

## How to Make the Cut

Many websites will accept Word documents but some request that you cut and paste a text version of your resume (see example below). Resumes submitted online frequently get imported into a database known as an **Applicant Tracking System (ATS)** or **Hiring Management System**. This includes resumes posted to employer sites and Internet resume banks. Many of these resume systems require a text version of your resume. The text version is designed to be read by a computer and eventually screened by human readers. Your resume will usually not be seen unless it has been retrieved from the database using keyword searching techniques. **Format is minimal with no tabs, bold, bullets, etc. All lines are left justified.**

ANH NGUYEN

XXX Green Street  
San Francisco, CA 12345  
(415) 48X-XXXX

anguyen@ucdavis.edu

### OBJECTIVE

A career position in sales and marketing

### EDUCATION

Bachelor of Science in Managerial Economics with a minor in Communication,  
University of California, Davis, June 20XX  
Carlos University, Education Abroad Program, Madrid, Spain, Summer 20XX

### SKILLSa

Computer: Proficient in MS Word, Excel, email and Internet Explorer in PC and Mac environments.

Language: Fluent in Vietnamese, Conversational Spanish (spoken).

Communication: Able to write clearly and convincingly and give public presentations to large groups.

### RELEVANT EXPERIENCE

Marketing/Sales Intern, Progressive Microproducts, Sacramento, CA (6/XX-Present)  
Market personal computer hardware and software. Develop and implement marketing and advertising strategies. Design and develop educational and entertainment software for Apple computer system. Participate in numerous computer trade shows hosting more than 3,000 visitors and more than 150 vendors.

Management Trainee/Salesperson, Grand Auto, Inc., Davis, CA (5/XX-9/XX)  
Performed sales work for auto parts store with annual sales exceeding \$35 million. Worked effectively with customers and employees. Maintained a large store inventory using a computerized inventory system. Supervised and trained sales force of 34 representatives. Implemented parts department reorganization for enhanced work flow. Developed effective in-store and window displays.

Salesperson, Consumer Distributing Company, Woodland, CA (9/XX-4/XX)  
Performed general merchandise sales for large catalog chain store. Processed over \$10,000 per week in cash, checks and credit cards, performed inventory control, and completed clerical tasks. Received quarterly awards for sales performance.

### LEADERSHIP

Fundraising Chairperson, Member, Delta Sigma Pi, a business fraternity (dates)  
Member, Vietnamese Student Association (dates)

### Keywords

The more keywords your resume contains, the better chance of it being extracted from the ATS and given a higher ranking to be called for an interview. Keywords fall into the following categories: job titles, skills and experience, industry buzzwords and jargon, work style traits and personal qualities.