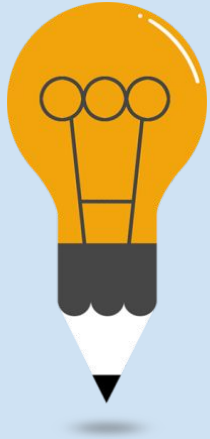


BEATING THE APPLICANT TRACKING SYSTEM



*Best Practices and Tips for
Breaking Through the
Online Submission Process*



To access this deck:

<http://bit.ly/BeatingATS>

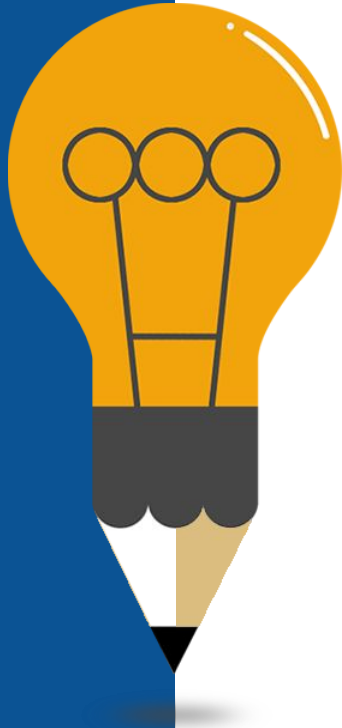
Presented by Lynne M. Williams, Ed.D. Candidate
@GreatCareersPHL #GreatCareersPHL





"We're looking for someone with the wisdom of a 50-year-old, the experience of a 40-year-old, the drive of a 30-year-old and the pay scale of a 20-year-old."

Learning Objectives



01

Learn tips and best practices for ATS systems

02

Learn how to analyze keywords from a job description

03

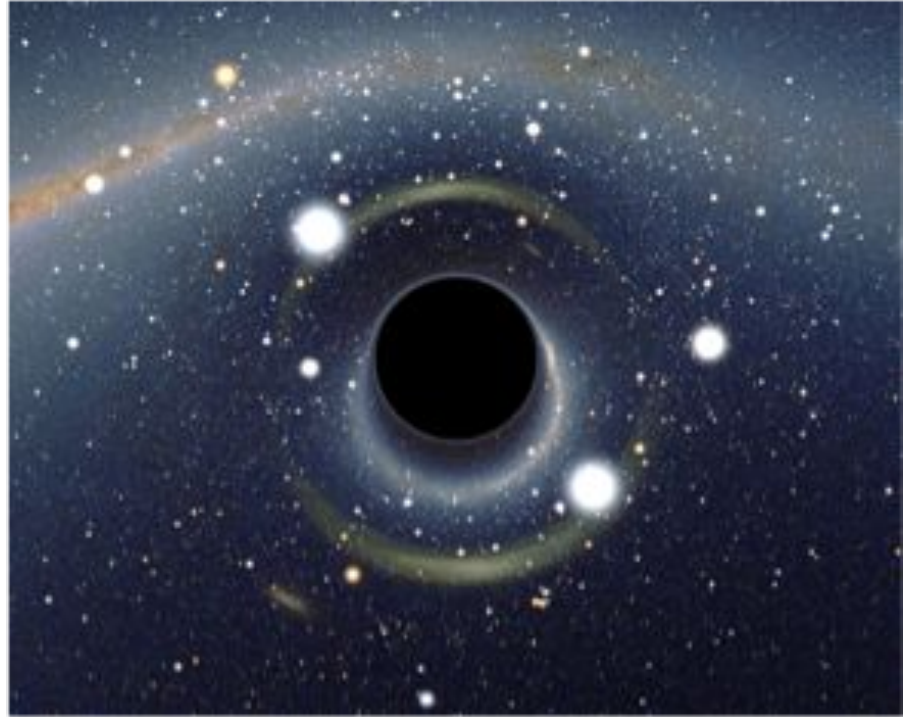
Learn how to analyze key titles

04

Learn tips for formatting your resume

What percentage of resumes are never seen by the human eye?

i.e., they go
into the
proverbial
“Black Hole”



**What percentage of resumes are
never seen by the human eye?**

+ / - 72%



even though the most qualified applicant
may have submitted their resume

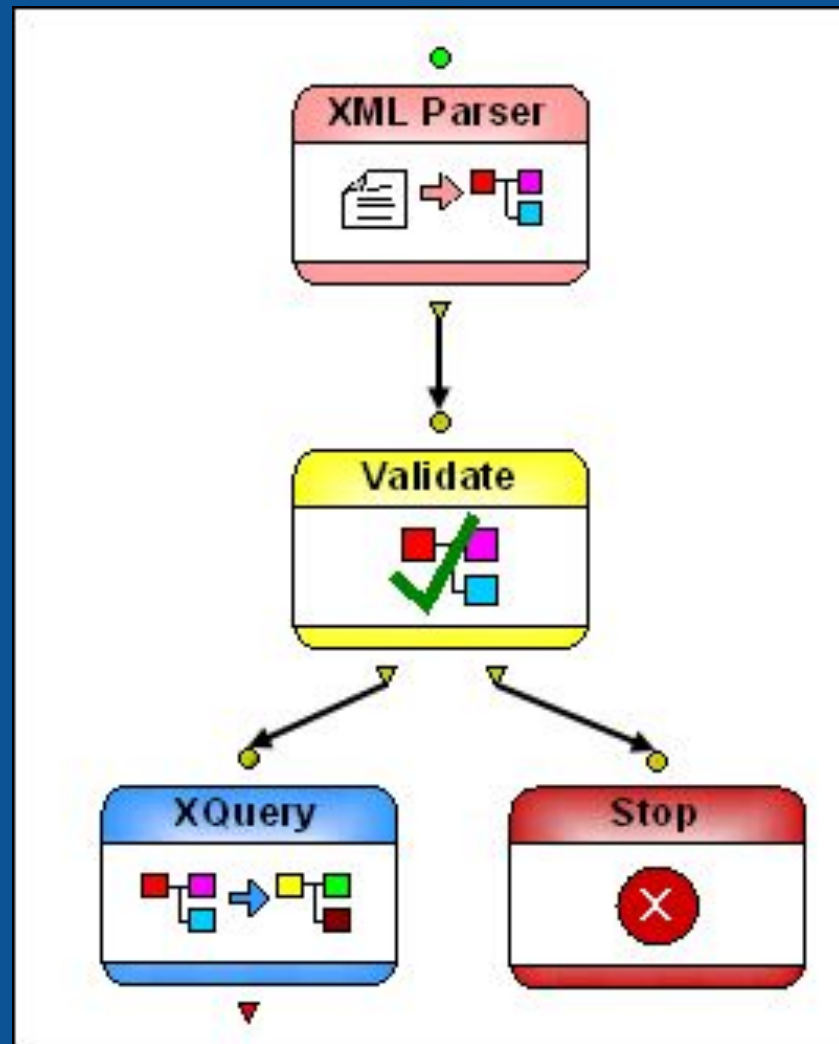
Applicant Tracking System



The **ATS** - otherwise known as the **Applicant Tracking System** - is an automated resume screener that enables the electronic handling of resumes for recruiters.

Your resume is run through a parser, which assigns meaning to the content.

Resumes are not only scanned for keywords, but more so for key phrases (i.e., **contextualization**), which are mathematically scored for relevance.



Examples of Contextualization

- “Java” may be a key word, but it should be framed by other words that describe your experience and familiarity with the topic
- Contextualization analysis looks at elements including terms that are related and unrelated, the depth of experience of a potential candidate and how this experience falls into the candidate’s career path

So what do you need to do?

“

Optimize your resume!

”



There are many ways to optimize your resume

01

Customize for your “future forward” position top of the fold:

- targeted headline
- value proposition in summary written in 1st person implied “I”
- core competencies with applicable hard & soft skills

“SUMMARY PROFILE”
is a wasted line



Future Forward Position - “Pretty” Resume with Blue Shaded Bands

CAREER MANAGEMENT & JOB SEARCH | RESUMES & LINKEDIN | AUTHOR TECHNOLOGY TRAINER | EDUCATIONAL LEADER | CURRICULUM & INSTRUCTION

Tech savvy dynamic and outgoing educational leader and lifelong learner with passion for teaching, learning, writing, technology, and career services. Authored chapter on “Applying for Positions” in a 2016 book published by the Association of Talent Development that included 15 other national career coaches and Dick Bolles, author of *What Color is Your Parachute?* Diverse background with experience including sales, marketing, and social media; for profit and nonprofit entrepreneurship; volunteer management; K-12 teaching and adult learning; as well as administration, operations, and meeting planning / facilitation. Highly collaborative and creative as a connector of others through avid networking as a servant leader. Champion of diversity and inclusion. Supporter of Veterans.

CORE COMPETENCIES

- | | | | |
|------------------------|------------------------|----------------------|------------------------|
| • Adult learning | • Interpersonal skills | • Project manager | • Team builder |
| • Coaching & mentoring | • LinkedIn profiles | • Public speaker | • Tech savvy |
| • Collaborator | • Moderator | • Researcher | • Trainer |
| • Community outreach | • Presentations | • Resumes | • Volunteer management |
| • Cover letters | • Problem solver | • Social media | • Workforce training |
| • Curriculum designer | • Process improvement | • Staff development | • Writer & Editor |
| • Event planner | • Program initiatives | • Strategic planning | |

CAREER HIGHLIGHTS

- **Business Development Champion** growing ceramic tile sales and distribution in 12 western states plus Alaska and Hawaii, achieving over \$1M in sales, a 325% increase over predecessor as part of 22% of total company gross sales

Note: there are two links here - one for blue and one for shaded bands

There are many ways to optimize your resume

02

- Remove images and graphics because they are probably not readable
- Do not include logos or pictures





Lynne M. Williams BS, MA, ABD

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lynne@aroundtheclockexecs.com | director@greatcareersphl.org

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Career Coaching & Job Search Strategies | Resumes & LinkedIn | Relationship Manager
Trainer | Author | Educational Leader | Curriculum & Instruction



Collaboration



Creativity



Energy



Leadership



Service

EDUCATION

- Gwynedd Mercy - *Doctoral Candidate Ed.D.*
- Penn State University - *Content Marketing Analytics Certificate*
- Immaculata University - *MA, ABD Educational Leadership*
- University of Delaware - *BS Business Administration, Marketing and French*
- Institute for American Universities, France

WORK EXPERIENCE

- Philadelphia Area Great Careers Group
- Around the Clock Executive Helper
- Berkshire Hathaway HomeServices Fox & Roach, Realtors
- Carnegie Mellon University
- Various School Districts in SE PA
- T & C General Contractors, Inc.
- Custom Building Products

CAREER HIGHLIGHTS

Business Development Champion growing ceramic tile sales & distribution in 12 western states plus Alaska & Hawaii, achieving over \$1M in sales, a 325% increase over predecessor as part of 22% of total company gross sales

Inspiring and Trusted Leader partnered in building a dormant general contracting corporation from \$0 to annual gross revenues ranging from \$5M to \$7M within 3 years with a staff of 24 as well as grew an all volunteer nonprofit organization from 1722 to almost 4400 members since 2015 acquisition

Strategic & Tactical Visionary shaping clear & distinctive strategies with a team to identify & capitalize on new growth opportunities through market analysis, analysis of competition, brand development, & keen business instincts including the launch of a marketing campaign with new logo & package design & technical literature for building products

SUMMARY PROFILE

Tech savvy dynamic and outgoing leader and lifelong learner with passion for teaching, learning, networking, and career coaching developed through personal reinventions and career changes. Authored chapter on "Applying for Positions" in a 2016 book published by the Association of Talent Development that included 15 other national career coaches and Dick Bolles, author of *What Color is Your Parachute?* Diverse background with experience including sales, marketing, and social media; for profit and nonprofit entrepreneurship; volunteer management; K-12 teaching and adult learning; as well as administration, operations, and meeting planning / facilitation. Highly collaborative and creative as a connector of others through avid networking and a servant leader. Champion of diversity and inclusion and veteran support. Weekly blogger at vista.today, montco.today, and delco.today

CORE COMPETENCIES

- Resumes, cover letters, & other writing / editing
- LinkedIn profiles & other social media set up
- In-person & virtual coaching; adult learning & staff development
- Curriculum design & instruction
- Workforce, technology, & social media training
- Event planning & meeting moderation
- Networking, relationship building, & connecting people

JOBSEEKERS, ENTREPRENEURS, NETWORKERS

Philadelphia Area Great Careers Group website:

www.greatcareersphl.org and check out membership

See upcoming workshops and networking events on website under Events tab as well as: <http://bit.ly/PAGCGEvents>



TARGETS

- Higher Ed Career Services - Penn State Great Valley, Gwynedd Mercy, Temple, West Chester, Ursinus, Villanova, Haverford, Bryn Mawr
- LinkedIn & Google
- Workforce Development - State & Local & Outplacement Services
- Vocational Career Readiness - School Districts in Montco, Chesco, Delco
- Curriculum design & training; staff development
- Individuals needing resumes, cover letters, networking pages, PowerPoints, LinkedIn profiles, social media, etc.

Use graphics and
images for your
One Pager
for Networking
but not for your
resume

There are many ways to optimize your resume

03

Fonts matter! No script fonts and nothing less than 11 point font.

- **Arial** (was mentioned the most in articles reviewed as the best)
- Courier
- Impact
- Lucinda
- Tahoma
- Trebuchet
- Times New Roman
- Verdana



There are many ways to optimize your resume

04

Don't hide keywords in white text



You can “hide” white text in a white background but NOT in the ATS, as it prints out in black

Merry Christmas Happy Hanukkah

There are many ways to optimize your resume

05

- Consider removing irrelevant or bridge underemployment positions
- Include past positions or skills relevant to the job to which you are applying



There are many ways to optimize your resume

06



- Beware of special characters
- Standard solid black bullets may be fine, but it's safer to stay away from arrows, checkmarks, etc.
- No tables (like you might use for skills)
- No borders (for entire page or for a section)
- No lines that cross the entire page

There are many ways to optimize your resume

07

Avoid shading, fancy borders, and section breaks



LYNNE M. WILLIAMS	
Mobile: (610) 405-9756 Email: lynne@lynnewilliams.com LinkedIn Profile: http://www.linkedin.com/in/lynnewilliams	
C-Level Suite Executive Administration with Skills in Training & Executive Coaching	EXPERIENCE
TEAM LEADER WITH A "CAN-DO" ATTITUDE	> Skilled, dedicated, and loyal executive assistant and generalist with 10+ years of experience supporting C-Level positions: President, CFO, Counsel, EVP, Director of Sales, and Director of Marketing both On-site and Virtual (Employer/Clients in Industries including: Construction, Mental Health/Clinical Trials, Education, Semiconductor/Electronics, Communications/Cable, and Legal)
LIAISON WHO COMMUNICATES WELL WITH DIVERSE INDIVIDUALS AT ALL WORK LEVELS	> Enthusiastic, dynamic, tech savvy, autodidactic individual with integrity
TECH SAVVY, CREATIVE	> Handle confidential and sensitive matters with professionalism and discretion
EXCELLENT WRITTEN AND VERBAL COMMUNICATION SKILLS	> Ability to anticipate needs, troubleshoot, solve problems independently, and manage daily operations
ENERGETIC AND ENTHUSIASTIC PROBLEM SOLVER	> Accurate, reliable, and excellent follow-up to organize electronic and physical files
ORGANIZED AND DETAIL-ORIENTED	> Improve efficiency and productivity with organizational skills and desire to streamline
EFFECTIVE MOTIVATOR / SUPERVISOR	> Collaborative, diplomatic, and ethical with intent on building relationships with all internal and external audiences
EXCELLENCE IN CUSTOMER SERVICE	> Visionary able to see "big picture" issues and break down into smaller parts for efficacy
SKILLED EDUCATOR / TRAINER AND INSTRUCTIONAL DESIGNER	> Research, writing, and editing, including routine correspondence, grants, board or meeting minutes, social media, theses, and dissertations (APA)
GLOBAL EXPERIENCES PLUS FLUENCY IN FRENCH -- READ, WRITE, SPEAK	> Preparation of spreadsheets, budgets, expense reports, and 20 years using QuickBooks
ABLE TO TRAVEL	> Efficient calendar maintenance, scheduling, travel arrangements, trade show, meeting and event planning, and right-hand personal assistant duties as needed
	> Flexible, adaptable, and rise to the occasion of all challenges to meet deadlines
	> Results- and detail-oriented and able to multi-task with ease
	TECHNOLOGY SKILLS
	Software - Word, Excel, PowerPoint, Access, Publisher, Windows, Share Point, iMovie, iPhoto, iDVD, Keynote, Pages, Numbers, QuickBooks, Smartboard, Videoconferencing, United Streaming, RSS, Podcasts, Wikis, Blogs, Google Docs, Schoolwires, Moodle, Blackboard, Twitter, Facebook, LinkedIn, Pinterest, Edmodo, Youtube, Financial Literacy Twibe, Numerous Social Media Applications
	Devices - PC, Mac, iPad, iPod, Smartphone, CPS Clickers

There are many ways to optimize your resume

08

Check for spelling errors, as the ATS may miss keywords if they are misspelled



There are many ways to optimize your resume

09



- Make sure your contact information is at the top of the page including phone number and email but **NOT** in header or footer
- Make sure you check your spam folder if you received any emails

There are many ways to optimize your resume

10

- Type the date of your employment **after** your employer, rather than before
- Know the difference between an em dash and an en dash and be consistent with your spacing

2000-2019

2000 - 2019



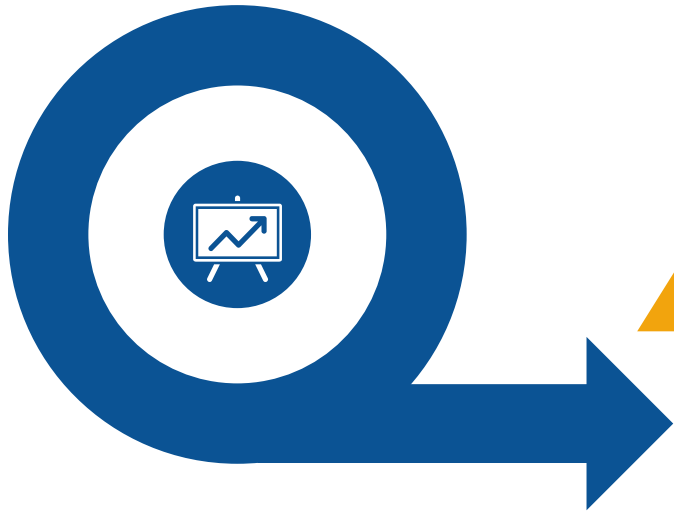
There are many ways to optimize your resume

11

Send your resume in Word or in rich text format rather than a PDF (unless the directions specify a PDF) as PDFs may be readable or they may be a non-readable image



Uploading



What's the
difference?



Attaching

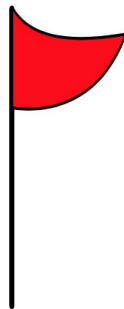
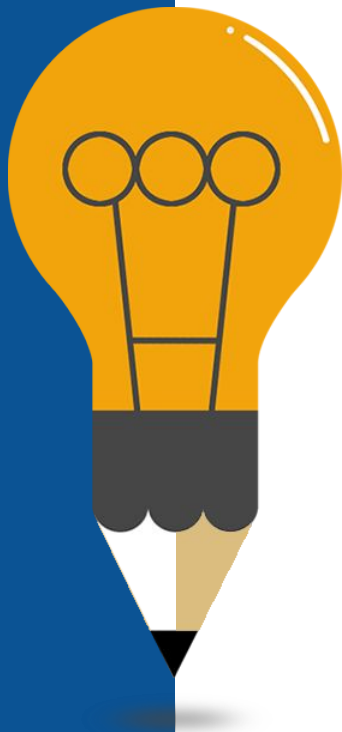
There are many ways to optimize your resume

12

Uploading your resume is preferred over copying and pasting your resume into text boxes



Uploading Your Resume



01

Do not upload your resume multiple times, as it will hurt, rather than help, your cause

02

Multiple submissions will NOT help you get more noticed in a good way

03

If you are applying to multiple positions in the same company, make sure your resume is consistent for past history

04

If you are applying to multiple positions in the same company, you may tweak or tailor it for each position (typically “top of the fold”)

There are many ways to optimize your resume

13

Carve out your area of expertise, rather than showcase yourself as a generalist ... and then prove it

- Generic: Marketing, Management, Operations, Communications
- Specific relevant expertise: Revenue Growth, Client Relationship Management, Negotiation, CRM Development, Risk Management



A favorite
@GreatCareersPHL
Instagram
Image!



There are many ways to optimize your resume

14

- Only include typical resume sections:
 - Core Competencies or Skills
 - Professional or Work Experience
 - Professional Organizations
 - Awards and Honors
- Best practice would be to not add unfamiliar headings like Affiliations, Memberships, Publications*, etc. and ditch the objective

**Publications might be considered more to be a CV*



There are many ways to optimize your resume

15

Instead of listing job descriptions under your employer, list bullet pointed quantifiable accomplishments and achievements



There are many ways to optimize your resume

16

Customize your resume using language from the job description and include industry jargon and buzzwords so that the applicant screening tools that index and crawl submissions will pick up these key terms and phrases



There are many ways to optimize your resume

17

Use keyword or text analyzers for the job description



Read about Keywords: [Article 1](#) [Article 2](#)

www.jobscan.co

www.wordart.com

www.wordle.net

www.tagcrowd.com

[www.google.com/
adwords](http://www.google.com/adwords)

www.semrush.com

www.keywordeye.com

www.keywordspy.com

www.wordstream.com

www.spyfu.com

www.moz.com

kwfinder.com

Text analyzers

Think 

Job Summary

Company
LCOR Incorporated

Location
Berwyn, PA 19312

Job Type
• Full Time
• Employee

Years of Experience
5+ to 7 Years

Marketing Director

About the Job

The Marketing Director is responsible for the development and implementation of marketing, pricing and concession programs for a portfolio of apartment communities. The Marketing Director develops strategic sales and marketing objectives, creates a consistent brand message for all marketing activities, ensures implementation of selected marketing strategies, manages budgets and evaluates sales performance. This position also manages and develops marketing programs and materials such as advertising and online promotions. The Marketing Director will report directly to the Director of Property Management. The role includes strategic initiatives coupled with day-to-day tactical execution. Success in the position will be measured by increased inquiries and lead activity, as well as company and product awareness.

Responsibilities:

Marketing & Strategic Planning

Develop marketing budget and plans to effectively reach target occupancy and operating income goals

Measure the success of marketing programs against defined goals, industry benchmarks and make necessary recommendations for adjustments and improvements

Prepare marketing reports for management

Act as Project Manager for specific web initiatives, collaborating with multiple internal and external partners and digital marketing agencies

Coordinate approvals of brand visuals, website schematics, display banners, rich media, and other creative assets with appropriate team members

Develop and maintain brand standards across the portfolio to ensure consistent message

Marketing Implementation

Monitor and oversee implementation of marketing initiatives with outside service providers such as designers, sign companies and mail houses

Make recommendations and adhere to best practices within the digital media space across multiple platforms including website development, social media applications, email communications, video and mobile marketing

Contribute to design and distribution of marketing programs such as web, newsletter, direct mail, advertising, flyers, referral programs and signage

Selectively write, copy and edit work produced by others

Oversee consistency and integrity regarding usage standards of corporate brand

Maintain corporate website content, images, and SEO/website traffic data

Manage email marketing design and processes with internal and external clients

Identify and gather appropriate prospect lists for marketing campaigns

Meet and manage all deadlines with news, magazine and online publications

Manage multi-media projects such as photo shoots and video shoots, including editing and implementation of the final product

Budgeting and Expense Control

Help determine marketing budgets and monitor monthly expenses to ensure budgets are being maintained making adjustments and improvements when needed

Seek the most cost effective and creative ways to reach target markets

Manage industry publication contracts through a single point of contact

leveraging the strength of the full portfolio as opposed to individual properties to create an economy of scale

Negotiate pricing with all marketing related vendors including, but not limited to industry publications, printing houses and design firms to achieve optimal rates

Requirements

Five years or more experience within the real estate industry in marketing related roles.

Strong leadership and client-service skills, with proven ability to lead people as well as plan and implement successful marketing strategies.

Demonstrated ability to manage multiple projects simultaneously in a fast paced environment, while maintaining exceptional quality control.

Highly motivated with strong personal work ethic and ability to have strong customer service attitude with all employees.

Strong character references and community involvement.

Strong self-organizational skills, with the ability to prioritize tasks and follow through to meet expectations of multiple entities.

Outstanding conceptual, analytical and communication skills.

Proficient in Microsoft Office Suite (Word, Excel, PowerPoint), CRM and CMS software systems. In Design, Photoshop and/or Illustrator knowledge a plus.

Monster.com Marketing Director

activity advertising apartment awareness brand budgets communities company concession consistent
coupled creates day-to-day **develops** directly **director** ensures evaluates
execution **implementation** includes increased initiatives inquires lead
manages **marketing** materials measured message
objectives online performance portfolio **position** pricing product **programs** promotions
property report responsible role **sales** selected **strategic** strategies success tactical

Tagcrowd.com

Import or Add Words in Wordart

Word Art 32

SAVE ORDER SHARE DOWNLOAD PRIVACY MORE BACK

WORDS

Import + Add - Remove Up Down Options

Filter	Size	Color	Angle	Font
Formulation	8	Default	Default	Default
Development	8	Default	Default	Default
Pharmaceutical	7	Default	Default	Default
Chemistry	6	Default	Default	Default
Technical	5	Default	Default	Default
Transfer	5	Default	Default	Default
Manufacturing	4	Default	Default	Default
Project	4	Default	Default	Default
Management	4	Default	Default	Default
Regulatory	4	Default	Default	Default
Drug	4	Default	Default	Default
Studies	4	Default	Default	Default
Clinical	4	Default	Default	Default
Operations	3	Default	Default	Default

UPPER lower Capitalize Clear

SHAPES

FONTS

LAYOUT

STYLE

Visualize Undo Redo Animate Edit Lock Reset Print

Create your LinkedIn Banner Too!



(not .com)



Resume - 17 Skills matched:

- Job Description - 76 Skills found:**

- 38

There are many ways to optimize your resume

18

Consider having two resumes:

- “Pretty” formatted
- “Deconstructed” Arial 12 point font



CAREER MANAGEMENT & JOB SEARCH | RESUMES & LINKEDIN | AUTHOR TECHNOLOGY TRAINER | EDUCATIONAL LEADER | CURRICULUM & INSTRUCTION

Tech savvy dynamic and outgoing educational leader and lifelong learner with passion for teaching, learning, writing, technology, and career services. Authored chapter on “Applying for Positions” in a 2016 book published by the Association of Talent Development that included 15 other national career coaches and Dick Bolles, author of *What Color is Your Parachute?* Diverse background with experience including sales, marketing, and social media; for profit and nonprofit entrepreneurship; volunteer management; K-12 teaching and adult learning; as well as administration, operations, and meeting planning / facilitation. Highly collaborative and creative as a connector of others through avid networking as a servant leader. Champion of diversity and inclusion. Supporter of Veterans.

CORE COMPETENCIES

- | | | | |
|------------------------|------------------------|----------------------|------------------------|
| • Adult learning | • Interpersonal skills | • Project manager | • Team builder |
| • Coaching & mentoring | • LinkedIn profiles | • Public speaker | • Tech savvy |
| • Collaborator | • Moderator | • Researcher | • Trainer |
| • Community outreach | • Presentations | • Resumes | • Volunteer management |
| • Cover letters | • Problem solver | • Social media | • Workforce training |
| • Curriculum designer | • Process improvement | • Staff development | • Writer & Editor |
| • Event planner | • Program initiatives | • Strategic planning | |

CAREER HIGHLIGHTS

- **Business Development Champion** growing ceramic tile sales and distribution in 12 western states plus Alaska and Hawaii, achieving over \$1M in sales, a 325% increase over predecessor as part of 22% of total company gross sales

Future Forward Position - “Pretty” Resume

Lynne Williams, BS, MA, ABD
King of Prussia, PA
610-405-9756
lynne@aroundtheclockexecs.com
@aroundclockexec
<https://www.linkedin.com/in/lynnewilliams>

Career Management & Job Search | Resumes & LinkedIn | Author | Technology Trainer | Educational Leader | Curriculum & Instruction

Tech savvy dynamic and outgoing educational leader and lifelong learner with passion for teaching, learning, writing, technology, and career services. Authored chapter on "Applying for Positions" in a 2016 book published by the Association of Talent Development that included 15 other national career coaches and Dick Bolles, author of What Color is Your Parachute? Diverse background with experience including sales, marketing, and social media; for profit and nonprofit entrepreneurship; volunteer management; K-12 teaching and adult learning; as well as administration, operations, and meeting planning / facilitation. Highly collaborative and creative as a connector of others through avid networking as a servant leader. Champion of diversity and inclusion. Supporter of Veterans.

Core Competencies

- Adult learning
- Coaching & mentoring
- Collaborator
- Community outreach
- Cover letters

"Deconstructed" Resume

There are many ways to optimize your resume

19

Include your Social Media

- Add your Twitter handle and, especially your customized LinkedIn URL, so recruiters, HR, and hiring managers can learn more about you
- Use of social media shows you are current and relevant with technology

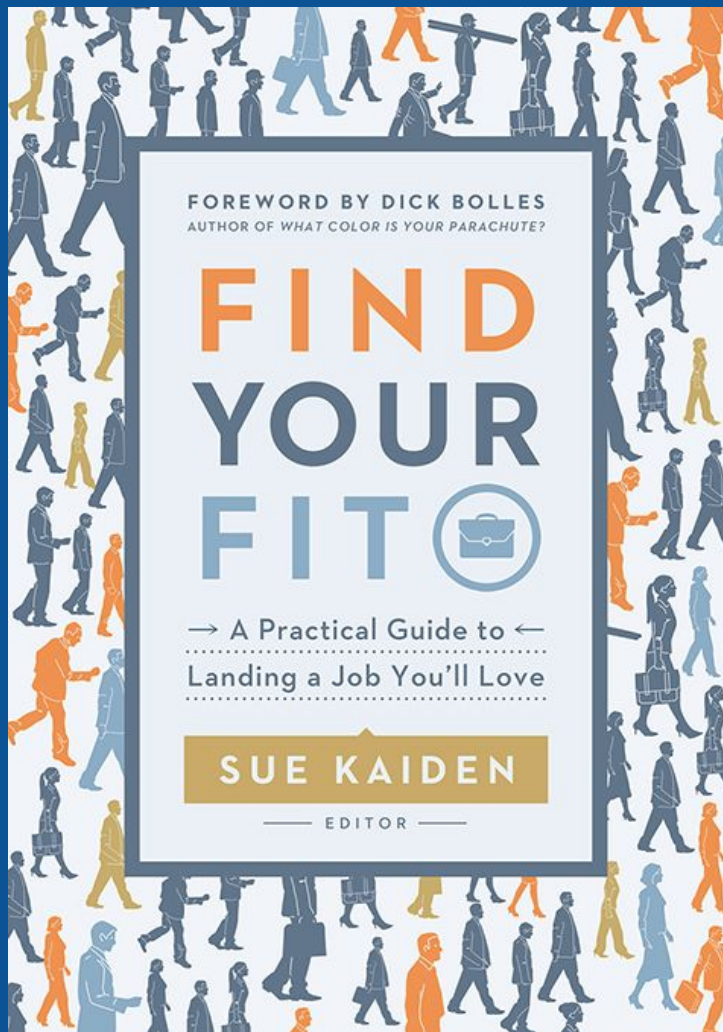
@aroundclockexec @GreatCareersPHL





Article that initiated the book chapter:

<https://www.td.org/insights/how-to-avoid-the-online-application-black-hole> & an [updated version](#)



Chapter 8 of
this book will
provide you
with info on
the ATS and
more!



(Williams, 2015)

<https://youtu.be/tte8Z6PImp8>

WordArt

(formerly Tagul)

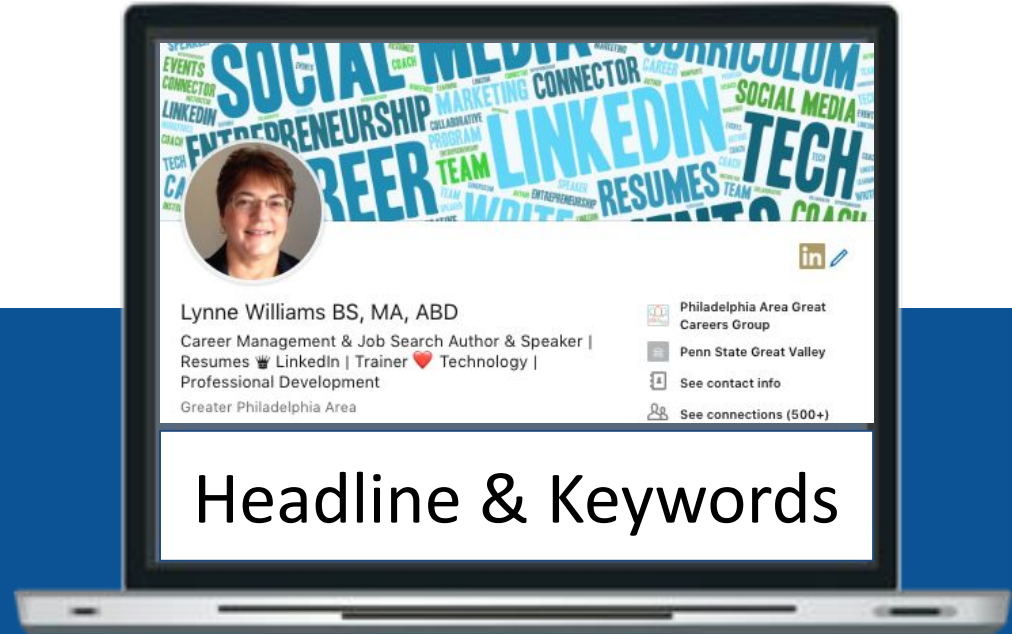
Great tool to make a custom word cloud banner or use for keyword analysis.

“How to”instructions on [blog](#)





Live Demo



Lynne's Upcoming Schedule

Register at <https://greatcareersphl.org/events> or on links at <http://bit.ly/CareerEdEvents> [Membership](#) to attend any \$5 workshops for FREE for an entire year! \$49 to \$59 a year (\$4 to \$5 a month)



- 2021 LinkedIn workshops will be every 3rd Sat of the month 10 AM - 1 PM so register at ccls.org
- March 1st [How to Develop Successful Job Search Strategies](#) (1000Hires)
- March 9th [LinkedIn Strategies](#) (Princeton Adult School)
- March 11th [How to Create Snazzy Graphics for LinkedIn & Social Media](#) (SCORE)
- March 11th [Beating the Applicant Tracking System](#) (FENG NYC)
- March 29th [Strategic Research-based Approaches to LinkedIn](#) (NYC Public Library)
- March 31st [How to Develop Success Job Search Strategies](#)
- April 9th [Strategic Research-based Approaches to LinkedIn](#) (PSG of Mercer County)
- April 21st Beating the Applicant Tracking System ([Bergen FENG](#))



Lynne M. Williams, Ed.D. Candidate

I help you uncover your keywords to beat the bots for resumes and LinkedIn - unemployed, self-employed, or employed. My process is collaborative.

Clubhouse @lynnewilliams

Let's Connect!



director@greatcareersphl.org



lynne@aroundtheclockexecs.com



www.linkedin.com/in/lynnewilliams



610-405-9756



[Book a 15 min call with me](#)



[Speaking Topics](#)



Follow our Social Media!



@GreatCareersPHL | #greatcareersphl



To access this deck:

<http://bit.ly/BeatingATS>

**Philadelphia Area Great Careers
Group & Business Executives
Networking Group (BENG)
Merger occurred May 1, 2020**



Upcoming events: <https://greatcareersphl.org/events> & <http://bit.ly/CareerEdEvents>
Over 6800 Members & Alumni: <https://www.meetup.com/Philadelphia-Area-Great-Careers-Group>
Membership: <https://greatcareersphl.org/membership> (An investment of only \$4 to \$5 a month for your career)