



Posting Your Resume for Success—Five Terrific Tips

Keywords

The primary search method performed by employers is based upon *keywords*. Many programs use a type of relevancy measure which matches keyword searches to potential candidates; therefore, for successful resume posting, it is critical to enter relevant keywords throughout your resume. If your resume has the relevant keywords, you are more likely to be at the top of the list to be seen by potential employers.

Use Familiar Job Titles

Make sure your job titles are clear and succinct. This is your first (and maybe the only) chance to tell employers about the job you have/had— so make sure all employers understand at first glance what you have done; otherwise, they may pass over your resume. Many companies use creative job titles; while interesting, you should try to match the title to those well-known in the market or industry.

Proper Use of Abbreviations

Only abbreviate titles if you are using those that are widely-recognized and frequently-used. However, there is ALWAYS a percentage of employers who will use the abbreviated term to search for candidates. If in your title you use the term, it helps the frequency of your resume appearing in relevant searches. Make sure you use a hyphen or forward slash with spaces when separating the terms so that the system reads the term properly. For example: Nurse – RN.

Details and More Details

Describe in detail what you have accomplished – provide the potential employer with a description of your position using your company perspective and definition. This will quickly let the employer know if you meet the requirements of the open position. Also, list all authorizations, certifications, skill sets, education, and/or specialty experience required in your positions.

Explain Your Responsibilities – No longer is a one page resume the standard. Ask yourself, “So what?” after each statement; employers do! You should provide as much relevant information about your duties associated with your current position, and *also the position in which you are interested*. Include the size of company (i.e. revenue, number of employees, direct reports).

Get Help – Sometimes it is easier to write a resume for a co-worker versus your own. We often forget our accomplishments, and may not be confident about our strengths. We can also make the assumption that others will know the details of your particular job—use your current job description, or look online for similar position. Ask a co-worker, peer, or trusted manager to assist you in the preparation of your resume. You will be amazed as to the insights of others regarding how we perform and our strengths.

Check for Typos

Nothing says unprofessional like typographical errors in a resume. Don’t just spell check your resume; make sure it is free of grammatical errors. Read it aloud so you catch any strange words and confusing sentences. Keep your resume simple and consistent. If you use bullet points to describe your duties in one area – use the same method throughout your resume.