5 STEPS TO RESUME SUCCESS

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2 POWER UP YOUR RESUME CONTENT

3 A HANDY BULLET FORMULA

4 MAKE OR BREAK FORMAT

5 SHOW OFF YOUR RESUME

1 GETTING PAST APPLICANT TRACKING SYSTEMS

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.

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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.

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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*.

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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)

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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.

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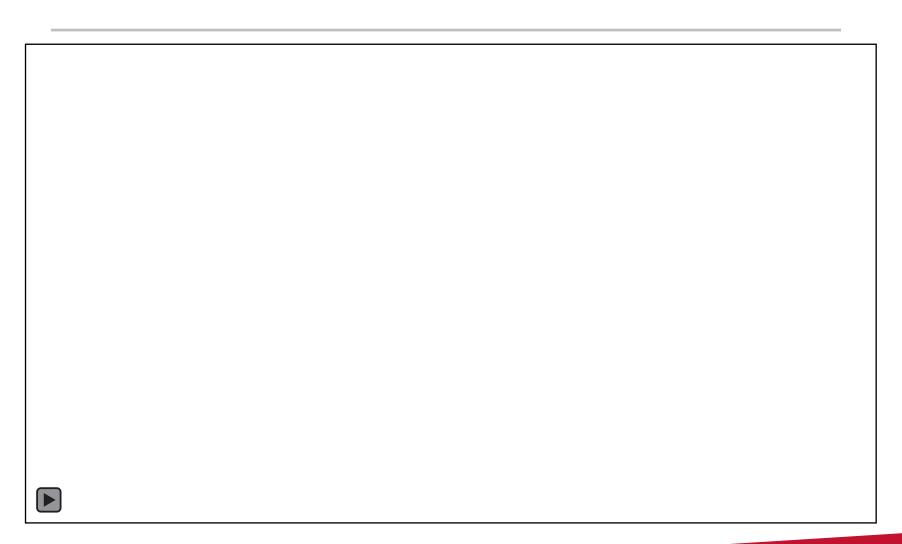COMMUNITY COLLEGE

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
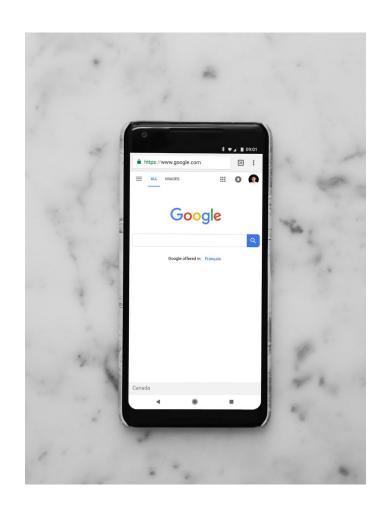
Characteristics of O*NET Job Summaries

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Let's Begin!

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
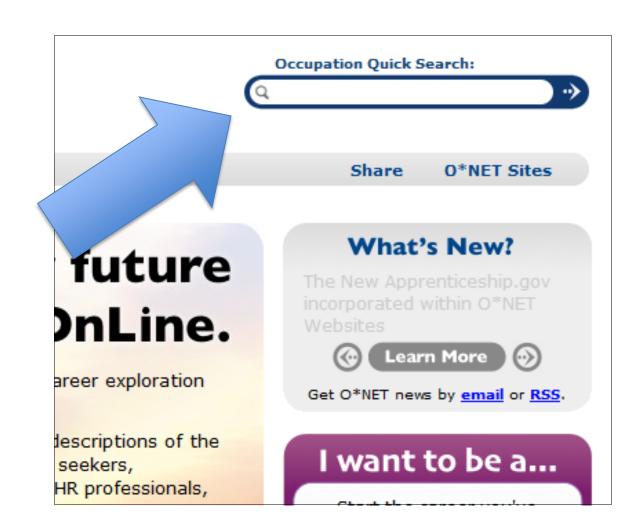- www.waubonseecareernetwork.com
- Company websites

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2. Find O*NET Job Summaries

Start by going to www.onetonline.org

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

- 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

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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

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Paper & Highlighter (cont.)

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

- 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
5 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] l 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.

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Skills
5 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.

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Abilities
5 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.
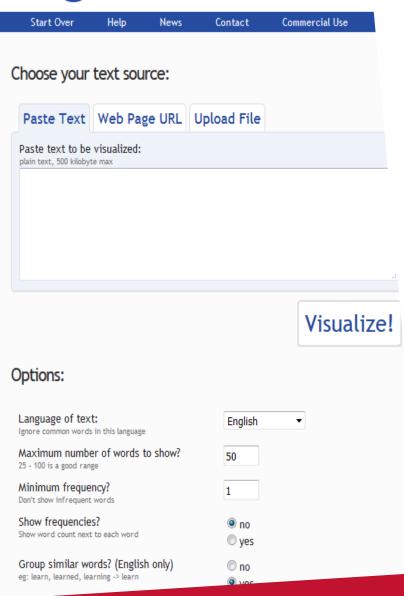
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TagCrowd.com

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

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

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."

TagCrowd

Create your own **word cloud** from any text to visualize word frequency.

Start Over   Help   News   Contact   Commercial Use

Showing top 50 of 127 possible words

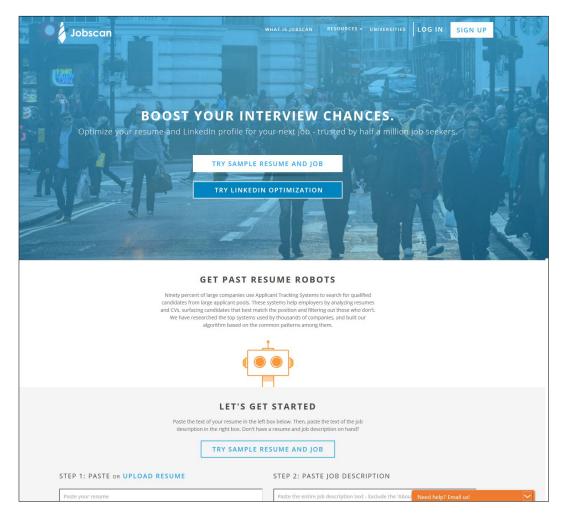ability absence accounts aid area assigned assists associate balancing bookstore business buyer cashiering community coverage customer decision director duties experience financial floor functions general including inventory lead limited making manager merchandise needs orders oversees performs position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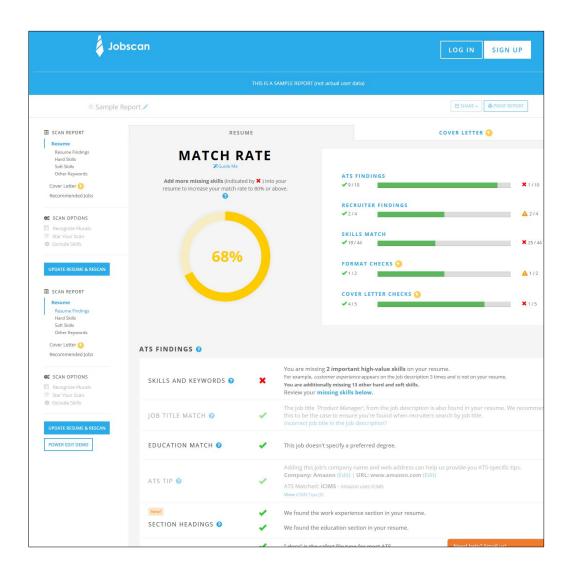
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Jobscan.co

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.

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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

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