

## **Keyword search**

Many recruitment agencies automatically save résumés to their database straight from your soft copy and use keyword search as a form of identifying potential candidates. You now need to think like a computer.

If your résumé got lost in the system, consider the key words that would help the recruiter to retrieve it and incorporate them in your copy. Recruiters search for words such as graduate, qualifications, graphics, advertising, engineering, structural, bridges, railway, accounting, architect, etc.

Do not make your covering letter part of your résumé, a separate word document, please.

### **When writing your résumé:**

- Always use a common standard font. (Arial, Times Roman, Verdana in 12 pt)
- Don't use italics, underlining or boxed sentences.
- Avoid clipart or artwork in your résumé.
- Use a Microsoft format document as opposed to a PDF or other format. (Always follow instructions if directed to!)

**N.B.** There is endless information, examples and advice on how to format and write a great résumé. Choose a style or format that you feel comfortable with. When writing, keep in mind that your résumé must be:

- A word picture of you.
- Quick and easy to read.
- Carefully crafted to meet the reader's needs and expectations.
- Full of short Behavioural Based relevant prove it sentences.
- Targeted to the industry.
- Interesting and motivating.
- Read the advertisement, know the industry and seed keywords throughout.
- Simple and clear to read. (Avoid a variety of fonts, type sizes and underlining. White space sells!)

We expect perfect spelling, grammar and punctuation. (Have your résumé proof read by someone else and don't rely on spell check if you're a poor speller.)

**Remember**, that once you submit your résumé that you have put yourself in the job market. Check your voicemail and email twice daily if possible and respond quickly to a call, or you may miss the opportunity. Please if you are on a train, bus or in a restaurant do not have a job related conversation. Ask them if you can call them back in a few minutes, distractions will make you less effective and credible!

Your future depends on your résumé!

Good luck in your next interview, James E Lynch