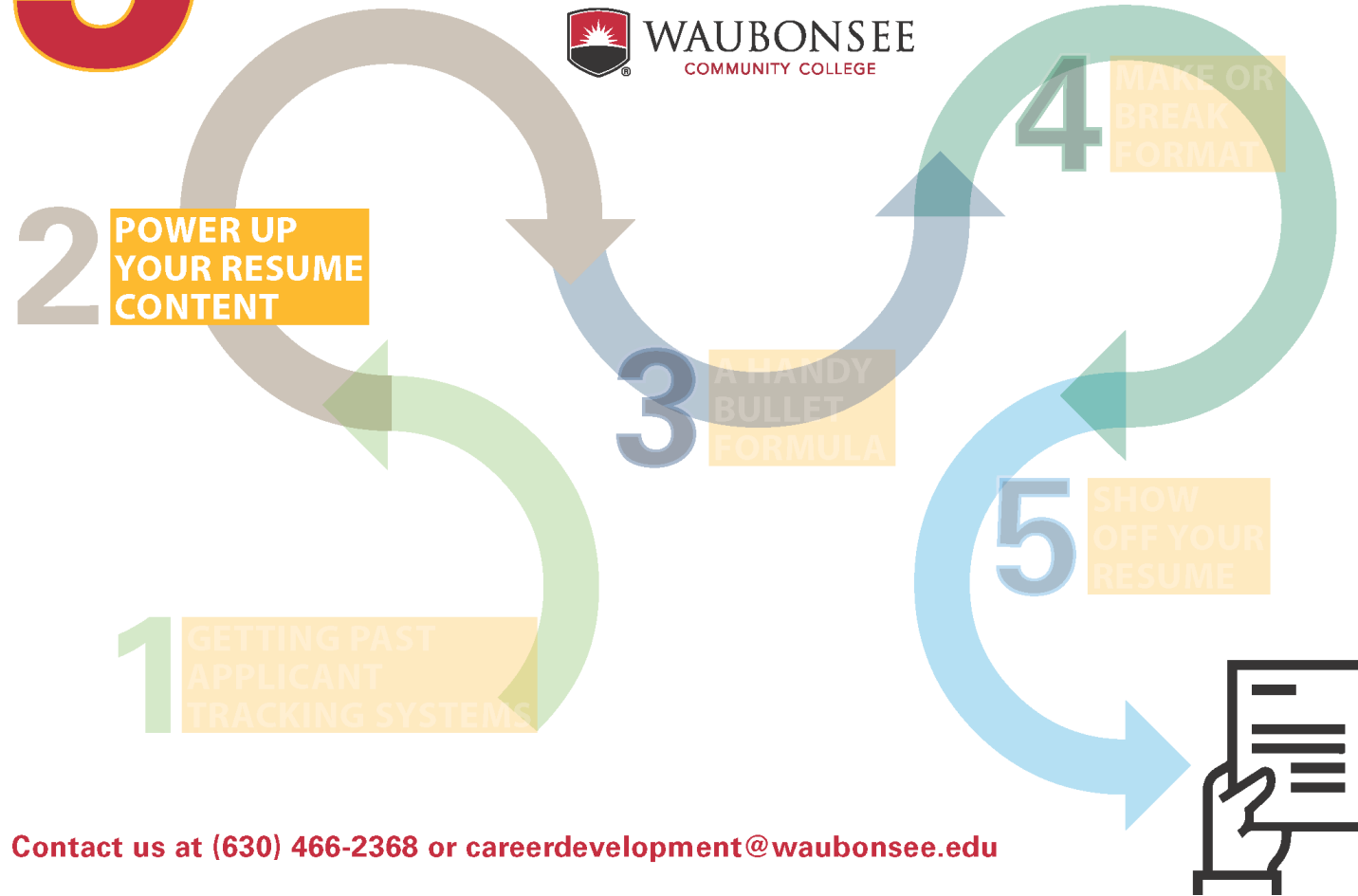


5 STEPS TO RESUME SUCCESS

Supporting resources at waubonsee.edu/careerdevelopment



Contact us at (630) 466-2368 or careerdevelopment@waubonsee.edu



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Your Resume Needs Content That...



1. Uses keywords matching what an Applicant Tracking System (ATS) is looking for

How can you know what keywords an ATS is looking for? By reading the job description! This document shows techniques and tools for identifying keywords in job descriptions.



Your Resume Needs Content That...



2. Accurately describes your accomplishments

Using content from job descriptions and [O*NET](#) job summaries ensures you are describing your experience in an understandable way. It also reduces the content you have to write from scratch.



Your Resume Needs Content That...

-
3. Provides unique details (so you stand apart from other applicants with similar experiences)

This topic is covered in [Step 3](#) of *5 Steps to Resume Success*.



Use Job Descriptions to Write Resume Content

There are 2 types of job descriptions you should use to write your resume:



1. Job descriptions of your **previous roles**
 - Helps you remember what you did
 - Shows industry lingo you should use to describe your experience
2. Job descriptions of the **role(s) you are seeking**
 - Helps you identify transferable skills
 - Shows industry lingo to begin using (when applicable)



Read Multiple Job Descriptions



TIP! Read multiple job descriptions for the same type of role (i.e. sales associate). This shows you how much or how little keywords can vary among job descriptions for the same type of position.

You need to match your resume keywords to each job description you apply for. Reading multiple job descriptions lets you know how much you may need to adjust your resume for each application.



Use the O*NET for Resume Content



O*NET Job Summaries are compiled based on national data and written like thorough job descriptions. Use them when:

- You are finding short job descriptions
- You are changing careers
- You need help remembering what you did in previous positions
- You would like to see a list of transferable Skills, Knowledge, and Abilities used in past positions



Characteristics of O*NET Job Summaries



Video won't play? [CLICK HERE](#)



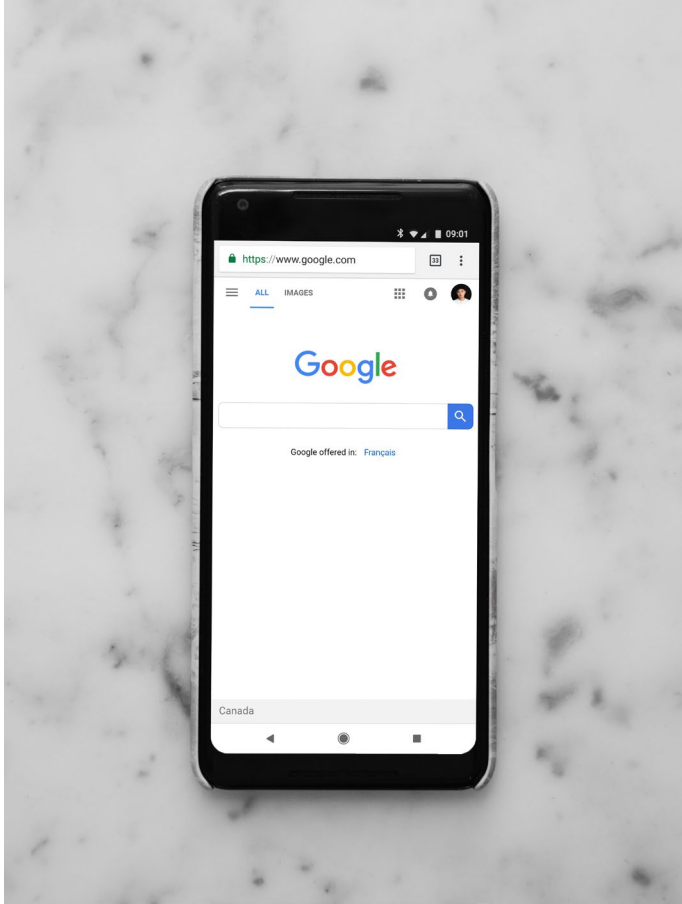
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Let's Begin!



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1. Find Job Descriptions



Use robust job descriptions—even if they’re from far away locations or a company you are not interested in.* The goal is to find a job description with plenty of detail (keywords).

*When updating your resume to apply for a job, the keywords from the job description take precedence over those found in other sources. Why? See [Step 1](#) of the *5 Steps to Resume Success*.

Places to search:

- www.indeed.com
- www.waubonsecareernetwork.com
- Company websites



2. Find O*NET Job Summaries

The screenshot shows the O*NET OnLine website interface. At the top left is the O*NET logo and the text "O*NET OnLine". To the right is a search bar labeled "Occupation Quick Search:". 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 large banner with a construction crane and the text "Build your future with O*NET OnLine." Below this is a "What's New?" section mentioning the incorporation of Apprenticeship.gov. Other sections include "I want to be a..." with a "Find It Now" button, "ATTN: VETERANS" with a "Get Started" button, and "Hot Technologies" with a "Learn More" button. At the bottom, there are three search filters: "Occupation Search" with a search bar, "Find Occupations" with a "Browse" button and a dropdown menu, "Advanced Search" with a "Focus" button and a dropdown menu, and "Crosswalks" with a "Connect" button and a dropdown menu.

Start by going to www.onetonline.org

FIND THE APPRENTICESHIP THAT'S RIGHT FOR YOU. APPRENTICESHIP.GOV



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The screenshot shows the O*NET website interface. At the top right, there is a search bar labeled "Occupation Quick Search:" with a magnifying glass icon on the left and a right-pointing arrow on the right. Below the search bar is a horizontal bar with "Share" and "O*NET Sites" buttons. On the left side, there is a vertical banner with the text "future OnLine." and "career exploration". In the center, there is a "What's New?" section with the text "The New Apprenticeship.gov incorporated within O*NET Websites" and a "Learn More" button. At the bottom, there is a purple banner that says "I want to be a...". A large blue arrow points from the left towards the search bar.

Type your current or most recent job title in the Occupation Quick Search bar.





Quick Search for: sales associate

Showing top 20 occupations for **sales associate**. Closest matches are shown first.

How do they match?	Code	Occupation
	41-3011.00	Advertising Sales Agents
	41-4011.00	Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products ✔ Green
	43-5081.01	Stock Clerks, Sales Floor ⚡ Bright Outlook
	41-3099.00	Sales Representatives, Services, All Other ⚡
	43-5081.04	Order Fillers, Wholesale and Retail Sales ⚡
	41-3031.01	Sales Agents, Securities and Commodities
	41-4011.07	Solar Sales Representatives and Assessors ✔
	41-3031.02	Sales Agents, Financial Services
	41-3021.00	Insurance Sales Agents ⚡
	41-2031.00	Retail Salespersons ⚡
	41-3099.01	Energy Brokers ⚡ ✔
	41-9021.00	Real Estate Brokers
	41-2011.00	Cashiers ⚡
	41-9011.00	Demonstrators and Product Promoters
	41-2021.00	Counter and Rental Clerks
	53-6031.00	Automotive and Watercraft Service Attendants ⚡
	31-9095.00	Pharmacy Aides
	43-4151.00	Order Clerks
	43-5051.00	Postal Service Clerks
	43-9041.01	Insurance Claims Clerks ⚡

Occupations 1-20 of 506 shown. [Show all occupations](#)

- Select occupation titles until you find one that describes the position you are thinking of.
- Can't find it? Try another job title or search method.
- Repeat the process for different positions you have held



3. Analyze Job Descriptions/O*NET for Keywords

Once you have chosen job descriptions that relate to past or future roles, it's time to analyze them.

Use a combination of 3 methods:

1. Paper & Highlighter
 - When you are first reading the job description/O*NET
2. TagCrowd.com
 - When you want to see which keywords are repeated
3. Jobscan.co (**not** .com)
 - When you have a completed resume draft to compare against job descriptions





Paper & Highlighter

Print a copy of the job description and highlight verbs or phrases that:

- the job description notes are particularly important
- appear multiple times
- describe your experience





Paper & Highlighter (cont.)

On an O*NET Job Summary, click on the “+” to read all tasks.

The screenshot shows the O*NET OnLine interface for the occupation 41-2031.00 - Retail Salespersons. A blue arrow points to a plus sign (+) next to the 'Tasks' section header, indicating that clicking it will expand the list of tasks. The 'Tasks' section lists several duties such as 'Greet customers and ascertain what each customer wants or needs' and 'Recommend, select, and help locate or obtain merchandise based on customer needs and desires'. Below the tasks, there is a 'Technology Skills' section listing various software skills like 'Data base user interface and query software' and 'Electronic mail software'.

- Highlight portions of the Tasks that describe your experience
- Later you will add unique details





Paper & Highlighter (cont.)

Scroll down to the Knowledge, Skills, and Abilities sections. These highlight key competencies used in the occupation.

- Compare the Knowledge, Skills, and Abilities used in your past positions to the ones in the position you are applying for. What appears on both job summaries?

Knowledge
6 of 6 displayed

- **Sales and Marketing** — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Customer and Personal Service** — Knowledge of principles and processes for providing customer and [No Title] services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **English Language** — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- **Administration and Management** — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- **Mathematics** — Knowledge of arithmetic, algebra, geometry, calculus, statistics, and their applications.

[back to top](#)

Skills
6 of 13 displayed

- **Persuasion** — Persuading others to change their minds or behavior.
- **Active Listening** — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Service Orientation** — Actively looking for ways to help people.
- **Speaking** — Talking to others to convey information effectively.
- **Negotiation** — Bringing others together and trying to reconcile differences.

[back to top](#)

Abilities
6 of 9 displayed

- **Oral Expression** — The ability to communicate information and ideas in speaking so others will understand.
- **Oral Comprehension** — The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Speech Clarity** — The ability to speak clearly so others can understand you.
- **Speech Recognition** — The ability to identify and understand the speech of another person.
- **Problem Sensitivity** — The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.



Choose your text source:

Paste Text

Web Page URL

Upload File

Paste text to be visualized:

plain text, 500 kilobyte max

Visualize!

Options:

Language of text:

Ignore common words in this language

English

Maximum number of words to show?

25 - 100 is a good range

50

Minimum frequency?

Don't show infrequent words

1

Show frequencies?

Show word count next to each word

no

yes

Group similar words? (English only)

eg: learn, learned, learning -> learn

no

yes

TagCrowd.com

Paste job description into textbox on www.tagcrowd.com and click “Visualize!”

- Words that appear larger are used more frequently in the job description



Showing top 50 of 127 possible words

ability absence accounts aid area assigned **assists**
associate balancing **bookstore** business buyer
cashiering **community** coverage **customer** decision director
duties experience financial floor functions **general**
including inventory lead limited making
manager merchandise needs orders oversees
performs position preferred **provides** receivable related
reports required **sales** **service** skills special staff
store students work

TagCrowd.com (cont.)

Pay attention to the context of the keywords in the original job description.

Example:

- Even though TagCrowd lists “customer” and “service” separately, the job description lists them together, so an ATS is probably looking for the phrase “customer service.”



Jobscan

WHAT IS JOBSCAN RESOURCES UNIVERSITIES LOG IN SIGN UP

BOOST YOUR INTERVIEW CHANCES.


Optimize your resume and LinkedIn profile for your next job - trusted by half a million job seekers.

TRY SAMPLE RESUME AND JOB

TRY LINKEDIN OPTIMIZATION

GET PAST RESUME ROBOTS

Ninety percent of large companies use Applicant Tracking Systems to search for qualified candidates from large applicant pools. These systems help employers by analyzing resumes and CVs, surfacing candidates that best match the position and filtering out those who don't. We have researched the top systems used by thousands of companies, and built our algorithm based on the common patterns among them.



LET'S GET STARTED

Paste the text of your resume in the left box below. Then, paste the text of the job description in the right box. Don't have a resume and job description on hand?

TRY SAMPLE RESUME AND JOB

STEP 1: PASTE OR [UPLOAD RESUME](#)

STEP 2: PASTE JOB DESCRIPTION

Paste your resume

Paste the entire job description text - Exclude the 'About' [Need help? Email us!](#)

Jobscan.co

Start by going to www.jobscan.co

- Scroll and paste your resume into the left text box.
- Paste a job description into the right text box.



Jobscan.co Method (cont.)

Hit “Scan” and review your results.

- What content from the Hard Skills, Soft Skills and Other Keywords sections are missing?



4. What to do with the Keywords

Begin thinking about which keywords and phrases from the job descriptions and O*NET Job Summaries can be used to describe your experiences. Are any of the keywords synonyms to content already on your resume?

Note which Knowledge, Skills, and Abilities you use(d) to accomplish tasks:

- What did you do that demonstrates the Knowledge listed?
- During what task did you use a listed Skill or Ability?

Next, you will begin to organize these notes and ideas using [Step 3: A Handy Bullet Formula](#).





NACE Career Readiness Competencies

Congratulations! During the Power Up Your Resume Content process you have strengthened the bolded competencies:

Oral/Written Communications

Global/Intercultural Fluency

Digital Technology

Critical Thinking/Problem Solving

Career Management

Teamwork/Collaboration

Leadership

Professionalism/Work Ethic

