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WE ARE CAREER SERVICES

STAND OUT WITH KEYWORDS!

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How do you make your resume stand out? Keywords!
Without industry/job related keywords, your resume is invisible to recruiters.

Keywords can be included in your skills, education, and experience sections. Your resume should use these keywords to reflect the skills and experiences you have. This also applies for your LinkedIn profile and e-portfolio.

How to find keywords? Do your research!

Online Research

Google is your friend. Use the search engine to look for keywords related to your industry

Example:

Example: Search for "Accounting Keywords" or "Marketing Keywords for Resume"

Job Postings

If you are applying for a particular position, use keywords from that posting. Otherwise, you can search for job postings related to your career area and highlight reoccurring skills and qualifications the position requires. Pay attention to mandatory and secondary skills.

Example:

Job description for Marketing Assistant

"The successful applicant for this opportunity is excited to develop their skills as a consumer-focused marketer who can initiate, analyze and action consumer insights and market facts to drive business growth and profitability. Your passion for marketing will be coupled with excellent project-management skills and the proven ability to execute projects on time and on budget."

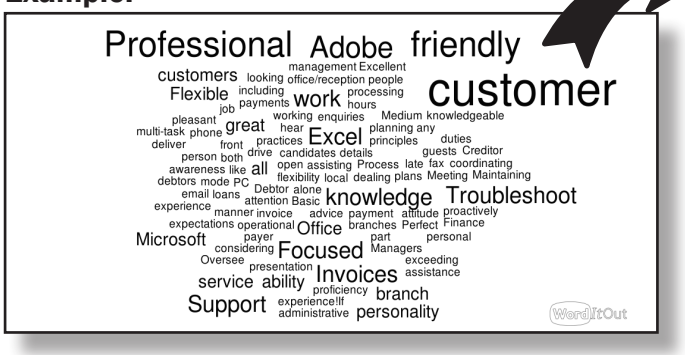
Example: Consumer focused marketer with over five years of market research, consumer insight, and project management experience

NEW

Word Clouds

Trying to figure out which keywords are the most important? Copy a job posting into a word cloud generator. The bigger the word, the more times it showed up in the job posting, and thus the more important it is to the hiring manager. Try worditout.com

Example:



Example: Be sure to use the keywords "friendly", "customer", "Adobe" & "professional" in your resume if they are true for the skill set and experience you would bring to the job.

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