

# Preparing Your Resume for the Road Ahead

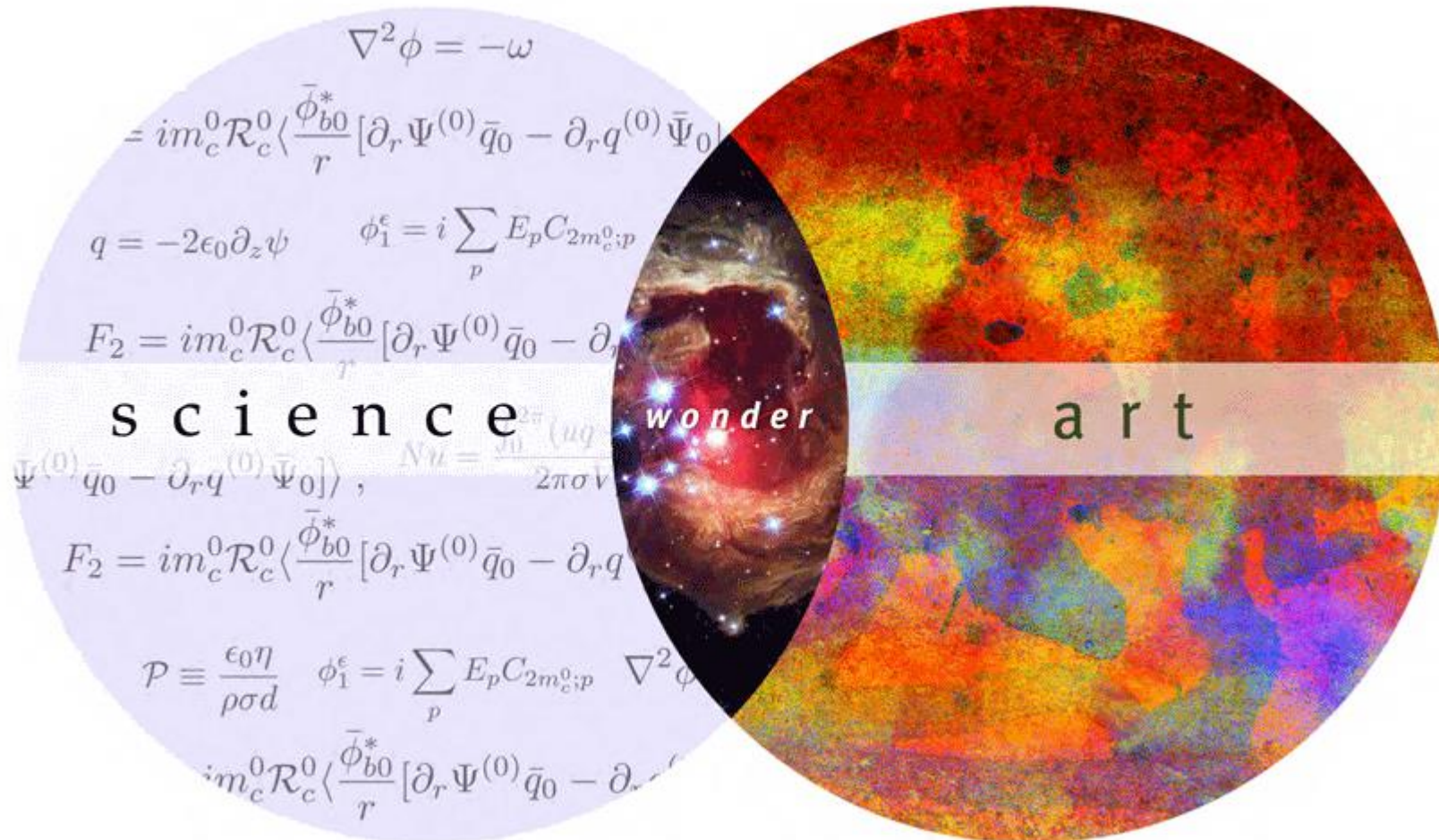
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# An Art—Not a Science



# Sources Used in This Presentation

- Business Insider
- HR Dive
- Indeed
- Jobscan
- Robert Half
- LinkedIn
- Manpower
- Resume Companion
- Susan Ireland
- The Balance Career
- The Ladders
- The Muse
- Top Resume

Do you know what you are  
searching for?

Is your resume format making  
it through the applicant  
tracking system?

Is your resume content a  
match--at least 70% with the  
job listing?

Do you  
know what  
job(s)  
you're  
searching  
for?

Alternate job titles.

Company research.

Only 50% of jobs are posted on traditional job posting boards like Indeed, CareerBuilder, ZipRecruiter. Where are the rest? On company webpages or with recruiters (niche).

Do you need retraining or perhaps a certificate? See [MOOC.org](http://MOOC.org) | [Massive Open Online Courses](#) | [An edX Site](#)

## [Learn About the Different Types of Job Titles \(thebalancecareers.com\)](https://thebalancecareers.com)

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Many of these business titles can be used in a variety of industries. For instance, the [title of manager can mean a variety of things](#) and be used in any number of industries. These could include finance, retail, medical services, etc. See a list of job titles related to business below:

- [Administrative](#)
- [Banking](#)
- [Consulting](#)
- [Corporate](#)
- [Human Resources](#)
- [Insurance](#)
- [International Business](#)
- [Legal](#)
- [Public Relations](#)
- [Purchasing](#)
- [Sales](#)

## What Is the Hidden Job Market? (thebalancecareers.com)

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## Tapping the Hidden Job Market

- **Network traditionally.** If you aren't already, make sure you are networking in some of the more traditional ways. Attend [formal networking functions](#) like career fairs, conferences, and chamber of commerce events. Reach out to people in your networks, including [college alumni](#) and [LinkedIn connections](#). Set up [informational interviews](#) with contacts in your industry. Consider sending a message to [friends and family](#) letting them know about your job search. All these traditional networking strategies can lead to information about job openings.
- **Say yes to invitations beyond traditional networking functions.** Go to the ballgame with your college roommate. Go to your cousin's baby shower. Make time to swing by your neighbor's barbecue. Once you're at these events, be social and introduce yourself to people you don't know. You never know when you'll meet the person who knows someone with an in.
- **Practice your [elevator speech](#).** What do you want from your career? What do you have to offer an employer? What does your dream job look like? Don't worry – no one is suggesting you become the kind of bore who's always cramming your professional goals down everyone's throat. Just be on the lookout for opportunity, and don't be afraid to put yourself forward if one presents itself. Remember: if someone's hiring, they need a quality candidate as much as you need a job. You might be solving their problem as well as your own.
- **Update your social networks to reflect your new mission.** This can be tricky, of course, if you're still employed and hoping to move on. If you're cautious and change details slowly, you can buff up your online profiles without jeopardizing your position. Make sure your online networks reflect your latest skills and experiences. By building a strong [professional brand](#) online, you increase your chances of impressing someone in your network.

# Find the Best Companies Hiring Now | Indeed.com

indeed Find jobs Company reviews Find salaries Upload your resume [Sign in](#) Employers / Post Job

Get access to millions of company reviews

## Find great places to work

Company name or job title  City, state, or zip (optional)

[Find Companies](#)

Do you want to search for salaries?

### Companies Hiring Now

<b>Quest Diagnostics</b> ★★★★☆ 5,306 reviews Salaries Q&A Open jobs	<b>Subway</b> ★★★★☆ 49,787 reviews Salaries Q&A Open jobs	<b>Buffalo Wild Wings</b> ★★★★☆ 11,394 reviews Salaries Q&A Open jobs
<b>Osmose Utilities Services...</b> ★★★★☆ 684 reviews Salaries Q&A Open jobs	<b>Norton Staffing and...</b> ★★★★☆ 17 reviews Salaries Q&A Open jobs	<b>Obsidian Financial Services</b> ★★★★☆ 13 reviews Salaries Q&A Open jobs



# Manpower Survey: Chicago Job Market

## Metropolitan Statistical Areas

For Quarter 1 2021, all of the 100 largest Metropolitan Statistical Areas (MSAs) in the United States report positive Net Employment Outlooks. Additional survey results for each MSA are available at [meos-press.manpowergroup.us](https://meos-press.manpowergroup.us).

Net Employment Outlook Q1 2021	Metropolitan Statistical Areas
42%	Cape Coral
34%	El Paso, Grand Rapids, Winston-Salem
31%	Des Moines
30%	Scranton
28%	Greenville
26%	Jacksonville, Little Rock, Richmond, Tampa
25%	Buffalo, Greensboro
23%	Omaha, Raleigh
22%	Chattanooga
21%	Akron, Atlanta, Indianapolis, Madison, Phoenix
20%	Charlotte, Detroit
19%	Lakeland, Memphis, Providence, Riverside, Rochester, Salt Lake City
18%	Hartford, Minneapolis, Ogden
17%	Boise City, Houston, North Port, Oxnard, Tucson
16%	Allentown, Chicago, Cincinnati, Knoxville, McAllen, Miami, Palm Bay, Philadelphia, Provo-Orem, Washington, Wichita
15%	Columbia, Denver, Los Angeles, Sacramento, St. Louis, Toledo
14%	Columbus, Dallas, Dayton, Harrisburg, Virginia Beach
13%	Albuquerque, Baton Rouge, Birmingham, Milwaukee, San Diego, Seattle, Stockton
12%	Baltimore, Cleveland, San Francisco
11%	Boston, Charleston, New York, Orlando, Syracuse, Worcester
10%	Austin, Portland, San Jose
9%	Augusta, Spokane, Tulsa
8%	Jackson, Kansas City, Nashville, Oklahoma City, Youngstown
7%	Deltona, San Antonio, Springfield
6%	Bridgeport, Pittsburgh
5%	Albany, New Haven
4%	Honolulu, New Orleans
3%	Colorado Springs, Fresno
2%	Bakersfield, Louisville
1%	Las Vegas



Survey results are available for the 100 largest Metropolitan Statistical Areas based on business establishment count.

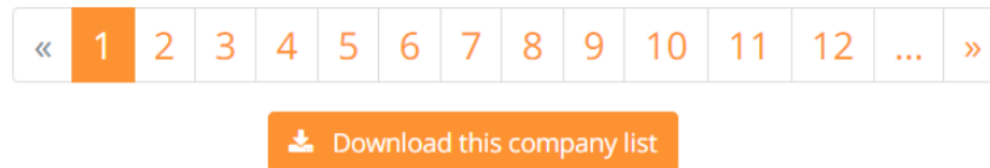
# The Ultimate List of Free Company Databases & Registers

## Company databases that can be downloaded as an Excel file (CSV)

### Powrbot (free)

Powrbot offers lists of 10M+ company profiles by country and industry for Excel / CSV download.

Look for the Orange button to download the CSV files.

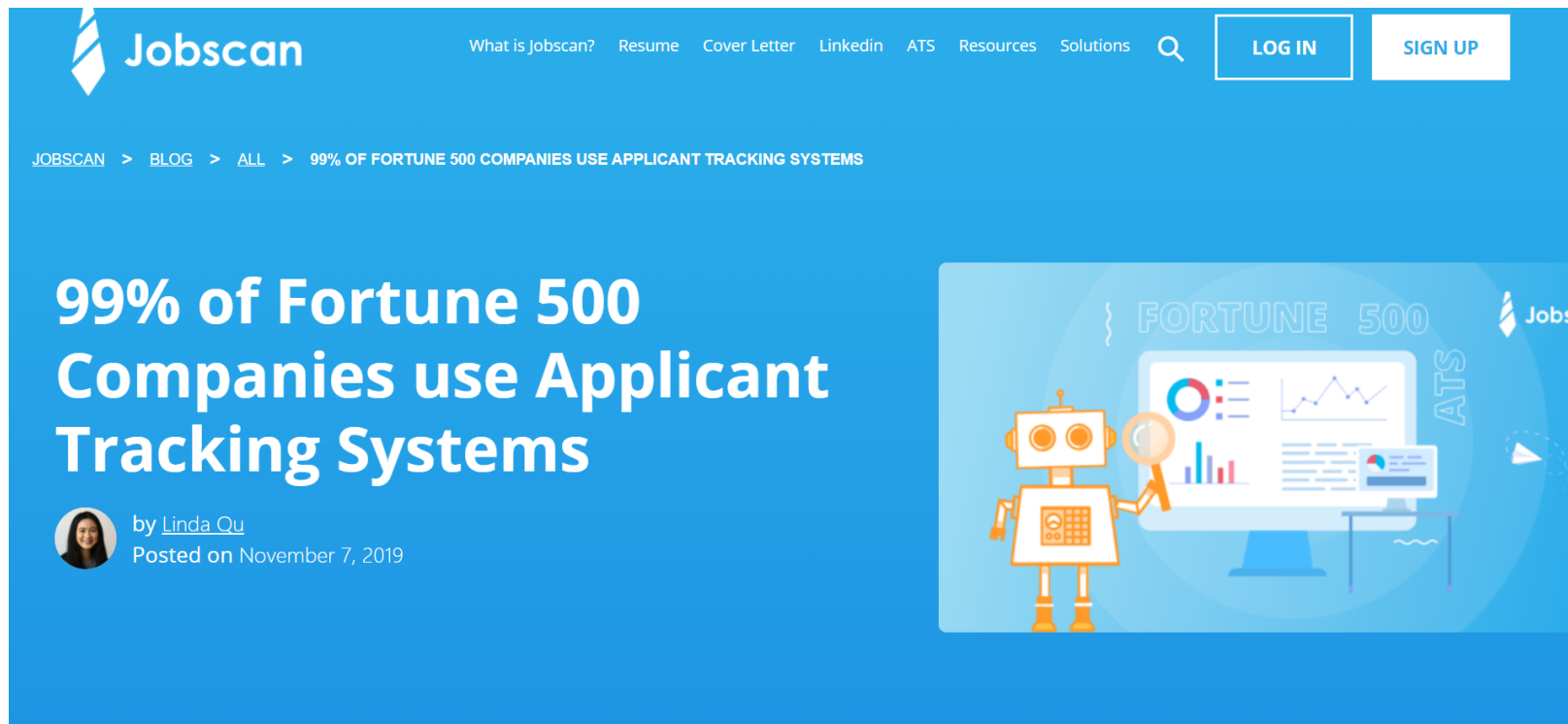


- [Company lists by Country](#) (e.g. [United States](#) (note, this is a 400MB+ file), [United Kingdom](#))
- [Company lists by Industry](#) (e.g. [Advertising](#), [Banks](#))

# Resume Format Issues

Is your resume making  
it through the ATS?

# Report: 99% of Fortune 500 Companies Use Applicant Tracking Systems (jobscan.co)



The image is a screenshot of a blog post on the Jobscan website. The header features the Jobscan logo on the left and navigation links for 'What is Jobscan?', 'Resume', 'Cover Letter', 'Linkedin', 'ATS', 'Resources', and 'Solutions' on the right. There are also 'LOG IN' and 'SIGN UP' buttons. Below the header, a breadcrumb trail reads 'JOBSCAN > BLOG > ALL > 99% OF FORTUNE 500 COMPANIES USE APPLICANT TRACKING SYSTEMS'. The main content area has a blue background with the title '99% of Fortune 500 Companies use Applicant Tracking Systems' in large white text. Below the title, it says 'by Linda Qu' and 'Posted on November 7, 2019'. To the right of the text is an illustration of a yellow robot with a magnifying glass looking at a computer monitor displaying various charts and graphs. The words 'FORTUNE 500' and 'ATS' are visible in the background of the illustration.

Disclosure: I do not have a financial interest in Jobscan, but I am provided free Jobscans for my teaching.

# Report: 99% of Fortune 500 Companies Use Applicant Tracking Systems (jobscan.co)



# How Can I Tell If I Have an ATS Friendly Resume?

The screenshot shows the TopResume website. At the top, there is a navigation bar with links for 'Resume Services', 'About', 'Testimonials', and 'Career Advice'. The main content area features a question: 'Q: How can I tell if I have an ATS-friendly resume?' followed by a quote from a Quora user: 'How can I test my resume for ATS readability?' — Quora user. Below the quote is a video of a woman with blonde hair, wearing a green top, sitting at a desk with a laptop. The video is watermarked with 'TopResume'. To the right of the video is a blue call-to-action box with a white paper icon and a magnifying glass, containing the text 'Get a free review'. Below the video, there is a paragraph of text: 'Before you determine if your resume would pass the test for its “ATS readability,” first make sure you're applying these resume-writing best practices to your document:'. This is followed by a numbered list of best practices, with the first item being: '1. Avoid placing important details like your contact information in the header or footer of your resume document.' To the right of the text is another blue call-to-action box with a white 'x' icon, containing the text 'See how your resume stacks up.' and a black button with white text that says 'Get a free expert review'.

• <https://www.topresume.com/career-advice/ask-amanda-resume-ats-readability>

# Help From the Resume Doctor



## Making Your Resume Scannable

No pdf unless requested.

Clear formatting—use this option on Word.

One-inch margin.

No tables or headers.

Limit bold, bullets and underlines.

No italics.

No tables or section heads.

No contact info in header.

No font scripts. No serifs fonts.

10 point font is smallest.

No graphics, logo, or info in tables.

No horizontal lines that cross the entire page.

# Resume Content Issues



# Jobscan Tutorial - Jobscan

The screenshot displays the Jobscan website interface. At the top, there is a blue navigation bar with the Jobscan logo on the left and a menu of links: 'What is Jobscan?', 'Resume', 'Cover Letter', 'LinkedIn', 'ATS', 'Resources', and 'Solutions'. To the right of the menu are 'LOG IN' and 'SIGN UP' buttons. Below the navigation bar, a subtitle reads: 'Our step-by-step walkthrough of how to use Jobscan to optimize your resume and cover letter'. A secondary navigation bar contains links for 'Home', 'Resume Tips', 'Cover Letter Tips', 'LinkedIn Tips', 'Resume Writing Guide', and 'About ATS', along with a search icon. The main content area features a horizontal timeline for the 'Jobscan Learning Center >> The Jobscan Tutorial Learning Series'. The timeline includes four parts: 'PART 1 >> Jobscan Tutorial', 'PART 2 >> Jobscan LinkedIn Optimization Tutorial', 'PART 3 >> Jobscan Video Series', and 'PART 4 >> Jobscan Coach Tutorial'. Below the timeline, there are two video thumbnails. The left one is titled 'How to Beat Applicant Tr...' and features the Jobscan logo and website URL. The right one is titled 'Resume Match Report - ...' and shows a preview of the ATS findings interface. To the left of the videos is a 'CONTENTS' section with a list of links: 'Why Resume Optimization Matters', 'Jobscan Introduction', 'Match Rate', 'Results And Findings', 'Ats Findings', 'Recruiter Findings', 'Skills And Keywords', 'Exclude Skills', and 'Predicted Skills'. At the bottom center, there is a 'TRY IT NOW' button, and at the bottom right, there is a 'Back to Top' button.

Jobscan

What is Jobscan? ▾ Resume ▾ Cover Letter ▾ LinkedIn ▾ ATS ▾ Resources ▾ Solutions ▾

LOG IN SIGN UP

Our step-by-step walkthrough of how to use Jobscan to optimize your resume and cover letter

Home Resume Tips Cover Letter Tips LinkedIn Tips Resume Writing Guide About ATS

Jobscan Learning Center >> The Jobscan Tutorial Learning Series

PART 1 >> Jobscan Tutorial

PART 2 >> Jobscan LinkedIn Optimization Tutorial

PART 3 >> Jobscan Video Series

PART 4 >> Jobscan Coach Tutorial

CONTENTS

- Why Resume Optimization Matters
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  - Ats Findings
  - Recruiter Findings
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  - Predicted Skills

How to Beat Applicant Tr...

Resume Match Report - ...

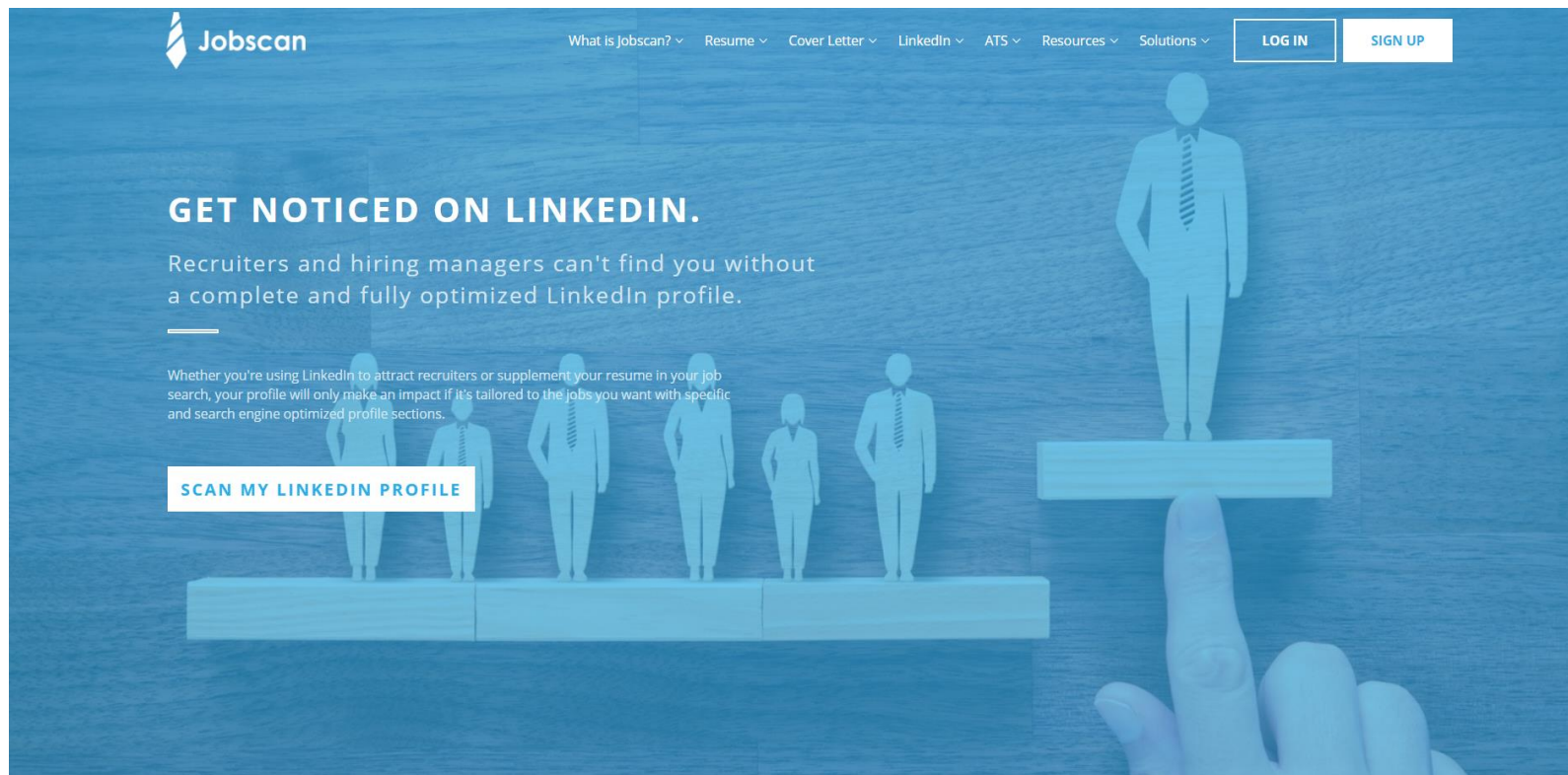
TRY IT NOW

Back to Top

# Jobscan Resume Match Report



# Optimize Your LinkedIn Profile (jobscan.co)



The image shows a screenshot of the Jobscan website. The header features the Jobscan logo on the left and a navigation menu on the right with links for 'What is Jobscan?', 'Resume', 'Cover Letter', 'LinkedIn', 'ATS', 'Resources', and 'Solutions'. There are also 'LOG IN' and 'SIGN UP' buttons. The main content area has a blue background with a large white text block that reads 'GET NOTICED ON LINKEDIN.' followed by a sub-headline 'Recruiters and hiring managers can't find you without a complete and fully optimized LinkedIn profile.' Below this is a paragraph of text: 'Whether you're using LinkedIn to attract recruiters or supplement your resume in your job search, your profile will only make an impact if it's tailored to the jobs you want with specific and search engine optimized profile sections.' A prominent white button with the text 'SCAN MY LINKEDIN PROFILE' is positioned below the paragraph. The background also features silhouettes of people in business attire standing on a platform, with a hand pointing towards the 'SCAN MY LINKEDIN PROFILE' button.

**Jobscan**

What is Jobscan? ▾ Resume ▾ Cover Letter ▾ LinkedIn ▾ ATS ▾ Resources ▾ Solutions ▾

**LOG IN** **SIGN UP**

## GET NOTICED ON LINKEDIN.

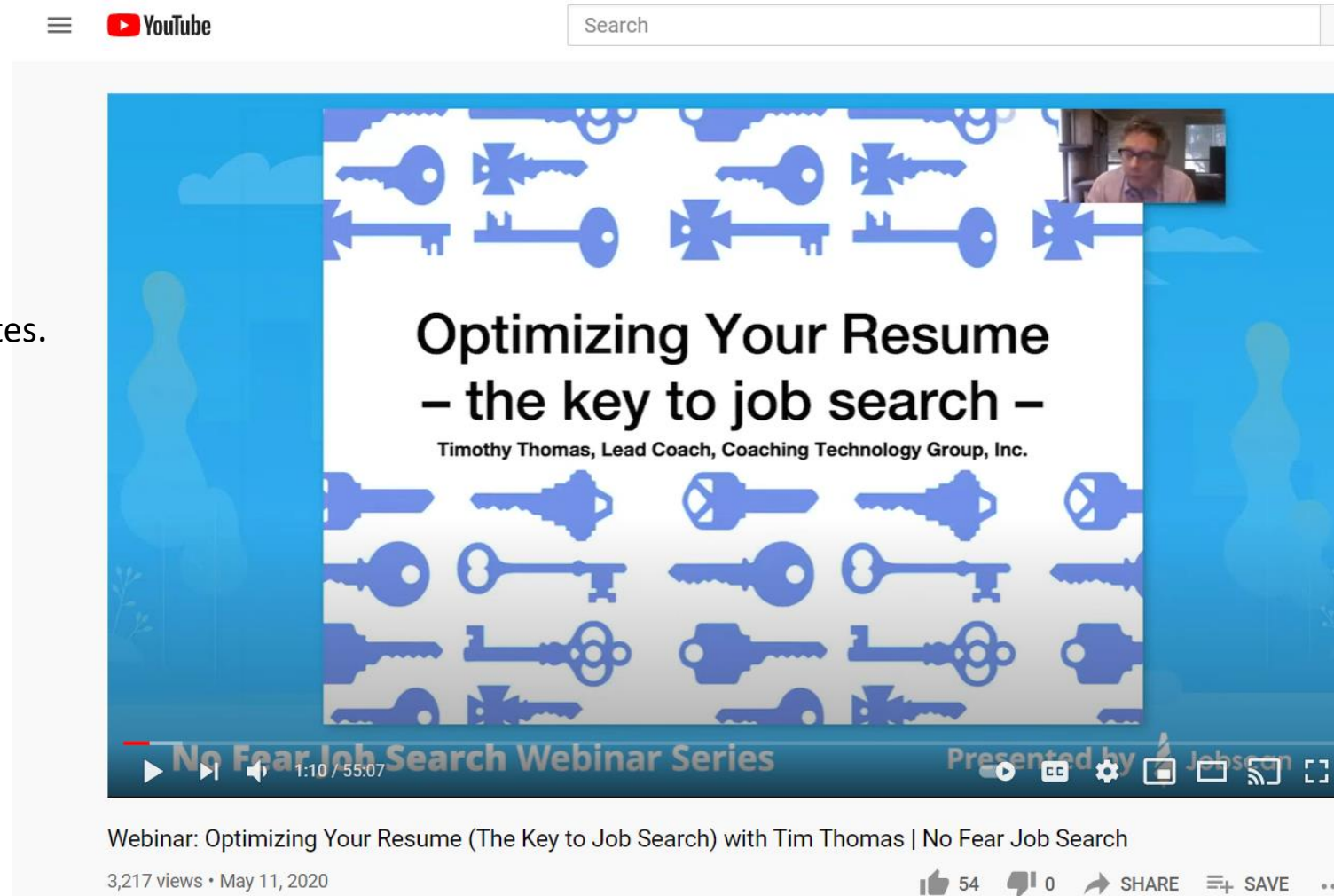
Recruiters and hiring managers can't find you without a complete and fully optimized LinkedIn profile.

Whether you're using LinkedIn to attract recruiters or supplement your resume in your job search, your profile will only make an impact if it's tailored to the jobs you want with specific and search engine optimized profile sections.

**SCAN MY LINKEDIN PROFILE**

# Webinar: Optimizing Your Resume (The Key to Job Search) with Tim Thomas | No Fear Job Search - YouTube

Running time is 55 minutes.



The image shows a YouTube video player interface. At the top, there is a search bar and the YouTube logo. The video content features a blue background with a pattern of white keys. The main title is "Optimizing Your Resume - the key to job search -" and the presenter is "Timothy Thomas, Lead Coach, Coaching Technology Group, Inc.". Below the video, the text "No Fear Job Search Webinar Series" and "Presented by Jobscan" is visible. The video player controls show a progress bar at 1:10 / 55:07 and various icons for play, volume, and settings. Below the video, the title "Webinar: Optimizing Your Resume (The Key to Job Search) with Tim Thomas | No Fear Job Search" is displayed, along with "3,217 views • May 11, 2020" and engagement icons for likes (54), dislikes (0), share, save, and a menu icon.

# Free Trial of Jobscan

<https://www.jobscan.co/upgrade>

PREMIUM FEATURES

Have a promo code? Add it here

JOB SEEKERS CAREER COACHES

MOST POPULAR

### FREE

**CHOOSE PLAN**

Free Forever

- 5 Match Rate Calculations on Signup
- 2 Match Rate Calculations / month
- 2 Keyword Comparisons / month
- Limited Scan History (20)
- [Resume Manager](#)
- [Jobscan Learning Center](#)

### ONE MONTH FREE

**CHOOSE PLAN**

\$89.95 USD every 3 months after trial

- Unlimited Match Rate Calculations
- Unlimited Keyword Comparisons
- [Unlimited Scan History](#)
- [Resume Manager](#)
- [Jobscan Learning Center](#)
- [LinkedIn Optimization](#) after trial period
- [Cover Letter Optimization](#)
- Jobs That You Match
- Predicted Skills
- [Resume Power Edit](#) New!
- [Premium ATS & Recruiter Findings](#) New!

### MONTHLY

**CHOOSE PLAN**

\$49.95 USD every month

- Unlimited Match Rate Calculations
- Unlimited Keyword Comparisons
- [Unlimited Scan History](#)
- [Resume Manager](#)
- [Jobscan Learning Center](#)
- [LinkedIn Optimization](#)
- [Cover Letter Optimization](#)
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# Eye Tracking Study Shows Recruiters Look at Resumes for 7 Seconds | HR Dive

HR DIVE Deep Dive Opinion Library Events Topics ▾

## Eye tracking study shows recruiters look at resumes for 7 seconds



pixabay

### Dive Brief:

- In its 2018 Eye-Tracking Study, [Ladders Inc. revealed](#) that the time recruiters spend on the initial screen of a resume is up from an average of only six seconds in 2012, but only by about a second. Today's recruiters skim resumes for an average of 7.4 seconds.
- Resumes that succeeded in capturing recruiters' attention featured simple layouts, with clear sections and heading titles. Resumes did not fare well when hindered by cluttered layouts, a lack of white space on the page, multiple columns and long sentences. A lack of section or job headers also turned off recruiters, as did text that didn't flow or draw the eye down the page.

# The 5 Things Recruiters Care About on Your Resume | The Muse

- <https://youtu.be/pBu7y9ShGaU>



# Top Resume Mistakes That Could Cost You the Job | TopResume

- Spelling and grammatical errors.
- Incorrect or missing contact information.
- Using an unprofessional email address.
- Including outdated or irrelevant information.
- Failure to demonstrate and quantify results.
- Annoying buzzwords and/or obvious keyword stuffing.
- Being too generalized or not customizing to match the job listing.



# Top Resume Mistakes That Could Cost You the Job | TopResume

- Repetitive words or phrases used in multiple job descriptions.
- Including a headshot.
- Format and/or design is too elaborate.
- Dense blocks of text or too many bullet points.
- The document is longer than two pages.
- Using an "objective statement."

# How to Manage Employment Gaps on Your Resume - Job-Hunt.org (job-hunt.org)

## ***Steady Work History***

With a steady work history and no employment gaps, you can be very specific:

Microsoft    February 2010 – Present  
Oracle        April 2006 – January 2010

However, even with a steady work history, most people use annual dates in their resumes because it shares the necessary information and saves on word clutter – creating more white space, which in turn makes the resume more visually accessible. Also, if you have recently lost a job, most headhunters and recruiters say you can get away with leaving “- Present” on your resume up to 90 days after your last pay check.

## ***Gaps of a Few Months***

Recessions and layoffs have affected almost every one of us, so gaps of a few months between jobs is no longer a cause for shame, it has become acceptable - just one of those facts of life. By using annual dates

Microsoft        2010 – Present  
Oracle            2006 – 2010

The interviewer will have to ask you to define an employment gap or continuity, and as your goal in a job search is always to get into a conversation, this is not a problem. You explain the gap as time spent getting your resume and job hunt up to speed.

## ***Gaps of Up to One Year***

With longer employment gaps of, say, up to 11 months (you left one job in January and didn't get the next one until December) by consistently using annual employment dates throughout your resume, you can similarly downplay the employment gap on your resume:

IBM                2010 – Present  
Oracle            2006 – 2010

# Fighting the Overqualified Label - Job-Hunt.org (job-hunt.org)

## Employer Concerns About Overqualified Job Seekers

When they do see your profile or resume, and notice you are older, these are the things they are most worried about:

- You might not have the energy to keep up.
- You will not pull off intense deadlines in a fast paced company.
- You conduct business at a slower pace than they do.
- You bring “baggage” (history), and will tell them why their goals can’t be achieved because you saw the same thing tried in 1987. While they will come to value your experience, they don’t want to get the feeling that you are stuck in processes, etc.
- Your technical skills aren’t relevant, and you will never come up to speed.
- You are more senior than this position, and you are just taking this until you find something better.
- You will be bored and leave.
- You are a classic manager and will no longer roll up your sleeves to be an individual contributor, too.

Yes, these concerns are real. These are the reasons they tell me when we discuss an older candidate's qualifications. Often, I can counter successfully, the interview is set up, and the person is often hired.

# Fighting the Overqualified Label - Job-Hunt.org (job-hunt.org)

## **1. First impressions happen once.**

Your profile and followup resume can have a much bigger and lasting impression than anything you say in a phone conversation or over lunch. However, there is simply no point in letting all your friends know you are looking if they can't *immediately* see all the ways you might fit in.

So, get your ducks in a row BEFORE you network.

## **2. Skip the common "Over 20+ years experience."**

It reinforces your age, and it can scare people off who think you might be too expensive. Focus on specific and current skills.

## **3. If they say they want 5+ years Project Management experience, and you have 17, use 5+.**

It will help you in the algorithm, and it's true.

## **4. Don't look so senior that they are afraid you will be bored.**

I see resumes and profiles all the time that make candidates look more senior and expensive than they are. Keep it streamlined, and keep it specific.

Concentrate on the last 5-15 years.

If you are in middle management or an individual contributor, 2 pages is fine. If you are an executive, 3 is okay. But if you are open to under \$100K positions, consider a one page.

## **5. Don't emphasize a VP title if you are open to Director roles, and don't use Manager if you are open to an individual contributor role.**

Use "Leader," "Head of," or "Expert."

## **6. Name your resume "YourNameSpecialty."**

For example, use "MarkJonesMarketing," not "MarkJonesVPMarketingCMO" unless you will not consider any other title.

Drill down for 16 more suggestions.

# Resume Template

**Name**  
Address  
City, State and Zip Code  
email  
phone  
LinkedIn

Job Title(s) and Company Name

**SUMMARY OF QUALIFICATIONS**

**WORK EXPERIENCE**

Dates

Job title. Company name.  
One sentence of duties.  
Three accomplishments.

Job title. Company name.  
One sentence of duties.  
Three accomplishments.

Dates

Targeted  
to each job  
listing.

**EDUCATION**

Degree Name Degree Acronym University, Degree Date. Relevant coursework and course projects can go here.

Degree Name Degree Acronym Major in \_\_\_\_\_, Date \_\_\_\_\_. Major G.P.A. is \_\_\_\_\_. Academic honors include \_\_\_\_\_ and \_\_\_\_\_.

**ACTIVITIES AND PROFESSIONAL MEMBERSHIPS**

# Writing Prompts for Writing the Summary

- It should answer the question “Why are you Qualified?” using terms from the result of the Jobscan—the ones with the red **X’s**. You can use these prompts to get the current Jobscan score to the requisite 70% minimum by using these or similar prompts: You can use skills from course work or job, but it is not allowable to eliminate skills from the job listing.

Ability to \_\_\_\_\_

Background includes \_\_\_\_\_

Duties includes \_\_\_\_\_

Experience includes \_\_\_\_\_

Experienced in \_\_\_\_\_

Knowledge of \_\_\_\_\_

Personal qualities include \_\_\_\_\_

Proficient in \_\_\_\_\_

Responsibilities include \_\_\_\_\_

Skills include \_\_\_\_\_

Track record of accomplishment includes \_\_\_\_\_

Work experience includes \_\_\_\_\_

Former boss would say \_\_\_\_\_

# Resume Checklist

- Resume has five parts—No separate skills section.
- One inch margin all around.
- No headers, footers, tables.
- San serif fonts only. Font size about 10 or 11.
- Clear formatting: minimizing bold, underlines, bullets, symbols such as / | &
- Use margin changes instead of tabs.
- Current job expressed in present tense, past jobs in past tense.
- Degrees and degree acronyms both.
- [Flesch Kincaid](#) readability index of no more than 11.
- Word count of approximately 500 to 700 words.



# Other Questions You Might Have?

- How many resumes should I be sending out per week? **20**
- Why shouldn't I PDF my resume? The ATS may not be able to read the resume. [Resume PDF or Word: War of the Resume Formats \(resumecompanion.com\)](#).
- Where can I identify likely questions that will be used in an interview? [How to Answer Tough Job Interview Questions: Resources and Expert Tips \(learnhowtobecome.org\)](#).
- I am going to get my next job by networking. Why haven't you emphasized networking?  
**Networking is slower and works best if the person you're networking with knows your work. Applying to known openings and working with recruiters are better approaches.**

# Other Questions You Might Have?

- I don't have specific software skills that they are asking for, but I have similar. How do I put this in my resume? See: [Top Software at Capterra | Software & Software Reviews For Business & Nonprofit](#). For example, they are looking for [Salesforce Sales Cloud](#), but you have [HubSpot CRM](#). You state: “Hubspot CRM, Similar To Salesforce Sales Cloud”.
- How do I research what the salary is for a given type of position? [Salary.com - Salary Calculator, Salary Comparison, Compensation Data](#).
- How do I answer “what is your salary expectation?” [How to Answer, 'What's Your Expected Salary?' | Robert Half](#). Be sure you have done your research.
- What is the best way I can stand out relative to other candidates? [Run a newsfeed on Google and the company. Google News – Search](#) or [Run a press release: All Search Results \(prnewswire.com\)](#) This can be worked into the cover letter (or Perhaps in the Summary). It can also be worked into the interview.

If you always do  
what you always  
did, you'll always  
get what you  
always got.

