

A wooden desk with a silver keyboard, a mouse, and a laptop. The keyboard is in the foreground, and the mouse is to its right. A laptop is partially visible on the left side of the desk.

# Resumes that Get Results

Don't let your resume block you

From the career  
You **Really** Want

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*Your resume speaks for you when you can't speak for yourself*

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Everyone over the age of 18 should have a resume, CV or other portfolio of work success. This helps you document the things that you have done in the past, and if done well, helps you see where your strengths, weaknesses and work preferences are. This document is also a future indicator of your success. Also check out my post [What Your Resume is Really Whispering about You](#). It is a great diagnostic to help you get started on making sure your resume represents you well to future employers. You can find this and more great information at [leadingatlife.com](#).

Links and resources are listed in the last section.

The next job or promotion that you receive may rely on the way your resume speaks up for you, when you aren't there to speak for yourself. Here are some tips to help. -MJ

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**Relate to the Borg** – HR bots are computer programs that look for certain keywords in a hiring search. These computers scan hundreds of resumes to “weed out” candidates who don’t match the job qualifications. Many times your resume may be excluded by an algorithm before an actual person ever gets a chance to look at it. This is why **key words** are critical. I have listed some industry specific ones later in the ebook. Take the time to clearly line up your experiences with those on the job description and highlight those common areas. Spend time looking at the job qualifications and duties to make sure that those key words are listed on your resume. It may take extra effort, but will be worth

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it when you get that job offer. Use charts and boxes to highlight information so that it is easily seen. If you need the pros to help, [LOFT](#) resumes is a great service that can do all of the hard work for you. But, keep reading. You can do all of these things on your own.

- ***Customize your resume for each opportunity.***

The "objective" on your resume should mirror the job title of the job you are pursuing. If the job title is "Administrative Assistant," then your resume should look like this:

Objective: Administrative Assistant at [employer name]

The body of your resume should include other terms used in the job description. If the position requires experience with Microsoft Office products, make sure your resume resembles this:

*Five (5) years of experience with Microsoft Office Outlook (both calendar and email), Word, Excel, and PowerPoint.*

As you'll read later, don't over embellish the truth (don't lie). It is tempting to want to stretch the truth, in order look good on paper. Resist at all costs. But, make sure to think through all of the great work that you have done and highlight it prominently. Clearly mirror the key words on the job description in your resume.

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- **Clarify unusual job titles.**
- Keeping your job titles clear and relevant is important. Your goal is to make sure that the hiring manager is able to see you as a total person, with experiences that match their position and other expertise that will add greater value to the company.

If your job title is "Chief Happiness Officer" make sure that it relates to a common job that you may be looking for. The job may have similar duties as a Hostess or Courtesy Officer. On your resume use a combo title like "Chief Happiness Officer/Concierge Manager. The goal is to help employers understand what your duties were and how they related to potential jobs.

Another tool that helps with clarifying your work history is LinkedIn. You can highlight specific tasks that you did, along with major accomplishments. Your LinkedIn profile also shows them your network-ability.

- **Include *both* the relevant acronyms *and* the phrases that explain what the acronym means.**

The body of your resume should contain both the acronym and the phrase explaining it to cover each kind of possible

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search. Both versions don't have to be in the same sentence or paragraph, although that can be handy. For example -

*Member, American Marketing Association (AMA) Certified Project Management Professional (PMP Certification)*

Be sure to use both the acronym and the phrase in your resume, even if you don't have room to put them side-by-side. Having both present will increase the probability that your resume will appear in the search results whether the recruiter searches on the acronym or the phrase that it represents.

- ***Be inconsistent.***

Consistency is important in your work history, but in the resume search-ability/SEO game, inconsistency is an advantage. Without destroying the meaning of the words on your resume, be as *creatively inconsistent* with work duties as possible.

For example, if you are looking for a job using social media, include all versions of the terms: "social media" and "social networks" and "social networking" plus the names of the

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most popular social networks. Again, you have to get past those bots who are looking for specific keywords. You don't want to get passed up on being an Account Manager, because they were looking for Marketing, Sales or Business Development in the keyword scan. These things matter.

- **Be complete.**

Don't assume that people will only be searching on the umbrella term. If you are on the hunt for a job in social media, name the specific social networks you can use. Besides listing Facebook, LinkedIn and Twitter, add the terms "social media," "social networks," and "social networking" (as above), so your resume will pop up in the results regardless of the exact term used by the recruiters in their search.

*"Have managed both LinkedIn Groups and Facebook Pages to... Established Twitter and Pinterest accounts for..."*

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## **KEYWORDS are King**

Add a section near the top of your resume named "Skills" or, even, "Summary." Concentrate as many of your key words for your job of choice and field as possible in this section. Here is a great article on creating a [job specific keyword list](#). These words are super important in getting past the robot algorithm gatekeepers.



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## Here are a few industry specific keywords

### **ACCOUNTING**

Account Management  
Accounts Receivable  
Accounting Software (Lotus 1-2-3,  
QuickBooks Pro)  
Accounts Payable  
Benefits Administration  
Collections  
Departmental Budgeting  
Line-item Accounting  
Profit & Loss Reports

### **ACCOUNT CLERK**

A.S., Accounting  
Client Base  
Disbursements  
General Ledger  
Governmental Laws and Regulations

### **ADMINISTRATION/MANAGEMENT**

Business Alliance Building  
Business Development  
Contract Negotiations  
Contractual Relationships  
Departmental Operating Budget  
Employee Relations  
Leadership Development  
Logistic Operations  
One-time Agreements  
Operational Development  
Performance Evaluations  
Departmental Policy & Procedures

### **ADMINISTRATIVE/SECRETARIAL**

Customer Development  
Database Administration  
Front-end Operations  
Multi-line Communication System  
Office Maintenance  
Quality Customer Care & Retention  
Word/Data Processing

### **BUSINESS MANAGER**

10 years of related manufacturing  
experience  
strategic planning product management  
program management

### **GRAPHIC ARTIST**

Illustrator  
Photoshop  
Web  
HTML  
Project Management  
Designer  
File Formats  
Web Palettes  
Illustration Skills  
Multimedia  
Portfolio

### **HOTEL MANAGER**

Hospitality  
B.S.  
Front Desk  
Catering  
Food and Beverage  
Guest Relations  
Spanish  
Occupancy Rate  
Convention Management  
Trade Shows  
Sales

### **HUMAN RESOURCES**

Affirmative Action / EEO Regulations  
Employee Orientation  
Employee Relations & Mediation  
HR Program Development  
Labor Relations  
Performance Development  
Personnel Training  
Pre-employment Screening  
Recruitment Programs  
Staffing/Scheduling Requirements  
State & Federal Rules and Regulations  
Training/Orientation

### **KEY ACCOUNT & SALES PROFESSIONAL**

Aggressive Marketing  
B2B and B2C Clients  
Fortune 1000 Companies  
Marketing Tactics  
Platform Functions  
Revenue Increases

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## **BUSINESS MANAGER (cont'd)**

business plan  
line management  
pricing  
team player  
CAM  
marketing  
product strategy  
vendor  
general management  
OEM  
profit and loss

## **BUSINESS OPERATIONS SPECIALIST**

bachelor's degree  
4 years of related experience  
production schedule  
project planning  
DESIRED  
ability to implement  
CList  
data analysis  
off-shift  
team player  
automation  
ability to plan  
customer interaction  
VM, CMS, JCL  
REXX, UNIX  
MVS  
analytical ability  
customer interface  
network  
skills analysis  
automatic tools

## **CONSTRUCTION MANAGER**

Project management  
Supervisor  
Autocad  
Estimator  
Schedule management  
Records  
Safety  
Inspection, Permits, Specifications  
Subcontractor Management

## **ENGINEERING**

Chemical, Civil, Electrical, Engineering,  
Manufacturing, Mechanical, Computer,  
Biomedical, Human Factors, Materials Science  
Blueprint Reading

## **KEY ACCOUNT & SALES PROFESSIONAL (cont'd)**

Sales Cycle  
Software Presentations  
Strategic Sales  
Top Sales Recognition  
Usability Features

## **LEGAL**

Family Law  
Law Office Management  
Legal Researching & Writing  
Litigation Procedures  
Probate/Probation  
Subrogation Logistics HEALTHCARE  
Assessment  
Assisted Living Housing  
Benefit Eligibility & Determinations  
Coding  
Congregate Housing  
Emergency Response System  
Extended Care  
Holistic Healing  
In-home Services  
Initial Therapies  
Intake Personnel  
Medical Billing & Transcription  
Medical Evaluation  
Medical Terminology  
Patient & Quality Care  
Short- and Long-term Care  
Skilled Level Care

## **ORGANIC CHEMIST**

Amino acid  
Asymmetric  
Bioorganic  
Catalysis  
HPLC  
Kinetics  
Nucleosides  
Photochemistry  
Polymer  
Structure Flucidation  
National Merit Scholar  
Mechanistic Studies  
Process Development

## **PROCUREMENT/PURCHASING/INVENTORY**

Backorders  
BidNet Interface

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CAD Concepts  
Design Realization  
Electronic Communications & Technology  
Electrical Circuits & Instruments  
Equipment Measurement & Control  
Fluid Mechanics  
HVAC Distribution Systems  
ISO Auditor  
Kinematic Analysis  
Linear Integrated Circuits  
Metrology  
Microprocessor/Microcontroller Systems  
Optoelectronics  
Programming  
Programmable Controllers  
Psychrometrics  
Technical Mathematics & Physics Skills

## **FINANCIAL ANALYST**

BS in finance or accounting with 4 years of experience or MBA in related field with 2 years of relevant experience  
financial reporting  
financial statement  
Excel  
financial  
trend analysis  
financial statement  
results analysis  
strategic planning  
develop trends  
financial modeling  
microcomputers  
DCF  
presentation skills  
team player  
financial analysis  
forecasting  
process improvement  
policy development  
business policies  
PowerPoint

## **PROCUREMENT/PURCHASING/INVENTORY(cont'd)**

Business-to-business  
Buyers, emphasis upon transportation  
Cash Control  
Containerization  
Equipment Assets  
Import/Export  
Inventory Control  
Just-in-time (JIT)  
Loss & Damage Claims  
Production Control  
Purchasing Procedures & Techniques  
Repairable Assets  
Supply Chain Operations & Management  
Tariffs, Claims, and Rates  
Transportation Negotiations & Logistics IT/IS  
Technicians, Programmers, Engineers, Specialists, Analysts, Administrators, Consultants, Architects, Development Managers, System Operators, Editors, Designers, Writers, Advisors, Project Managers, Estimators, Planners, Developers, Integrators

## **SALES**

Client Base  
Client Relationship Building  
Event Marketing  
Lead Groups  
Marketing Strategies  
Material Forecasting  
Networking  
One-call Sale  
Outside/Inside Sales  
Promotional Tactics  
Selling Strategies

## **TECHNICAL/COMPUTER-RELATED**

Client/Server Environment  
Programming  
Database Management Systems  
End-user Software Applications  
Hardware & Software Troubleshooting  
Help Desk Assistance  
Internet/Intranet  
Software & Network Operations  
System Maintenance & Upgrades  
Technical Support  
Technician/Analyst/Specialist  
User Support  
Web Applications  
Web Server Administration

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**Be Repetitive.** Reuse important keywords related to your skills at least two or three times (or more depending on the length) throughout your resume. *Be careful not stuff keywords* in your resume. Scanners are savvy to this tactic and it's a real turn-off to the people who actually read resumes if your resume does get past the scanner process. It is ok to say that you provided SEO support, or provided administrative support in five different places on your resume. You can even use the exact phrase. The goal is to show the vast amount of relative experience you have for the current job you are trying to attain.

**Use Action Words** – Make sure to create a resume that is alive. Saying you “accelerated the departments profitability”, is a lot better than saying you “helped reach goals”. There are great verbs out there to showcase your skills. Unlike key words, I try to NEVER use the same action word more than once. Use a thesaurus or dictionary to increase your word choices. Here is a list of [great action words](#). Be creative in using these strong verbs. Show that you have done great work and will be an asset to your potential employer. Use words that show power!

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**Honesty is the Best Policy** – One of the worst thing that can happen in a job search, is that you are caught lying on your resume. It can be tempting to overstate your role at the Fundraiser from door greeter, to VP of Customer Engagement, but don't do it. This is not only wrong, it can cause you to lose your job and in some cases be grounds for legal action.

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**Use a Pro** – It may seem like an unnecessary expense, but having a resume that is able to stand out and represent you well is one of the most important investments in a job search. Scannable key words, font styles and placement can put you ahead of the crowd, or leave your resume at the bottom of the stack. My favorite paid resume writing service is [LOFT](#). For \$99 you can have a professional resume that should help you net those callbacks. They have partnered with me but I only partner with companies that I trust. I have used them for my own resume/CV.

**Stay in revision mode** – Even if you are not on the job hunt, you should continually revise your resume. I keep a folder on my laptop of all the things that I have done and the outcomes. This serves as a reminder of my work, and a way to track success. Having this already done makes pulling together a resume a lot simpler. Also, there are [free resume services](#) that will review your resume and let you know what it looks like to potential employers.

Remember, your resume/CV may be the only chance you have to let people know why you are perfect for the job. Make sure that you are presented like a CHAMP!

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**Name Your Resume File Effectively** - Hundreds of people are sending resumes for the same job. Make sure employers are able to find your resume quickly

Include your name plus the word “resume” and important keywords in the file name. For example, the file name for Mary Jane Smith’s resume for a position could be:

*Smith-MJ-Accountant-resume.doc* or *Smith-MJ-administrator-resume.doc*

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At a glance your name, the job you are applying for and the fact that the document is a resume are all clearly noted. The dashes are important. This lets the computer read each word individually.

Looking for a job is a job unto itself. Make sure that your resume is helping you and speaking of you in the best possible way. All of these things work in your favor. Success to you! - MJ

If you liked these tips, make sure to visit [leadingatlife.com](http://leadingatlife.com). I post new leadership tips on career, home, community and other relevant topics to help you strengthen your leadership skills. You can do it! I am here to help. –MJ

## Resource links

My amazing blog! [Leadingatlife.com](http://Leadingatlife.com)

My FAVORITE Resources - <http://astore.amazon.com/leadingatlife-20>

Free Resume Services - <https://www.resumebot.io/>

Loft Resume <http://share.loftresumes.com/l/1/79743>

Great action words - [http://www.resume-help.org/resume\\_action\\_words.htm](http://www.resume-help.org/resume_action_words.htm)

Increase your faith on the hunt – [10 Scriptures on Joblessness that Can Change Your Life](#)