

SCANNABLE RESUMES

Remember that a resume summarizes your accomplishments, your education, and your work experience, and should reflect your strengths; however, a scannable resume should not have any of the formatting that is often done in traditional resumes.

Many companies, especially high-tech companies, use document scanning technology to quickly and efficiently match job openings with qualified job-seekers. Searches are done using keywords and phrases that describe the skills and education required for the position, thus when writing a scannable resume it is extremely important *to use terms and familiar industry acronyms* (jargon) that describe your skills and experience.

Finally, keep in mind that a scannable resume has the same major headings as a traditional resume: a header that includes your name, address, and phone number; job objective; work experience; education, including your degree(s), honors, and activities; and any specialized training and certifications. Use a traditional format; do not use multiple columns.

With all this background in mind, here are the main guidelines to writing a scannable resume.

First, the format:

- Use one of the standard serif or sans serif typefaces, such as Courier, Times, Helvetica, Futura, Arial, Optima, Palatino, Univers. Avoid using decorative fonts.
- Use a normal type size, usually in the range of 11 to 14 points.
- Maximum number of characters per line is 65 (partly dependent on type size).
- Avoid any kinds of graphics or shading.
- Keep formatting simple. Use all caps for major headings, but avoid bolding, italics, and underlining.
- Do not use bullets or lines.
- Left justify text.
- If your resume is more than one page, place your name at the top of each additional page.
- Print your resume on a high quality laser printer or inkjet. Do not use a dot matrix or low quality printer.
- Use only white or a very pale color paper -- in standard letter size (8 1/2 x 11).
- Always send original copies.
- Try to mail or deliver your resume in a flat envelop or by fax. Do not staple multiple page resumes.

And now for the content:

- Include your major and minor, as well as your college degree(s).
- Include key skills and certifications, using industry standards to identify each.
- Use industry or job-specific keywords that employers might use to find candidates for the job you are seeking.
- While action verbs are still important, you **need** to add key phrases and nouns that could be used as search terms by your potential employer. Examples of phrases include "under budget," "surpassed goals," and "successfully developed." Examples of nouns include "HTML programming," "results oriented," "professional selling," "account manager," "marketing research," "strategic planning," and "certified public accountant (CPA)."

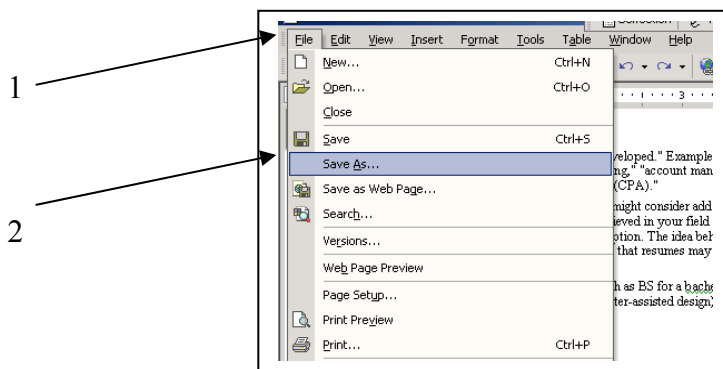
- After your objective, you might consider adding a "summary of accomplishments" section that focuses on results you achieved in your field rather than specific duties and responsibilities. A "Key Skills" section is also an option. The idea behind this section is to allow you to use more of the words, phrases, and jargon that resumes may be searched with by the potential employer.

Use common abbreviations (such as BS for a bachelor of science degree) and maximize use of industry jargon (such as CAD for computer-assisted design), but when in doubt, it is best to use both abbreviations and write it out.

SAVING RESUMES AS TEXT FILES AND COPYING AND PASTING

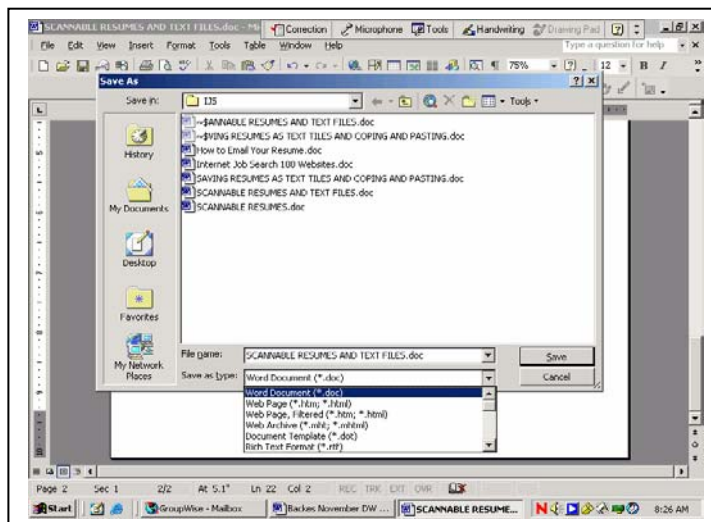
TO CONVERT A RESUME TO A TEXT FILE:

- 1) Open the document (resume) in Microsoft Word by selecting "File" from the menu at the top of the page. Pick "Open" from the drop-down menu when it appears.
- 2) Once your resume is open, select "File", then choose "Save As" in the drop-down menu. A dialogue box will appear.



- 3) At the bottom left of the dialogue box, select "Save As Type". To the right is a white text box, choose the arrow that is pointing downward.
- 4) Click on this arrow and a menu will appear. From this menu, pick "Rich Text or Plain Text".
- 5) Select "Save". The document is now saved as a TEXT FILE.

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