

# Building an impressive resume



# Applicant tracking systems

Each role you apply for is unique - just as you are. Your resume is your golden opportunity to show how well you're a great fit for a specific job. By customising your resume for each role you apply for, you can significantly boost your chances of moving from application to interview. This tailored and fine-tuned approach can make a world of difference in your job search.

Applicant Tracking Systems (ATS) create a database that enables recruiters, internal recruitment and HR teams to filter, search, manage and contact candidates. They can use keyword searches to filter through and sort all the resumes from candidates who have applied for a specific role by using embedded resume parsing software (the robot). The Resume Parser is a program that reads and analyses your resume. It tries to categorise the different sections of your resume.

Working with rather than against the ATS is the key. By following some really simple guidelines and suggestions, you can give yourself the best chance to get move past the robot to be seen by the hiring manager.



- 1 **Mirror the keywords from the job advertisement** that look more important to them. Focus on what they want to hear. For example, the Parser might be looking for the word “client” but you have “customer” – be EXACT and change it to “client”.
- 2 **Resume screening rewards keywords used in context.** This means that skills in a list format aren't scored as highly as the skills that appear within bullets or paragraphs.
- 3 **You can get matched more highly if you use the exact job position they're looking for.** For example, if the job advertisement is for a supply chain analyst, in your resume/cover letter, you could say “Perfectly suited for a supply chain analyst position, with 6 years of experience in logistics...”
- 4 **Things ATS/parsing systems don't read well:** photos, icons, images, tables, columns, pdf files. These all present very differently to what they look like in their original format and there is a high chance the content/message you are trying to send won't be understood. When it comes to resumes, going back to basics is best.

# Creating your resume

## DEMONSTRATING A STRONG MATCH

### IDENTIFY

Look at the job ad (and PD) to determine the key criteria and key words

### REFLECT

Why am I interested?  
Why am I a strong match for this role?

### MATCH & MIRROR

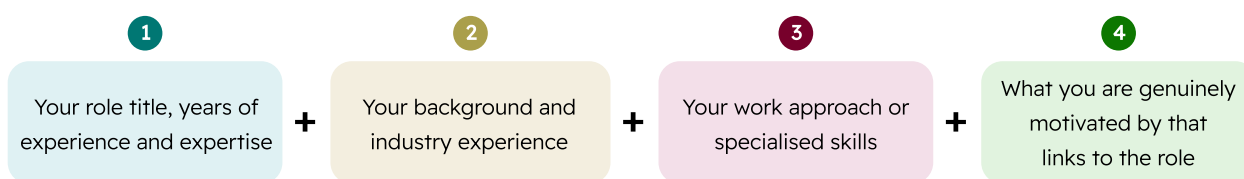
What is most relevant and impactful to include in my **cover letter/selection criteria responses** to demonstrate I am a strong match for the role?

Which words could be used to better mirror the key words in the job ad?

## Career profile

This is your personal elevator pitch – and a good one attracts attention and encourages recruiters to read on. With just 3-4 lines, this is your chance to highlight who you are, what you're great at, and why you're a strong match for the role.

Here's a formula you can use to write out your career profile:



### CAREER PROFILE EXAMPLE

I am a Client Relationship Manager with over 15 years of experience in client service, account management, and stakeholder engagement. My background includes working across professional services, where I've built a strong track record of managing high-value client portfolios and delivering consistently high levels of service. I possess a solutions-focused approach, excellent communication skills and a talent for building trust quickly. I'm motivated by creating meaningful, lasting partnerships that deliver real value for both clients and the business.

## DRAFT YOUR CAREER PROFILE

Create your career profile. Your goal is to create a snapshot that positions you as the ideal candidate for the types of jobs you apply for. Use information from the job advertisement or position description as a guide.

### STEP 1: REFLECT AND ANSWER THESE QUESTIONS

What is your role title? What years of experience do you have, and what is your expertise?

Describe your industry experience.

Describe your work approach or specialised skills.

Describe what motivates you.

## STEP 2: REFLECTING ON THE JOB AD

Look back at the job description of the role you want to apply for and reflect on the following questions:

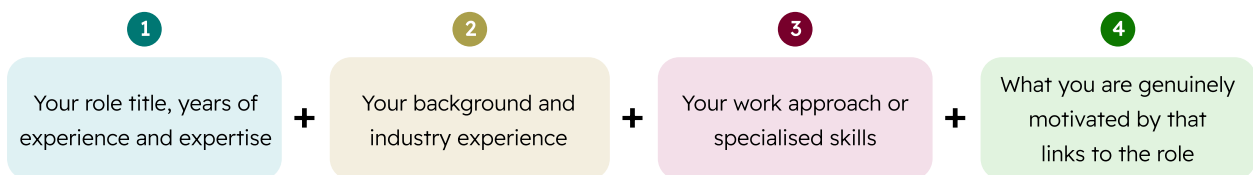
What specific skills, experience and other attributes are needed to perform the role?

Which of your own skills and experience are similar to the job you're interested in? How?

Are there any keywords in the job ad that can be used to reflect my own skills as an applicant?

## STEP 3: THE CAREER PROFILE FORMULA

Use the formula below to pull your content together and create your own Career Profile.



Your Career Profile

# Responsibilities

Validate your fit for a role by highlighting your experience through writing strong responsibility statements. Provide context and mirror keywords so they capture the attention of your audience and ensure that you are screened in, not out, by either the algorithms of the Applicant Tracking System (ATS) or the recruiter.

## GOOD EXAMPLE

### Responsibilities

- Deliver learning solutions
- Complete technical documentation and user manuals
- Work with all business units

## BETTER EXAMPLE

### Responsibilities

- Work with business leaders, people managers and support roles to deliver agile and fit for purpose learning solutions
- Design and develop technical documentation and user manuals taking into account best practice documentation elements
- Maintain an in-depth understanding of various business units and their training requirements

How can you improve your responsibility statements?

# Achievement statements

Achievements are based on facts that demonstrate your past ability to contribute to an organisation. They showcase your contributions above and beyond your normal job responsibilities and allow your resume to demonstrate your track record as opposed to only recording prior responsibilities.

A good achievement statement has an Action element (what you did) and a Result element (what was the outcome, learning or insight gained from the Action you took).



DEMONSTRATES YOUR  
MEASURABLE VALUE



PROVIDES EXAMPLES  
OF EXCELLENCE IN  
PERFORMANCE



GRABS THE  
READER'S ATTENTION



SEPARATES YOU FROM  
THE COMPETITION



EXEMPLIFIES YOUR  
COMPETENCIES



INCREASES CHANCES  
OF SECURING AN  
INTERVIEW

How can you improve your achievement statements?

What key steps will you take to craft your resume?