

BEAT THE BOTS

Your resume and LinkedIn profile are the most important tools you have to make a first impression. Create a resume that gives the ATS algorithms exactly what they're screening for and optimize your LinkedIn profile to get recruiters lining up to talk to you!

KEYWORDS

1. Find 5 - 10 ideal job postings and upload them into a keyword tool like [Word Clouds](#) or [Word it out](#)
2. Select the most frequently used (biggest) key words
3. Map each key word to as many of your previous jobs as possible

LINKEDIN PROFILE

RESUME

Your Professional Brand

Your Professional Brand

- Profile photo
- Eye-catching headline
- Powerful transformation statement
- Quantifiable achievements
- Endorsements
- Recommendations

- Eye-catching headline
- Quantifiable achievements for every role
- Highlight skills that are in high-demand and short supply
- Powerful transformation statement in first paragraph

Formatting

Formatting

- Customized cover photo
- Customized URL
- Key words in the "About" section
- Quantifiable achievements in the "About" section
- 3 Skills or transformation statement in your headline
- Updated skills
- Use first person
- Set status as open to work

- Keep fonts simple
- Use hybrid resume format
- Spell out your words and then use acronym in parentheses
- Use common names for section headers
- Remove headers and footers
- Write out months and years
- Add link to LinkedIn profile
- No graphics or tables
- Remove distinctions from your header (PhD, CPA)

Activity

Verify

- Status updates at least once a week
- Comment, like and share other people's posts
- Join the conversation with groups you follow
- Post original content (video, articles etc.)

- Google yourself
- Export into text file to see how it will look in an ATS
- Submit in MS Word format

