

Create a “Buzz”

by Using Keywords to Screen-in Your NSHMBA Resume while Others are Screened-out

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Your resume will generate more interest from employers when it contains specific keywords or industry “buzzword.”

ONE TINY WORD had been left out of Maria Ortiz’s resume. Unfortunately, this 3-letter omission (EEO, short for Equal Employment Opportunity) was on her potential employer's “must have” list. Without it, Maria failed to qualify for the human resources job she wanted with a leading corporation.

Maria put a great deal of effort into writing and fine-tuning her resume, but she made a classic error. She assumed that employers would read between the lines, interpret the facts, and comprehend the sum total of her experience – a costly assumption in this case. If Maria had taken the time to do a bit of research and find out which keywords were important to this employer, she might have landed her dream job several months earlier!

What job seekers need to know is that *80% of resumes are processed (screened) electronically, sorted, scored, and selected based on their keyword content.* To get an edge in this competitive employment market, job seekers must build their resumes around job target keywords – the specific hard skills, soft skills, and transferable skills that employers list in the jobs they post.

NSHMBA makes it easy to research your job target so that you can “keyword optimize” your resume. It’s a 3-step process:

Step 1: Find Jobs on nshmba.org

- Go to NSHMBA’s home page www.nshmba.org: click on the CAREER CENTER and then JOB SEARCH
- Go to Perform a Job Search and type in keywords that represent your ideal job (job titles, skills, qualifications)
- Type in the city and state (optional)
- Click on “Search” and scroll down to view the results of your search
- Click on the job title to see the position description

Step 2: Select Job Target Examples

- Read through the postings and select the 2-3 jobs that are most compatible with your goals, background, and/or interests - Location is not a factor at this point
- Select jobs that you qualify for – or come very close to qualifying for
- Take the time to find the *right* examples, since the keywords gleaned from these postings will play an important role in resume-writing strategy

Step 3: Maximize Your Keywords

- Make a list of the keywords (skills and qualifications) described in each job posting
- Open your resume in your word processor and use the SEARCH or FIND function to see if these keywords are present
- As appropriate, and in context weave these keywords into your resume’s summary statement, job descriptions, education, etc.

What are Keywords?

- Job titles
- Job functions / skills
- Transferable skills
- Industry terminology
- Soft Skills including Bilingual, fluent in Spanish or other languages
- Acronyms
- Personality traits
- Technology terms
- Product names
- Hardware / Software
- Industry buzzwords or jargon
- Technical expertise
- Types of degrees - MBA
- Certification's
- Colleges
- Company names
- Terms like Fortune 500
- Professional Organization names to which you belong such as NSHMBA
- Industry and Company Awards
- Industry Publications
- Locations
- Area Codes

Taking the time to research your job target will not only optimize your résumé's keyword "score" but the process itself teaches you how keywords (and the electronic job market) work!

¡BUENA SUERTE!