

Optimizing Your Resume for Online Applications

What You Need to Know About Applicant Tracking Systems (ATS)

What is an ATS?

- A robot that scans documents for keywords and relevant experiences
- 85% of companies use them
 - Over 90% of fortune 500 companies

How does an ATS impact you?

1. It cannot scan Word templates/templates with tables
2. Cannot read list/columns without bullets or proper punctuation (e.g. commas)
3. If major is formatted incorrectly, your document won't scan
 - See sample below for an example

Recommendations for navigating an ATS:

"Keep it Simple"

- Add the word "Experience" to section headers where you want it to count as work experience (e.g. "Volunteer Experience")
- Use past-tense action words - Shows accomplishment-oriented language
- Including columns? Use bullets
- Stay away from vertical lines ["|"] as symbol to separate information

What to know when uploading your document?

- Use PDF Version
- If provided the option to "Upload Resume" and "Upload Additional Documents":
 - Upload ATS Friendly Resume first
 - ...then "Human Eye" Resume as an Additional Document

Wrong:

Resume Sample

XXX-XXX-XXXX|ATSSAMPLE@GMAIL.COM

EDUCATION

STEVENSON UNIVERSITY, OWINGS MILLS, MD
 BROWN SCHOOL OF BUSINESS AND LEADERSHIP
 Bachelor of Science in Fashion Merchandising | May 2021

RELEVANT COURSEWORK

Principles of Marketing Business Writing	International Marketing Consumer Behavior
Fundamentals of Digital Media	Business of Fashion
Integrated Marketing Communications	Writing for Fashion

SPECIAL COURSE PROJECTS

STEVENSON UNIVERSITY, OWINGS MILLS, MD
 Creating a Marketing Proposal, Integrated Marketing Communications | Fall 2020

- Gathered data to provide a strategic recommendation for a company rebranding proposal
- Created implementation plan for effective digital marketing and alternative marketing strategies

Creating a Blog Post, Writing for Fashion | Spring 2020

- Implemented effective media strategies to create a blog post for Stevenson's website
- Crafted written analysis of assigned topic: fall fashion at Stevenson university

WORK EXPERIENCE

BOUTIQUE 44, BELAIR, MD
 Intern | February 2021 – Present

- Manage visual displays of merchandise to effectively market and appeal to customers
- Contribute to development of website and social media to promote key events and products
- Assist with inventory processing and management

Right:

Resume Sample

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