



Writing a Basic ATS Friendly Resume

In this workshop you will learn how to:

- Write a basic resume that is readable by ATS (Applicant Tracking System)
- Customize so that it is appealing to the reader
- Reach an 80% or better match
- Use ATS simulators to improve your resume

Writing a Basic ATS Friendly Resume

Basic Resume: Chronological standard resume that lists work history with most recent job first.

- Combo / Functional can be basic but may not be ideal for ATS submission.

ATS (Applicant Tracking System): A data base that Recruiters and HR use to source candidates by searching for keywords that match the job posting.

Simple Steps to Drafting your ATS Friendly Resume

1. Identify job you are interested in
2. Find job posting
3. Highlight top 5-7 qualifications you match
4. Address these with accomplishments in your top half of your resume (Summary)
5. Support highlights within your resume
6. Match keywords within all areas of your resume
7. Use ATS simulators to reach an 80% match (cvscan.uk or jobscan.co are examples)

GUIDELINES

Eliminate the heading "Objective" and "References available upon request" on resume

Speak in first person without using "I", "me" or "my" - Start sentences with action words instead of "I"

Follow a simple, consistent format - ATS prefers basic formats like the chronological style resume

Have someone proofread resume – don't trust spell check to do it

Strive for 1,000 words and at least 5 accomplishments

CUSTOMIZE IN CHRONOLOGICAL FORMAT

SUMMARY matches the job posting

- Use job description to guide you
- Select 5 areas of strength
- Show highlights to demonstrate
- Big picture overview in Summary
- Show accomplishments and results
- Most read part of resume

WORK HISTORY supports the SUMMARY

- Shows where you did what is highlighted in Summary
- Gives detail of your areas of strength
- Start with tasks you have performed
- Show benefits to company
- Action result statement
- One bullet should be 1-2 sentences

EDUCATION relevant to position

- Highest level of education first
- Licenses, Certifications, etc.
- Keep what supports resume
- Can add Professional Development to this area
- Often has Military
- No dates prior to 5 years ago

Writing a Basic ATS Friendly Resume

Activity: Find Job Posting

Title of Job _____

Requirement

•How you match it:

Requirement

•How you match

Requirement

•How you match

Requirement

•How you match it:

Requirement

•How you match

Requirement

•How you match

SUMMARY OF QUALIFICATIONS

_____ with _____ years' experience in _____. Recognized for _____
Descriptive Trait Job Title time field / industry character trait

_____ within the _____ industry. Qualified to _____. Strengths include:
competency field jobs of interest

- Add bullets here from the above exercise

WORK HISTORY *(only go back 10-15 years)*

Company Name City State Month / Year - Month / Year

Job Title

Responsibilities include: _____

What where you hired to do?

- Add 3-5 accomplishments statements using ART activity

Writing a Basic ATS Friendly Resume

The ART of writing accomplishment statements

Crafting accomplishments statements have a simple formula:

Action – What activity did you perform

Result – What was the result of your effort? Show numbers when you can

The purpose – What problem was solved – how did you help the company

Examples of how to do this:

Exceeded sales goals by 20% for six consecutive months with returning customers

Action

Result

The purpose

Developed excel database, automating reports for over 30 staff while reducing common errors

Action

Result

The purpose

Multi-tasking ability having trained over 20 new hires on best practices while performing daily work

Action

Result

The purpose

Excellent communicator with an 80% success rate of resolving customer complaints on phone and in person

Action

Result

The purpose

Activity:

Review what qualifications you listed in the Summary and select 3-5 bullets per job to support this section Use onetonline.org to help you identify tasks you have done on the job to convert into accomplishments.

Action	Result	The purpose
Action	Result	The purpose
Action	Result	The purpose
Action	Result	The purpose
Action	Result	The purpose

EDUCATION | LICENSES | CERTIFICATIONS

Highest level of education / Licenses / Certifications

School

City

State

Leading the Project:

Chaired
Controlled
Coordinated
Executed
Headed
Operated
Orchestrated
Organized
Oversaw
Planned
Produced
Programmed

Made it Happen:

Administered
Built
Charted
Created
Designed
Developed
Devised
Founded
Engineered
Established
Formalized
Formed
Formulated
Implemented
Incorporated
Initiated
Instituted
Introduced
Launched
Pioneered
Spearheaded

Saved Money:

Conserved
Consolidated
Decreased
Deducted
Diagnosed
Lessened
Reconciled
Reduced
Yielded

Increase Efficiency:

Accelerated
Achieved
Advanced
Amplified
Boosted
Capitalized
Delivered
Enhanced
Expanded
Expedited
Furthered
Gained
Generated
Improved
Lifted
Maximized
Outpaced
Stimulated
Sustained

Changed / Improved:

Centralized
Clarified
Converted
Customized
Influenced
Integrated
Merged
Modified
Overhauled
Redesigned
Refined
Refocused
Rehabilitated
Remodeled
Reorganized
Replaced
Restructured
Revamped
Revitalized
Simplified
Standardized
Streamlined
Strengthened
Updated
Upgraded
Transformed

Managed Team:

Aligned
Cultivated
Directed
Enabled
Facilitated
Fostered
Guided
Hired
Inspired
Mentored
Mobilized
Motivated
Recruited
Regulated
Shaped
Supervised
Taught
Trained
Unified
United

Brought Resources:

Acquired
Forged
Navigated
Negotiated
Partnered
Secured

Support Customers:

Advised
Advocated
Arbitrated
Coached
Consulted
Educated
Fielded
Informed
Resolved

Research:

Analyzed
Assembled
Assessed
Audited
Calculated
Discovered
Evaluated
Examined
Explored
Forecasted
Identified
Interpreted
Investigated
Mapped
Measured
Qualified
Quantified
Surveyed
Tested
Tracked

Communication:

Authored
Briefed
Campaigned
Co-authored
Composed
Conveyed
Convinced
Corresponded
Counseled
Critiqued
Defined
Documented
Edited
Illustrated
Lobbied
Persuaded
Promoted
Publicized
Reviewed

Writing a Basic ATS Friendly Resume

Oversaw Regulated:

Authorized
Blocked
Delegated
Dispatched
Enforced
Ensured
Inspected
Itemized
Monitored
Screened
Scrutinized
Verified

Achieve Something:

Attained
Awarded
Completed
Demonstrated
Earned
Exceeded
Outperformed
Reached
Showcased
Succeeded
Surpassed
Targeted

BONUS Technical Skills from ResumeGenius.com by Industry

Managers

Technical writing
Specific programs and apps
Data management
Project management

Business Analysis

Programming languages
Information technology
Data analytics
Data modeling
BI tools and applications

Accounting

Accounting tools
ERP systems
Cost and trend analysis
Auditing
Bookkeeping
Accounts receivable / payable

Project

Management:

Scrum and Agile
Technical reporting
Work scheduling software
Information technology
Data analytics

Engineering:

Computer science
Data modeling
System design
Statistics and probability
Technical reporting

Marketing:

Website design
Content development
Digital advertising
Mobile marketing
Social marketing
Event planning

Nursing:

Diabetes
Wound care
Phlebotomy
Dialysis

Information Technology

Front-end development
Backend development
Mobile development
Cloud computing
Network structure
Network or Cyber security
SEO / Marketing

Graphic Design:

Photoshop, Illustrator, Adobe CS, and InDesign
Print design / typography
Branding
HTML

Writing / Teaching

Blogging and Wiki creation
Copywriting
Blackboard
Digital portfolio creation
Video content / development

RESOURCES:

185 Powerful Action Verbs That Will Make Your Resume Awesome

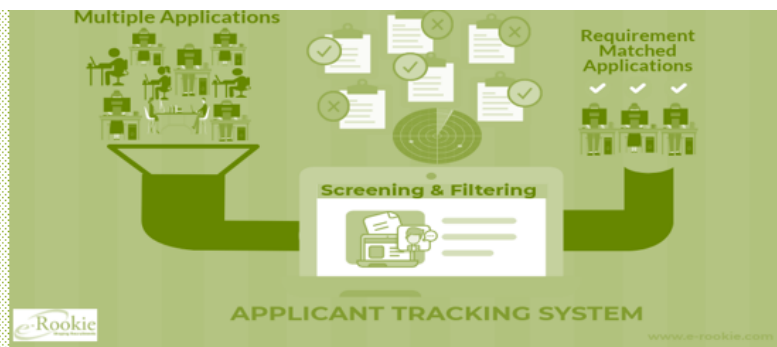
<https://www.themuse.com/advice/185-powerful-verbs-that-will-make-your-resume-awesome>

How to List Technical Skills in Resumes: 10 Real World Examples

<https://resumegenius.com/blog/resume-help/technical-skills>

- **Onetonline.org** for job tasks and occupational information
- **Jobscan.co** for 5 free scans per month on ATS matching
- **Cvscan.uk** for unlimited scans for ATS matching
- <https://www.jobscan.co/premium-resume-templates> – for various resume templates

Do's and Don'ts



DO:

- Complete online application 100%
- Save as a .doc, .docx or .txt
- Customize keywords and job titles for a match
- Only use standard fonts Arial, Georgia, Verdana 10-12 point
- Always upload vs cut and paste
- Use proper headings
- Address key matches within top 1/3 of resume (Summary)
- Replace a slash “/” with a pipe “|” symbol

DON'T:

- Use tables or boxes
- Exceed 12 pt font or any color other than black font
- Save in .pdf
- Use serif fonts (like: Times New Roman) reads “r” differently
- Never put content in the header or footer
- Try creative bullets only standard one (as shown here)
- Create from a template (ATS will not read the tables)

Writing a Basic ATS Friendly Resume

CHRONOLOGICAL

NAME

City, NY Phone and email

SUMMARY OF QUALIFICATIONS

_____ with _____ years' experience in _____. Recognized for _____
Descriptive Trait Job Title time field / industry character trait

_____ within the _____ industry. Qualified to _____. Strengths include:
competency field jobs of interest

Highlight 5 overview Core Competencies that match qualifications required for the job:

-
-
-
-

Technical Skills

-
-

WORK HISTORY *(only go back 10-15 years)*

Company Name City State Month / Year - Month / Year

Job Title
Responsibilities include: _____
What where you hired to do?

3-5 examples of Accomplishment Statements: Action performed, Result and The purpose / benefit

- _____
- _____
- _____

Company Name City State Month / Year - Month / Year

Job Title
Responsibilities include: _____
What where you hired to do?

3-5 examples of Accomplishment Statements: Action performed, Result and The purpose / benefit

- _____
- _____
- _____

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CHRONOLOGICAL

Company Name City State _____ - _____
Month / Year - Month / Year

Job Title
Responsibilities include: _____
What where you hired to do?

3-5 examples of Accomplishment Statements: Action performed, Result and The purpose / benefit

- _____
- _____
- _____

RELATED EXPEREINCE (no dates in this section – if prior to 15 years)

Company Name City State

Job Title
Responsibilities include: _____
What where you hired to do?

3-5 examples of Accomplishment Statements: Action performed, Result and The purpose / benefit

- _____
- _____
- _____

EDUCATION | LICENSES | CERTIFICATIONS

Highest level of education / Licenses / Certifications

School City State

Education / Licenses / Certifications

School City State

ADDITIONAL HEADINGS

Organization City State

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COMBO/FUNCTIONAL

NAME

City, NY Phone and email

_____ with _____ years' experience in _____. Recognized for _____
Descriptive Trait Job Title time field / industry character trait

_____ within the _____ industry. Qualified to _____. Strengths include:
competency field jobs of interest

Highlight 5 overview Core Competencies that match qualifications required for the job:

- •
•
•

Technical Skills

-

PROFESSIONAL HIGHLIGHTS

Competency (tasks performed in jobs grouped together)

- •
•

Competency

- •
•

Competency

- •
•

WORK HISTORY (only go back 10-15 years)

Job Title

_____ - _____
Company Name City State Month / Year - Month / Year

Responsibilities include: _____

Job Title

_____ - _____
Company Name City State Month / Year - Month / Year

Responsibilities include: _____

Writing a Basic ATS Friendly Resume

COMBO/FUNCTIONAL

Job Title

Company Name *City* *State* *Month / Year - Month / Year*

Responsibilities include: _____

RELATED EXPERIENCE (no dates in this section – if prior to 15 years)

Company Name *City* *State*

Job Title
Responsibilities include: _____

What where you hired to do?

Company Name *City* *State*

Job Title
Responsibilities include: _____

What where you hired to do?

EDUCATION | LICENSES | CERTIFICATIONS

Highest level of education / Licenses / Certifications

School *City* *State*

Education / Licenses / Certifications

School *City* *State*

ADDITIONAL HEADINGS

Organization *City* *State*

How you served them

Sample of Chronological Resume: Customer Service Representative

SUMMARY OF QUALIFICATIONS

Professional Customer Service Representative with over 2 years experience for inbound calls within a busy call center. Providing support to healthcare professionals, patients and vendors answering questions, troubleshooting problems, locating merchandise and suggesting complementary services / products based on their needs. Strengths include:

- Multi-tasking: Trained over 20 new hires on best practices while performing daily work requirements.
- Proficient in company specific Customer Service Tracking software with a database of over 1,000 customers.
- Excellent communication skills with an 80% success rate of resolving customer complaints on phone and in person.
- Exceeded sales goals by 20% for six consecutive months
- Proficient in Microsoft Office: Word, Outlook and
- Developed a database in Microsoft Office Excel to track inbound calls

EMPLOYMENT HISTORY

Retail Store, Rochester, NY

2014-Present

Cosmetic Counter

Assigned to specific product line providing customer service, advice and sales for retail customers.

- Awarded Employee of the month for outstanding service and exceeding sales quotas.
- Met with over 40 customers daily assisted with purchases, and suggested appropriate items.
- Consistently met and exceeded sales goals by 20% by providing preferred customers with personalized service.

Patty's Nursing Service, Rochester, NY

2010-2014

Home Health Aide

Cared for patients in their home, providing basic healthcare supportive services while recovering from surgery.

- Communicated daily with family members to update on patients progress and well-being.
- Trained volunteers in operation of feeding tube, changing dressings, and physical therapy.
- Tracked all patient transactions using customized customer service tracking software system.

Medical Services Call Center

2005-2010

Customer Service / Sales Associate

Inbound Customer Service Support, responded to customer inquiries, answered question and assisted with locating merchandise.

- Successfully resolved customer complaints resulting in satisfaction rate of over 85%
- Efficiently and accurately tracked all transactions within company specific management software system.
- Trained new hires for busy retail environment on best practices and upselling based on customer needs.

EDUCATION | CERTIFICATION

Associates Degree, Liberal Arts, Monroe Community College, Rochester, NY

Sales Training, Dale Carnegie Seminars

HCR, Home Health Aide Certificate, Rochester, NY