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## From the Desk of Brandon Foster



## Using Resume Keywords

*If you're not using keywords, it's likely your resume will never be opened by a hiring manager.*

Most of the resumes that employers receive are uploaded electronically and reside in databases. If those databases were in graphic form, each resume would resemble a lonely tombstone in a cemetery. In the majority of cases, submitting resumes is futile because they get resurrected only if they include keywords --specifically, those keywords used via computer queries made by employers or recruiters. And this advice is helpful even for employers who don't rely on a database.

As a result, you need to see your resume as a flexible marketing tool to brand yourself and to target your desired role.

Typically, keywords are phrases and nouns that have to do with technical and professional areas of expertise; projects; industry-related jargons; tasks; achievements; job titles and so on. That contradicts what we suggested years ago by saying that it's verbs that make a resume desirable. In our experience at Reitman and industry leaders now advise that an effective *combination* of nouns, phrases and verbs is necessary. Whereas applicant tracking systems -- the software used by employers and recruiters --are searching for keywords, the human eye is attracted to verbs.

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### Open Jobs and Recent Placements

Inside Sales, Luxury Showroom Industrial Distribution - New Haven

Mechanical Assembler, Warehouse – Branford/New Haven

Payroll/Finance Clerk, Shoreline, Port Authority

Maintenance Mechanic Electrical Component MFG Guilford – **Filled**

Sr. Buyer Manufacturing, Shoreline – Direct Hire

Production Tech - Chemical Reference Co, - New Haven

Administrative Assistant, Multiple Locations

Scale House Operator Port Authority – New Haven – **Filled**

Medical Device Assembler -Guilford **Filled**

Applicant tracking systems are searching for keywords that appear primarily near the top of the résumé. Therefore, it is advisable to include the keywords that match the position, in the resume's first paragraph -- immediately after the contact information. Additional keywords should appear in lists as bulleted items in the section that follows and that could be titled *Skills*.

The appropriate keywords should be harvested from the job descriptions or ads for job openings. Commonly, a job description is rich in listing a job's requirements in terms of skills and accomplishments. For instance, if the position is technical, the ad often lists computer languages, proprietary software and the like.



If possible a discussion with someone at the company about the position, its requirements and goals, will produce additional information, including the goals for the hire.

Check out [Reitmancareer.com](http://Reitmancareer.com), our free career portal, for more information about effective resumes, including free webinars.

This article originally appeared on [Personal Branding Blog, Alex Freund](#).

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