Develop a Keyword Résumé

ARÉSUMÉ is a record of your personal history and experience and is a necessary tool when applying for a job. Although there are various ways in which to structure a résumé, the type should be appropriate for your situation. Analyzing examples can assist you in determining the best type for you. Also, omit personal information, such as your social security number, age, sex, and physical characteristics.

To maximize your comprehension of the concepts within this unit, refer to the PowerPoint that accompanies the lesson. In addition, your instructor should provide you with copies of the visuals from the lesson.

Objectives:

1. Identify and classify résumé formats.
2. Identify résumé categories.
3. List keywords used on a résumé.
4. List educational, extracurricular, and work experience keywords for a résumé.

Key Terms:

chronological résumé
functional résumé
keywords
résumé
scannable résumé

Classifying Résumé Formats

If you already have had a job, take a minute and reflect on the hiring process. How did your employer come to know of your skill set? If you do not have a job, how would your potential employer come to know that you have the qualifications for the job other than through asking questions and listening for answers?

For those of you with jobs, did you use a résumé? What do you already know about résumés? Go to Careerbuilder.com, and review different types of résumés. See if you can recognize different formats and characteristics.

RÉSUMÉ

Technically speaking, a **résumé** is a brief account of someone's education, professional or work experience, and qualifications; it is often submitted with an employment application. There are two format types: chronological and functional.

Chronological Résumé

The **chronological résumé** format emphasizes work and experiences and is organized by a date timeline. This résumé format is easy to follow as it highlights career growth and names

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OBJECTIVE: A staff pharmacist position in a large hospital setting

PROFILE:

- 10 years of experience in pharmacy
- Advanced skills in training and supervising
- Committed, enthusiastic, and detail-oriented

EMPLOYMENT HISTORY:

2005 to present, Staff Pharmacist, St. Mary's Hospital, Providence, RI
- Fill approximately 1,000 scripts per day
- Assist in new staff orientation
- Mix chemo drugs for traveling nurses

2000 to 2005, Staff Pharmacist, Barnes Hospital, Saint Louis, MO
- Filled scripts (approximately 700 per day)
- Worked with team members to create a double-check delivery system
- Created coursework for new pharmacy tech training program

1999 to 2000, Staff Pharmacist, St. John's Hospital, Creve Coeur, MO
- Filled scripts (approximately 350 per day)

EDUCATION AND LICENSURE:

1995 to 2000 Pharmaceutical Doctorate, St. Louis College of Pharmacy, St. Louis, MO

2000 Missouri and Illinois licensure

2005 Rhode Island licensure

FIGURE 1. Chronological résumé.

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of employers. It also shows a complete presentation of qualifications and emphasizes accomplishments. It may show information in a reverse chronological listing, such as showing work experience from most current to least recent. Some disadvantages are that skills may not be highlighted and career gaps may be more visible.

Functional Résumé

The **functional résumé** emphasizes the skills and qualifications of the job seeker under functional headings that highlight accomplishments and strengths. In this résumé format, experiences and skills are organized to support the job objective and are not bound by employment dates. The format is ideal for a person seeking a different career field or industry because it focuses on transferable skills.

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OBJECTIVE

An entry-level marketing position to use and develop my creativity, writing, and organizational skills

EXPERIENCE

- Word-processed and edited alumni magazine and national literary journal
- Used marketing techniques to increase memberships by 50 percent
- Generated $100,000 through increased memberships

ORGANIZATIONAL

- Created an organizational system for Human Resources to ensure the appropriate materials were being distributed and that outdated materials were purged
- Developed a marketing research project to assist in membership development

PLANNING

- Suggested monthly inter-departmental meeting to assist in strategizing
- Promoted mini-contests to motivate marketing teams with competition

EMPLOYMENT

- 2007 to present: **Andrews Advertising**, *Advertising Assistant*
- 2005 to 2007: **Lousch & Reinholdt**, *Public Relations Assistant*

SKILLS

Proficient in word-processing (Macintosh and IBM), Adobe Photoshop, QuarkExpress, PageMaker, Lotus, CorelDraw, and more.

EDUCATION

Lansing Community College, Associate degree in Liberal Arts, GPA 3.87

Michigan State University, Bachelor's degree in Marketing, GPA 4.0

FIGURE 2. Functional résumé.

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SCANNABLE RÉSUMÉ

The **scannable résumé** allows for electronic viewing and matching of an employer's listed needs with an applicant whose résumé fulfills those needs via keywords. This résumé format can be scanned onto a computer database as a graphic image, converted back to text, and retrieved at a later date. It also uses keywords to match the candidate's experience with the skills required for employment. It is typically a simple and unadorned résumé that is read using Optical Character Recognition software.

Résumé Categories

Several categories are typically outlined on a résumé: personal information, objective, education, work experience, awards and achievements, and references.

PERSONAL INFORMATION

The first category is typically your personal information: name, mailing address, phone number, and email address.

OBJECTIVE

The next category is the objective. In this section, you state a specific goal or the position being sought. Optionally, a candidate could state an industry career goal or a business focus for employment.

EDUCATION

In the education section, you will list your most recent educational experience first and work backwards. You will also want to highlight any academic successes, awards, or achievements.

WORK EXPERIENCE

When listing work experience, you want to state the most recent employment first and then work backwards. It is important to provide dates of employment and pertinent achievements. Also, list a contact person as well as his or her title, phone number, email, etc.

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AWARDS AND ACHIEVEMENTS

The listing of awards and achievements is an optional category.

REFERENCES

Some people state "References Available Upon Request" at the end of the résumé. However, if references are included, the name, business, affiliation, address, phone number, and email address should all be listed, if available.

Résumé Keywords

Keywords are concrete words that describe a person's experiences and reflect the skills needed for a job, such as:

♦ Developed: Describes a person's leadership ability
♦ Established: Describes a person's initiative on the job
♦ Demonstrated: Describes a person's achievements
♦ Analyzed: Describes a person's problem-solving ability

FURTHER EXPLORATION...

ONLINE CONNECTION: Résumé Keyword Resources

Review the following list of Web-based résumé keyword resources. Then create a scannable résumé. Be sure to:

1. Identify and describe the résumé categories.
2. Outline the résumé and gather information prior to keyboarding it.
3. Choose key action words for your résumé.
4. Use a résumé checklist to ensure that the required information is included.

Visit the following links:

http://www.jmu.edu/cap/resumes_cover/index.htm.

http://www.resume-help.org/resume_action_words.htm.

http://www.quintcareers.com/resume_keywords.html

http://www.careerbuilder.com/Article/CB-464-Cover-Letters-and-Résumés-What-are-Résumé-Keywords/

Keywords describe the results of you having worked for an employer and the achievements for which you are responsible. Keywords show specific action that may be matched with specific work skills. For example:

♦ "Developed a system to complete a filing task more efficiently"
♦ "Established a return policy that provided better customer service"
♦ "Demonstrated a positive work ethic through completing work tasks on time or ahead of schedule"
♦ "Analyzed a marketing task that led to increased sales of hand tools"

Educational, Extracurricular, and Work Experience Keywords

When you respond to a job ad, you want to prove that you are what the employer wants. If you are submitting a scannable résumé, it is even more critical to utilize keywords that respond to the employer's job advertisement or posting.

EDUCATION KEYWORDS

Keywords may be implemented in most résumé categories. In the category of education, keywords may include:

♦ G.P.A. (grade point average)
♦ Certificate (received from a training or educational program)
♦ Associate degree (received from a two-year institution)
♦ B.A. or B.S. (Bachelor of Arts or Bachelor of Science degree received from a four-year institution)
♦ M.A. or M.S. (Master of Arts or Master of Science degree received from a graduate college within a university)

EXTRACURRICULAR KEYWORDS

In the extracurricular category, keywords may include:

♦ Volunteered
♦ Participated
♦ Officer in an organization, club, or team
♦ Captain of a sports team
♦ Awards (e.g., attendance, volunteerism, academic, technical and/or fine arts performance)

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WORK EXPERIENCE KEYWORDS

In the category of work experience, keywords may include:

♦ Accomplished
♦ Supervised
♦ Trained
♦ Managed

Summary:

A résumé is a record of your personal history and experience and is a necessary tool when applying for a job. There are different acceptable formats, yet most résumés contain the same categories. It is vital that your résumé contain the proper keywords and that you include your educational, extracurricular, and work experience.

Checking Your Knowledge:

1. List three résumé categories.
2. Describe the purpose of a scannable résumé that uses keywords.
3. List three keywords for a résumé targeted for a management position.
4. Describe a chronological résumé.
5. Describe a functional résumé.

Expanding Your Knowledge:

Review the Web sites listed for samples of keywords for résumés. Collect words in the following categories: leadership, problem-solving, initiative, and achievement. Then choose a keyword from each of the category lists and brainstorm activities that each keyword could demonstrate. For instance, the word "developed" could mean that the candidate was asked to raise money for the United Way and, in turn, developed a plan to direct the fundraising, organize the groups, and inspire the community to give. What initiative in your school could you join that would make a great item on your résumé?

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Web Links:

Résumés and Cover Letters

http://www.jmu.edu/cap/resumes_cover/index.htm

Résumé Keywords

http://www.enetsc.com/ResumeTips26.htm

Résumé Action Verbs & Keywords

http://www.resume-help.org/resume_action_words.htm

Samples of Résumés and Samples of Letters

http://www.resumeworld.ca/resume_samples/index.asp

Tapping the Power of Keywords to Enhance Your Résumé's Effectiveness

http://www.quintcareers.com/resume_keywords.html

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