# Keeping Your Resume Out of the Black Hole
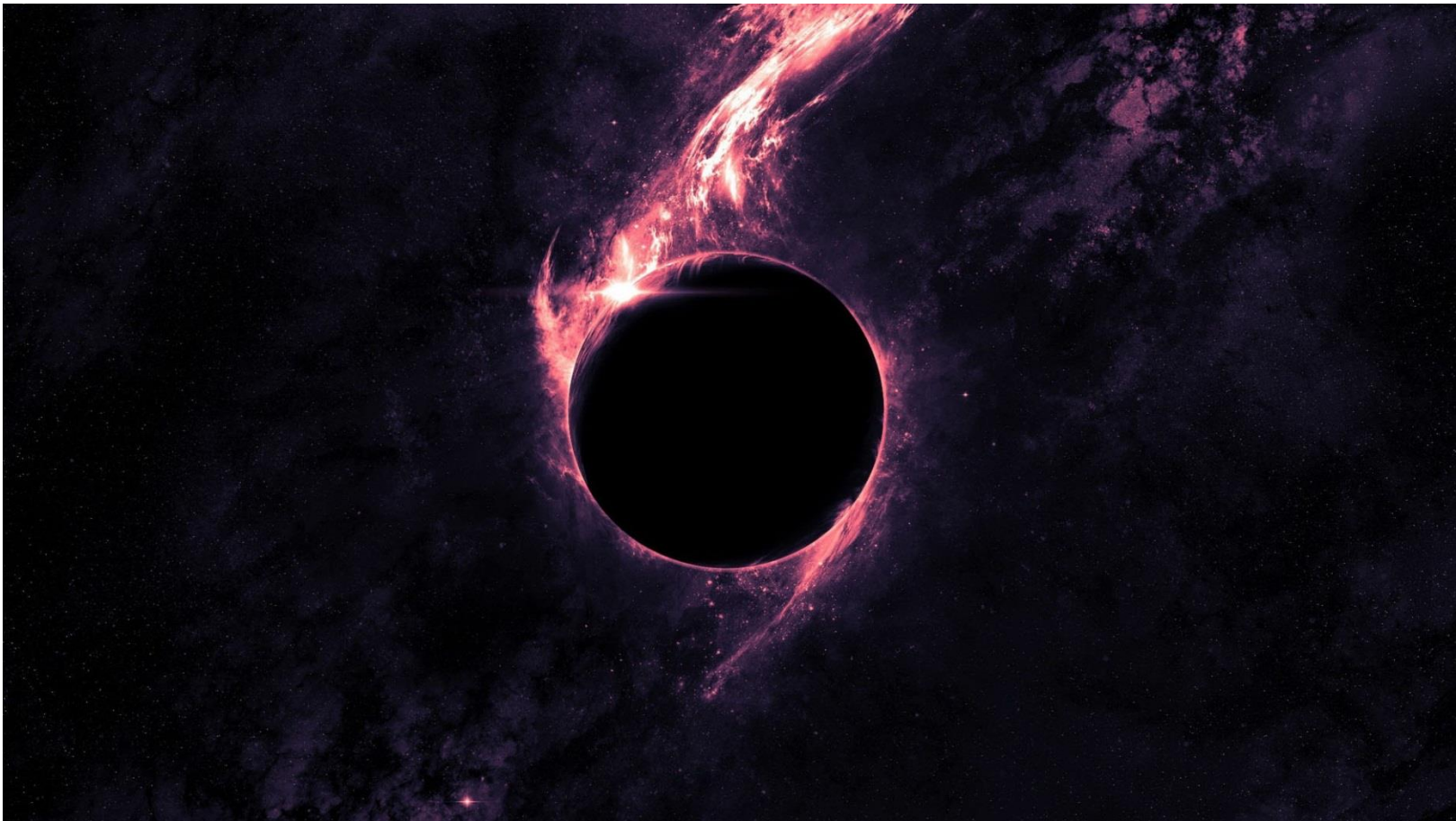
## State of the Art

## Resume Development

"If you always do what you've always done, you'll always get what you've always got."

- Henry Ford

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# 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.

Silk Road Survey

# 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.

Career Builder Survey 2014

# 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.

Career Builder Survey 2014

# The Overuse of Social Media Such as LinkedIn

- [Myth of 80% of Jobs Are Hidden](#)

# Why There Is A Black Hole For Resumes
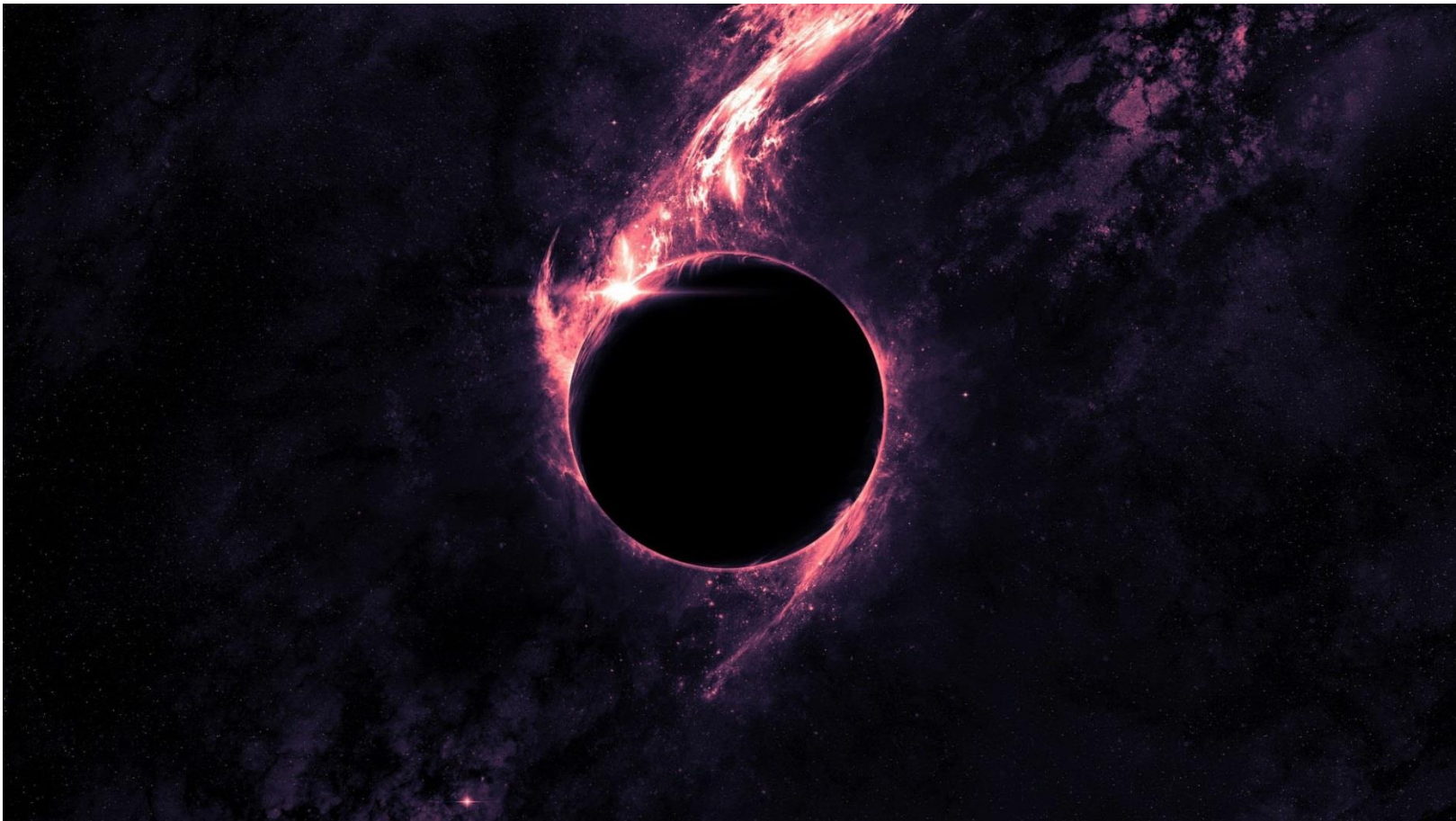
# Resume Format
# Scanner First and
# Then For Human Eye

# Scannable Resumes

# Resume Scanners

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

Resume Help
5 cents

THE DOCTOR
IS IN

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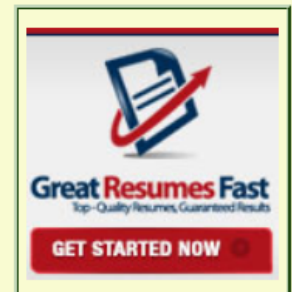
### Applicant Tracking Systems 101 for Job-Seekers: Understanding the ATS Technology That Dominates Online Job Search
Printer-Friendly Version

*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

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

# Applicant Tracking Systems

**ExactHire Careers** Applicant Dashboard

View Applicants For: [ Customer Service Associate - Carmel, IN          ▼ ] 👤          [ Set As Default Homepage ]

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

| View Applicants | Screening Questions | Find an Applicant | Status Report | Source Report | Send Emails | Keyword Search |

**Applicants**

| Status | Active | Date Range | Met BQ | Screening Score Above | Done ▼ |
|---|---|---|---|---|---|
| All ▼ | Active ▼ | All ▼ | Qualified ▼ | ____ | Refresh |

| | | Name | Date | Score | Met BQ | Status |
|---|---|---|---|---|---|---|
| ☐ 1. | 🔍 ⬇ | Aikman, Troy – [MA], [N] | 30-May-2012 | | Yes | [ Not Selected – Other ▼ ] |
| ☐ 2. | 🔍 ⬇ | Neighbor, Jake – [MA], [N] | 05-Apr-2012 | | Yes | [ Not Selected – Other ▼ ] |
| ☐ 3. | 🔍 ⬇ | Renee, Randi – [N] | 15-Feb-2012 | 110 | Yes | [ Hired ▼ ] |
| ☐ 4. | 🔍 ⬇ | Jordan, Michael – [N] | 15-Feb-2012 | 135 | Yes | [ Hired ▼ ] |
| ☐ 5. | 🔍 ⬇ | Manilow, Barry – [N] | 14-Feb-2012 | 75 | Yes | [ Not Selected – Other ▼ ] |
| ☐ 6. | 🔍 ⬇ | Manning, Eli | 15-Jan-2012 | 85 | Yes | [ Schedule Phone Interview ▼ ] |
| ☐ 7. | 🔍 ⬇ | Clooney, George – [N] | 09-Jan-2012 | 135 | Yes | [ Schedule Phone Interview ▼ ] |
| ☐ 8. | 🔍 ⬇ | Bryant, Kobe – [N] | 09-Jan-2012 | 135 | Yes | [ Schedule Phone Interview ▼ ] |
| ☐ 9. | 🔍 ⬇ | Kardashian, Kim | 09-Jan-2012 | 75 | Yes | [ Not Selected – Other ▼ ] |

Select All – Deselect All

| Mass Update | Update Status | Change Archive | Assign to Screener | Email Template |
|---|---|---|---|---|
| Spotlight 🦷 | [ ▼ ] | [ ▼ ] | [ ▼ ] | [ ▼ ] |

# 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 Careers

### The PDF Resume is Dead
*by* DONNA SVEI *on* JUNE 1, 2013

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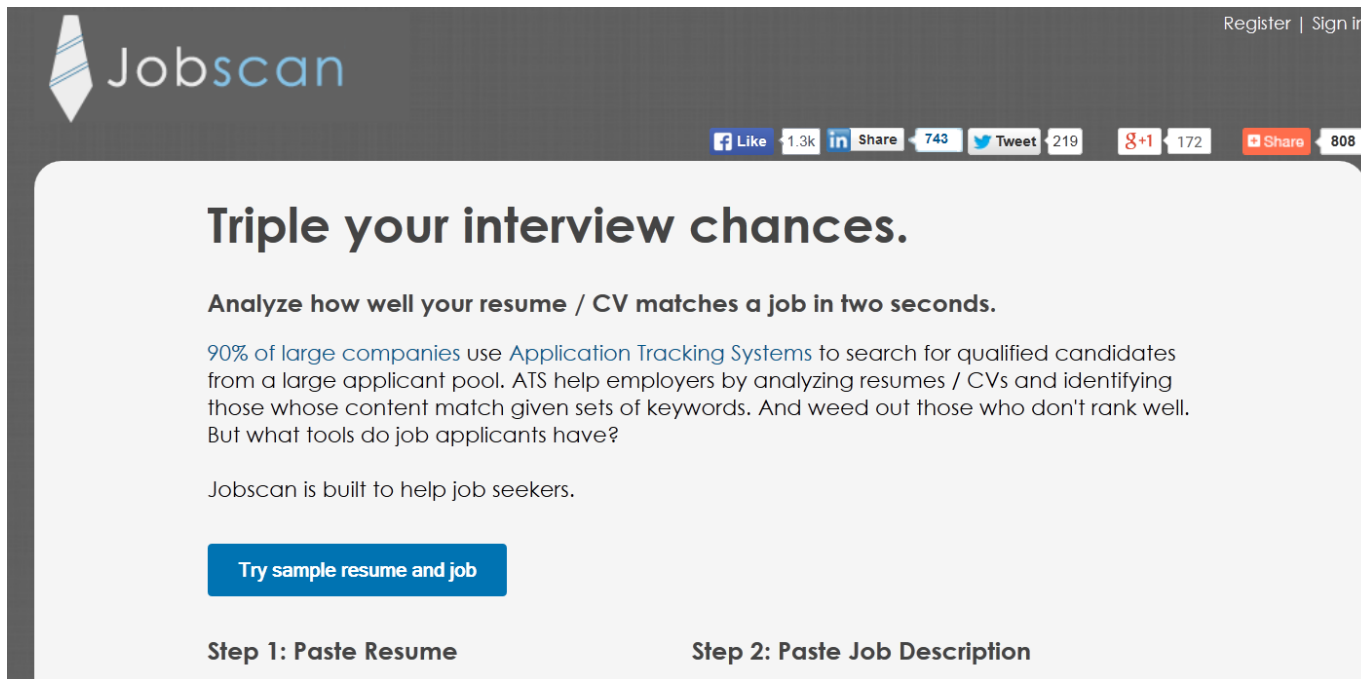
The "pro control, pro PDF" argument often contains an implicit or explicit assumption that other people, whoever *they* are, might change a resume in some sort of damaging, nefarious manner.

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



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**   **Step 2: Paste Job Description**

Paste your resume

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

**Analyze**

☑ Make my resume searchable to recruiters

# Jobscan Sample Results

## 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"** - You resume contains "Work Experience" that allows ATS to scan your resume properly.

❌ **Advanced Degree** - This job requries 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%

### SKILLS COMPARISON:

Skills found in the job description compared to skills found in your resume

| Skill | Value |
|---|---|
| Mobile | |
| Product Management | |
| Android | |
| Iphone | |
| Passion | |
| World-class | |
| Operational Analysis | |
| Agile Software Development | |
| Digital Content | |

0  1  2  3  4  5  6  7  8  9  10  11  12
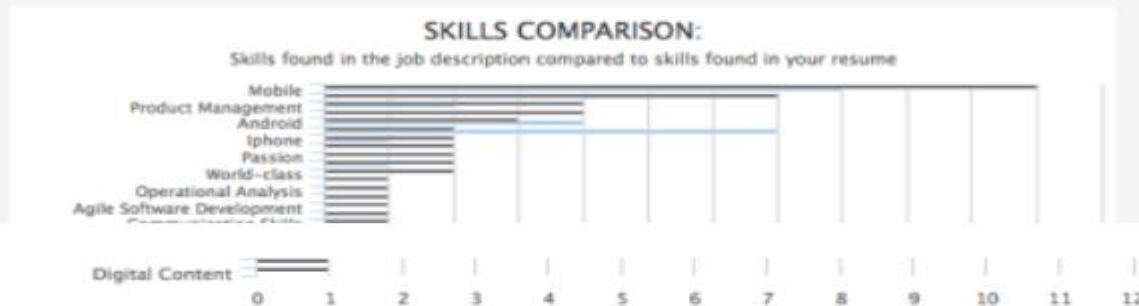
# Jobscan Modification

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<br>**Free for one month** | $89.95 every 3 months |
|---|---|---|
| **$0.00** | | |
| • **5** Match Rate Calculations / month | • $49.95 per month | • **Unlimited** Match Rate Calculations |
| • **5** Skill Comparisons / month | • **Unlimited** Match Rate Calculations | • **Unlimited** Skill Comparisons |
| • **5** Keyword Comparisons / month | • **Unlimited** Skill Comparisons | • **Unlimited** Keyword Comparisons |
| | • **Unlimited** Keyword Comparisons | • **10% off** at CareerFoundry |
| | • **10% off** at CareerFoundry | • Jobs That You Match |
| | • 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

# Obtaining Resunate

# 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



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