances. Start today.' followed by a sub-headline: 'Join jobseekers from over 100 countries already using Resunate. Upgrade, renew, or cancel at any time.' A central orange button reads 'Get a FREE Trial' with the text 'No obligation or credit card required.' below it. At the bottom, three pricing plans are shown: '\$49.95 /month', '\$149.95 /6 months' (marked as 'RECOMMENDED'), and '\$99.95 /3 months'. A 'feedback' button is on the left, and a 'Support: Leave a message' button is at the bottom left.

RESUNATE

Email Password login ?

[Create New Account](#) [Forgot your password?](#)

Double your interview chances. Start today.

Join jobseekers from over 100 countries already using Resunate.
Upgrade, renew, or cancel at any time.

Get a FREE Trial

No obligation or credit card required. *i*

\$49.95 /month **RECOMMENDED *i*** **\$99.95 /3 months**

\$149.95 /6 months

feedback

Support: Leave a message ^

Resunate's Auto Focus

Resunate's Auto Focus feature can automatically reorder bullet points, adjust to fit certain page limits, and remove info that isn't relevant to the job description (an unfocused resume with too many irrelevant details can make you seem like a poorer fit for the job). You can also automatically reformat your resume using several templates.

O'Net Example for Developing A General Purpose Resume



The screenshot displays the O*NET OnLine website interface. At the top left is the O*NET logo and the text "O*NET OnLine A proud partner of the americanjobcenter® network". To the right is an "Occupation Quick Search" bar. Below the header is a navigation menu with links for "Help", "Find Occupations", "Advanced Search", "Crosswalks", "Share", and "O*NET Sites". The main content area features a "Summary Report for: 13-1161.00 - Market Research Analysts and Marketing Specialists" with a "Bright Outlook" icon and "Updated 2011" text. A descriptive paragraph follows, along with a "Sample of reported job titles" list. Below this is a "View report:" section with tabs for "Summary", "Details", and "Custom". A horizontal menu of links is provided, including "Tasks", "Tools & Technology", "Knowledge", "Skills", "Abilities", "Work Activities", "Detailed Work Activities", "Work Context", "Job Zone", "Education", "Credentials", "Interests", "Work Styles", "Work Values", "Related Occupations", "Wages & Employment", "Job Openings", and "Additional Information". The "Tasks" section is expanded to show 5 of 13 tasks, and the "Tools & Technology" section is expanded to show 10 of 32 tools.

Summary Report for: 13-1161.00 - Market Research Analysts and Marketing Specialists Updated 2011
Bright Outlook

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Sample of reported job titles: Business Development Specialist, Client Service and Consulting Manager, Client Services Vice President, Communications Specialist, Market Analyst, Market Research Analyst, Market Research Consultant, Market Research Manager, Product Line Manager, Project Manager

View report: **Summary** | [Details](#) | [Custom](#)

[Tasks](#) | [Tools & Technology](#) | [Knowledge](#) | [Skills](#) | [Abilities](#) | [Work Activities](#) | [Detailed Work Activities](#) | [Work Context](#) | [Job Zone](#) | [Education](#) | [Credentials](#) | [Interests](#) | [Work Styles](#) | [Work Values](#) | [Related Occupations](#) | [Wages & Employment](#) | [Job Openings](#) | [Additional Information](#)

Tasks
5 of 13 displayed

- Prepare reports of findings, illustrating data graphically and translating complex findings into written text.
- Seek and provide information to help companies determine their position in the marketplace.
- Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.

[back to top](#)

Tools & Technology
10 of 32 displayed

Tools used in this occupation:

- Desktop computers
- Notebook computers
- Personal computers
- Personal digital assistant PDAs or organizers — Personal digital assistants PDA

<http://www.onetonline.org/link/summary/13-1161.00>