

THE KEY TO RÉSUMÉ SUCCESS IS TO MAKE SURE THAT:

- The résumé has the right keywords to achieve a high score in the scanning process.
- HR finds what it is looking for in the 8-15 seconds typically spent reading a single résumé.

If your résumé scores well and quickly meets expectations, the chance that you will receive an invitation to interview increases dramatically. Sounds great, you say, but how can this be accomplished?

STEP 1: LET'S BEGIN BY DOING SOME MARKET RESEARCH.

- First, figure out what the reader of your résumé is looking for and write your résumé to fit that as closely as possible.
- Go to a job board/search engine and find at least 6 "good" job postings (across the nation) for the target position.
- Recognize a "good" job posting as one with a lot of detailed and specific information about what HR is looking for: specific skills, areas of knowledge, experience, etc. This information is usually found under "Requirements" or "Qualifications" on a job posting. The more bullet points, the better.

STEP 2: ANALYZE THE "GOOD" JOB POSTINGS TO IDENTIFY THE COMMON ELEMENTS (KEYWORDS).

- Open an Excel spreadsheet. At the top of the first column, type in the name of the employer for one of the "good" job postings you found. In the second column, type in the name of the second employer. Repeat this until each employer's name is listed at the top of a column.
- Below the employer's name in column 1, type in the keywords you found in the job posting, making sure to use the exact wording the employer uses. Repeat for each job posting.
- Do a simple visual analysis to identify those elements (keywords) that show up in all of the job postings.

STEP 3: WRITE THE RÉSUMÉ WITH THE COMMON KEYWORDS IN MIND.

- Weave the common keywords into the Summary or Profile section of the résumé. Incorporate the common keywords into the rest of the résumé by describing accomplishments and experiences that directly relate.

Use this research as a tool for evaluating an existing résumé. You can evaluate each bullet point or statement on an existing résumé and ask how that statement supports or addresses at least one of the common keywords/skill sets from all/most job postings. If it doesn't, perhaps that bullet can be tweaked so it does address one of those keywords. If not, then eliminate that bullet and write another that will be more relevant to what HR is looking for.

STEP 4: QUICKLY CREATE A HIGHLY TARGETED RÉSUMÉ WHEN APPLYING FOR JOBS.

It's a good idea to add in other keywords that didn't make it on the list of common keywords to push your résumé to score as close to 100% as possible. To do so:

- Make the job title—the goal of attaining that job—your Objective statement.
- Plug in all the other keywords from job postings that haven't already been incorporated into the résumé. Only include those keywords that make sense for the job you are applying for. Include these in the Summary/Profile.

KEY REALITIES THAT INFLUENCE THE DEVELOPMENT OF THE RÉSUMÉ WRITING PROCESSES

- Résumés submitted online are often scanned electronically in search of certain keywords and terms. Each résumé is rated/scored based on the prevalence of keywords.
- HR's task when reviewing résumés is to identify a certain number of "qualified" candidates. Once that number is reached, HR is finished reviewing résumés for that position.

HOW DO YOU KNOW IF YOU HAVE WRITTEN A GOOD RÉSUMÉ?

Easy. Is your résumé generating interview opportunities for positions that you are interested in and truly qualified for? If so, it is working. If not, you are either missing some important keywords or have information in your résumé that isn't relevant to the position. If this is happening, bring your résumé and some job postings to the Career Center during Quick Tip review hours or make an appointment to work with a Consultant at the Writing Center.

ADDITIONAL RESOURCES ON THE 24/7 CAREER CENTER LOCATED AT UC DENVER.EDU/CAREERCENTER

CareerBeam CareerBeam is a comprehensive, 24/7, user-friendly program that helps you determine what you want in your career and offers the steps to achieve it. It is a self-paced process to help you develop a professional résumé and cover letter. Register with your school email for access.

Certificate of Employability Check out Résumé Building, the fourth module of the Certificate of Employability, for more information on who reads your résumé and how to write a successful one. Contact the Career Center to sign up for this free online course.

CareerSpots Videos CareerSpots has videos for every stage of the job search, including three short, informative videos on writing a résumé that will capture an employer's attention.



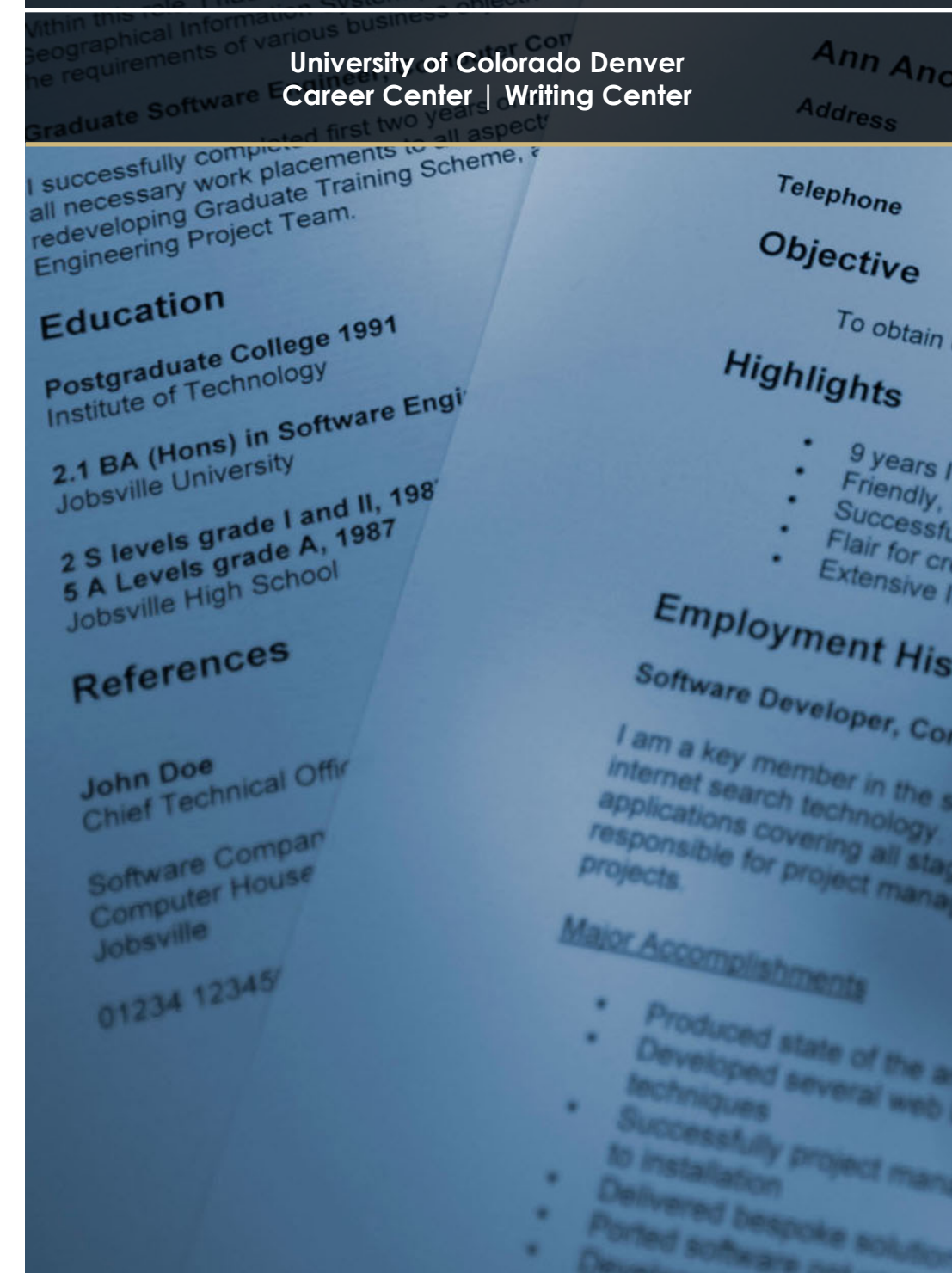
Tivoli Student Union, Suite 267
Phone: 303.556.2250
Web: ucdenver.edu/careercenter



North Classroom, Room 4014
Phone: 303.556.4845
Web: writingcenter.ucdenver.edu

Guide To WRITING EXCEPTIONAL RÉSUMÉS

University of Colorado Denver
Career Center | Writing Center



CASE STUDY: First-Year

CLIENT:

University of Colorado Denver Student.

CLASS STANDING:

First-year student; undeclared or undecided in choice of major.

REASON FOR RÉSUMÉ:

Seeking a volunteer opportunity to gain experience.

SUBMISSION REQUIREMENTS:

Hand deliver a hardcopy; student chose Times New Roman.

RÉSUMÉ CONCERN:

Student is 18-19 years old and graduated from high school less than 12 months ago.

Student is worried about developing a résumé because of very limited work experience, all of which is unrelated to what the student might want to do in the future. The student excelled in many areas of high school and believes that some accomplishments are worthy of putting on the résumé.

CAREER ADVICE:

Develop a résumé that includes limited high school achievements and work or volunteer experience, if any, to show work ethic. Twelve months after graduating from high school, remove all high school experience. Nontraditional first-year students should not include high school on their résumés.

FRANCIS FIRST-YEAR

franfirstyear@hotmail.com 1256 N. 5th Ave.
720-356-6542 Denver, CO 80223

OBJECTIVE Seeking a hospital related volunteer position for the Fall 2014 semester.

SKILLS Exceptional ability to organize, multitask, and prioritize. Able to work independently and as a cooperative team member. Deeply committed to professional and academic excellence.

EDUCATION **Major: Undeclared**
GPA: 3.8
University of Colorado Denver, Denver, CO Fall 2014-Present

High School Diploma
GPA: 3.9
Chatfield High School, Littleton, CO Spring 2013

LEADERSHIP EXPERIENCE DECA, President 2013
• 1st Place in Regional Marketing Competition

Student Council, Vice President 2012
• Re-drafted Student Handbook

HONORS & AWARDS Boettcher Scholarship Fall 2014
National Forensic Competition
• 1st Place Award for Extemporaneous Speaking 2013
National Dean's List, Chatfield High School 2012

VOLUNTEER EXPERIENCE **Denver Hospital**, Denver, CO 09/2013-Present
Stress Disorder Volunteer
• Aid 14 nurses in creating comfortable environment for patients and loved ones.
• Apply motivational therapy techniques successfully with the help of 4 to 8 hospital staff to instill individuals' hope and positive self-imagining in a weekly Stress Reduction Program.

WORK EXPERIENCE **Macaroni Grill**, Denver, CO 09/2012-Present
Server/Trainer
• Deliver exceptional customer service in a fast-paced dining establishment, serving approximately 150 customers per 8 hours.
Jay's Diner, Littleton, CO 08/2010-09/2011
Server
• Fostered approximately 16 repeat customers by consistently providing quick, well-timed, and professional service.

CASE STUDY: Sophomore/Junior

CLIENT:

University of Colorado Denver Student.

CLASS STANDING:

Sophomore/Junior; has chosen a major.

REASON FOR RÉSUMÉ:

Seeking a volunteer opportunity, internship and/or a related job position.

SUBMISSION REQUIREMENTS:

Submit electronically; student chose Calibri.

RÉSUMÉ CONCERN:

Student has limited relevant work/volunteer experience, has begun taking classes in his or her major, and has completed relevant academic assignments. Student wants to demonstrate to an employer that he or she is ready for the next professional step.

CAREER ADVICE:

Develop a résumé emphasizing relevant academic coursework and academic projects, including a focus on group projects, presentations, research papers, and/or assignments related to areas of interest. Also emphasize both volunteer and professional related experience. Remove any mention of high school experience.

Imma Intern
Denver, CO
970-555-3000, imma_intern@yahoo.com

Profile

- Created five 20-minute documentary films, including script, shooting, and editing.
- Promoted and marketed clubs and events; 5 years of customer service experience.

Technical Skills: Adobe Photoshop, Illustrator, Final Cut, ProTools, and Avid.

Education

University of Colorado Denver 05/2016 Anticipated
Major: Bachelor of Fine Arts, Music GPA 3.75
Emphasis: Music Industry Studies

Related Courses

- Audio Production I & II
- Music Law
- Film Post Production 3 & 4
- Graphics I & II
- Video Production
- The Film/Video Business

Relevant Academic Projects

Sony Research Fall 2014

- Researched Song Music Studios' environments conducive to artist and client creativity.
- Composed report on utilization of professional outboard gear and large format consoles.

Audio Production Project

- Completed a team project with 4 other students on recording soundboards, basic maintenance of recording equipment, and other electronic music equipment. Summer 2014

Film and Editing Project

- Filmed and edited a 6-part series of 10-minute comedies enhancing knowledge of production process, including scouting locations, casting, script writing, directing, and post-production via Final Cut Pro. Spring 2014

Relevant Experience

Nitro Records 01/13-Present
Street Team Representative
• Proposed upcoming concerts/events and new releases for Denver Metro area.
• Compile spreadsheets and inventory logs of weekly concert revenue to report data to Nitro's offices. Denver, CO

CU Denver College of Arts & Media

Student Office Staff 08/12-12/12
Denver, CO
• Supported and assisted with general office duties in a fast-paced environment, including customer service in person and on the phone, photocopying, filing and project management with Microsoft Word, Excel, and Publisher.
• Maintained and managed arts & media equipment, including cameras, camcorders, and recording devices.

Volunteer Experience

Museum of Contemporary Art, Denver, CO Volunteer Spring 2013
Habitat for Humanity, Denver, CO Volunteer Spring 2012
Columbine High School, Littleton, CO Teacher's Assistant Fall 2009-Spring 2011

Additional Experience

P.F. Chang's, Denver, CO Wait Staff 05/12-Present
Macy's, Broomfield, CO Sales Associate 03/11-04/12

Professional Organizations and Other Honors

American Society of Audio Engineers Member Fall 2013-Present

CASE STUDY: Senior

CLIENT:

University of Colorado Denver Student.

CLASS STANDING:

Graduating Senior

REASON FOR RÉSUMÉ:

Seeking professional full-time employment upon graduation.

SUBMISSION REQUIREMENTS:

Can be either hardcopy or electronic; student chose Arial for electronic & Cambria for hardcopy.

RÉSUMÉ CONCERN:

Student does not believe that he or she has enough related experience to compete for and obtain a full-time position.

CAREER ADVICE:

Focus on academics and projects that showcase knowledge base and academic experience in field of interest (e.g., advanced financial modeling developed through academic projects). Be sure to include related internships and work experience. Also include a section that is just work experience to highlight transferrable skills. Research job announcements to ensure that the same keywords describing ideal candidates are used in the résumé.

ANDREA ANALYST

435 S. Numbers Ct. Denver, CO 80223 303.344.0713 analyst5@yahoo.com

OBJECTIVE: Entry Level Financial Analyst

SUMMARY OF QUALIFICATIONS

- Knowledgeable business professional with over 2 years experience in business software, security, and retail industries.
- Skilled in the use of both reporting and analytical tools to illustrate risks, revenue recognition areas and profitability.
- Assisted in the creation of over 100 reports and presentations to management.
- Detail-oriented with excellent analytical, communication, and organizational skills.
- Technical skills include Microsoft Excel with statistical analysis extensions, Word, Powerpoint, Access, and basic knowledge of Dreamweaver, Contribute, Flash, and HTML.

EDUCATION

UNIVERSITY OF COLORADO DENVER, Denver, CO Expected 05/2015

Bachelor of Science, Business Administration, Finance emphasis
GPA: 3.76

Relevant Projects

Financial Management - Applied concepts of financial management to ABC Company, including time value of money, risk analysis, the theory of valuation, capital budgeting, cost of capital, and working capital management. Presented report to 6 members of the management team.

Financial Modeling - Developed and implemented financial models using Excel and @Risk software for 3 local public companies.

Investment Management - Created virtual portfolio of investments. Conducted analysis of investment management, security valuation, and portfolio management, including hedging strategies involving option and future contracts. Increased portfolio value 20% in 4 months.

EXPERIENCE

PROGRAMMING SIMPLICITY, LLC, Denver, CO 09/2013-12/2014

Finance / Analyst Intern

- Analyzed financial information from 6 departments, interpreted results, and generated reports using Microsoft Excel and Access.
- Created up to 10 reports weekly, including profitability analysis, variance analysis, and financial forecasts.
- Developed more than 20 financial models and analyzed company's finances.
- Tested company's website and underlying software for usability on a monthly basis.
- Assisted in monthly accounting close. Verified accuracy of all financial data.

AMERICAN ALARMS, INC, Denver, CO 01/2012-08/2012

Office Assistant

- Assisted manager in daily operation of 12-person customer service department.
- Responded to 30-50 customer requests daily.
- Performed in-depth investigative research for up to 100 cases per month.
- Compiled 5 different statistical reports in Excel on a monthly basis.

STARBUCKS, INC, Denver, CO 06/2011-12/2011

Barista

- Served up to 150 customer orders per shift.
- Awarded employee of the Month 4 times.