

## SPECIAL TIPS FOR CYBER-RESUMES



As you prepare your cyber-resume, keep these tips in mind:

1. **Use standard section headings.** Use standard headings like those in a traditional paper resume; for example, Objectives, Keywords, Experience, Education, Qualifications, and Honors. (See the example in Figure 9-15 on page 154.)
2. **Include a keyword section.** In your keyword section, summarize your most relevant qualifications by using nouns tailored to the employer's needs.
3. **Use specific terms.** Use specific words, not vague descriptions.
4. **Use specialized terms.** Use industry-specific appropriate acronyms and buzzwords. Be sure to spell the acronyms correctly (search software will not generate positive hits on your resume if the terms aren't correct).
5. **Emphasize nouns.** Include noun forms of industry-specific terms and nouns that describe strong interpersonal skills, such as *team player* and *self-starter*. Search software frequently looks for noun forms.
6. **Practice transmitting.** Send your electronic cyber-resume and cover letter or e-mail introduction to a friend and to yourself to see how well the documents survive the cyberspace transfer before you actually send them to an employer.
7. **Back up your files.** Using a new filename, save your resume in ASCII format to a disk so that you have a backup you can use to customize your cyber-resume for specific employers.
8. **Preserve confidentiality.** When posting your resume to the Internet, it is important to retain your own confidentiality; include only your e-mail address, not your home address or telephone number.
9. **Keep up to date on electronic resume technology.** Technology changes quickly; keep your knowledge of scanning technology and cyber-resume preparation current by reviewing employer preferences, taking additional technical training, and checking out the Internet resources listed in this chapter.

**NOTE:** Contact the potential employer to find out if you should fax or mail a scannable resume as a backup to your cyber-resume. Find out who should receive this hard copy, and address your cover letter to that individual. Sending a backup resume creates an opportunity to sell your qualifications in a visually appealing format.

## Cyber-Resume Formatting and Transmission Guidelines

Get the edge on your competition by formatting your electronic cyber-resume correctly. Demonstrate superior knowledge and preparation by using correct formatting that eliminates the possibility of employers receiving documents with wildly erratic line lengths and unreadable garbage. Follow the instructions below to be sure your resume meets the employer's electronic expectations.

The instructions assume that your traditional paper resume was created with word processing software.

1. **Follow employer directions.** Obtain and read all employer instructions for creating and sending your electronic resume. If the instructions are incomplete or vague, send an e-mail message or call to request clarification.
2. **Open the file containing your traditional or scannable resume.** While in your word processor:
  - a. Change the text to Courier 12-point font so you can see how your resume will look to the receiver. The default font for electronic transmission is Courier because e-mail programs can always translate Courier easily.
  - b. Eliminate multiple columns.
  - c. Change line lengths to 6.5 inches. If your line lengths are longer, the receiver may see uneven, confusing line lengths. Enter two hard returns between paragraphs.
  - d. Using the search and replace function, search for all tabs and replace them with the appropriate number of spaces to achieve desired format clarity.
  - e. Check the grammar and spelling of your resume content.
  - f. Replace bullets with asterisks.
  - g. **Eliminate special characters**, such as the copyright symbol, ampersands (&), and mathematical symbols.
  - h. Use the "save as" command to give this document a **new name** and to save it as "text only with line breaks," or as a .txt, or an ASCII.txt file.
  - i. Close the file, and exit the word processing program. (This step removes most remaining word processing codes.)

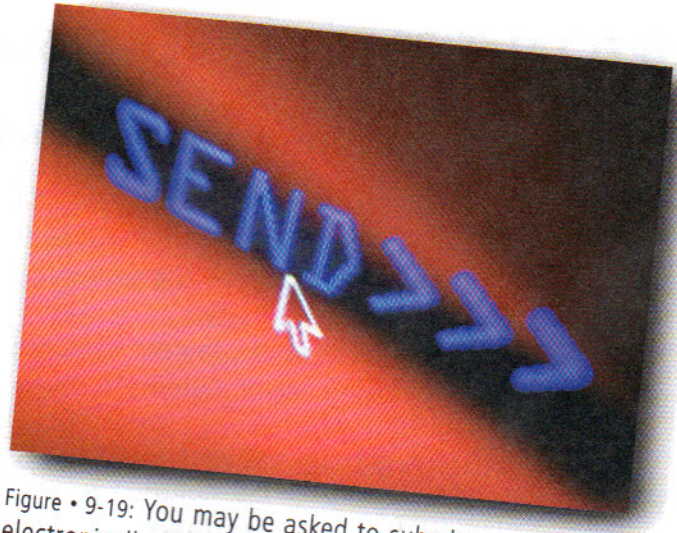


Figure • 9-19: You may be asked to submit your resume electronically. Read this section carefully to learn how to prepare and transmit an effective cyber-resume.

3. **Open the document in your standard text-editing program**, such as Windows Notepad (**not in your word processing program**). Using this standard text-editing program creates the cleanest possible ASCII file—the key to a professional electronic image.

- a. Make sure your name is on the first line with no other text (otherwise, resume-search programs will be confused; they look only for a name on this line.)
- b. Start most lines at the left margin. Centered text (even if centered by using the space bar) does not always transmit cleanly.
- c. Enter headings in uppercase. **Do not use uppercase throughout the document**; uppercase is hard to read.
- d. If you list more than one telephone number, be sure to place each telephone number on a separate line and label each, such as “home phone,” “work phone,” or “message phone.”
- e. Consider length. Because of the addition of keywords and the need to keep all text at the left margin and to use a line length of no more than 6.5 inches, your cyber-resume may become two or three pages long in your text editor program. Don’t worry about keeping your e-mail resume to one page in this standard text-editing program; however, try to limit the document to two pages.
- f. Save your resume again as a **.txt** or **ASCII.txt** document. Leave the file open.


**SUCCESS TIP**

Format cyber-resumes carefully to ensure clear transmission to and receipt by employers.

4. **Select all (highlight) the text in this document, then copy and paste it into your e-mail message window.** Or paste the text into the resume field at employer or recruitment Web sites (such as Career-Mosaic, Career Path, and Monster.com).
5. While in your e-mail window, prepare your e-mail message to the receiver. Never send a resume without a short introduction or a cover letter.
6. In the subject line of the e-mail, include the job title and/or reference number of the position for which you are applying.
7. To insert a cover letter written in your word processor: First, create an electronic cover letter (see Chapter 10). Then, in your e-mail message window containing your cyber-resume, place your cursor above your cyber-resume and paste a copy of the electronic cover letter into your e-mail message. Or, you could key in a brief message at the beginning of your e-mail message that states you are submitting your resume. Be sure your message or cover letter is error-free.
8. Key a line of asterisks or equal signs between your cover letter or message and your resume. This marks where your cover message ends and your resume begins.

Review the sample cyber-resume (Figure 9-15 on page 154) to see how these resume guidelines are applied.

## Posting Cyber-Resumes Correctly

Follow the guidelines below for posting cyber-resumes to the Internet through the Web site of an employer or a recruitment company:

1. Follow the Web site instructions exactly.
2. If the Web site provides an open block for your resume, highlight and copy your cyber-resume and paste it into the block.

3. If the Web site provides a fill-in-the-blanks, online resume form, copy and paste appropriate sections of your cyber-resume into the form. You may need to key in new text, which must be proofread carefully before sending.

**Complete Career Action 9-7**

## CAREER ACTION 9-7

### Create and Post Your Cyber-Resume

**DIRECTIONS FOR PART 1:** Following the formatting guidelines presented, convert the resume you created in **Career Action 9-6** to a cyber-resume. Be sure to give it a different name so that you will still have the original file for your paper resume.



**DIRECTIONS FOR PART 2:** In *WebGuide*, select "Your Job Search." Go to Activity 3 "Prepare an Online Resume." Choose one or more resume-posting Web sites (Monster.com, Career Mosaic, ResumeCM, Creative Job Search) and review the instructions for creating an online, fill-in-the-blanks form for posting your cyber-resume into a Web site block. If possible, practice filling in a cyber-resume form or posting your cyber-resume. Print your findings, and bring examples to share with your class.

If you do not have *WebGuide*, access Monster.com, Career Mosaic, or another site of your choice and complete the actions noted above. Refer to "Internet Resources for Resume Information" on the next page for several suggested Web sites and addresses.



**Career Database Appropriate**

#### SUCCESS TIP

Use the Internet to locate current resume preparation tips and as a means for delivering your cyber-resume.

## SPECIAL RESUME REMINDERS

To ensure your resume gets the best possible results, follow these reminders:

**Be Honest.** An untrue statement could eliminate you from further consideration for a job. Employers pass such information on. Never volunteer negative information about yourself, however. If you were fired from a job, don't list this on your resume. Discuss this during an interview, if necessary.

**Omit any references to salary.** Salary should not be discussed until after you have had adequate opportunity to discuss your qualifications during the interview. Presenting salary expectations in your resume weakens your negotiating position. If employers require your salary expectation, use broad numbers; for example, "the mid-thirty thousands."

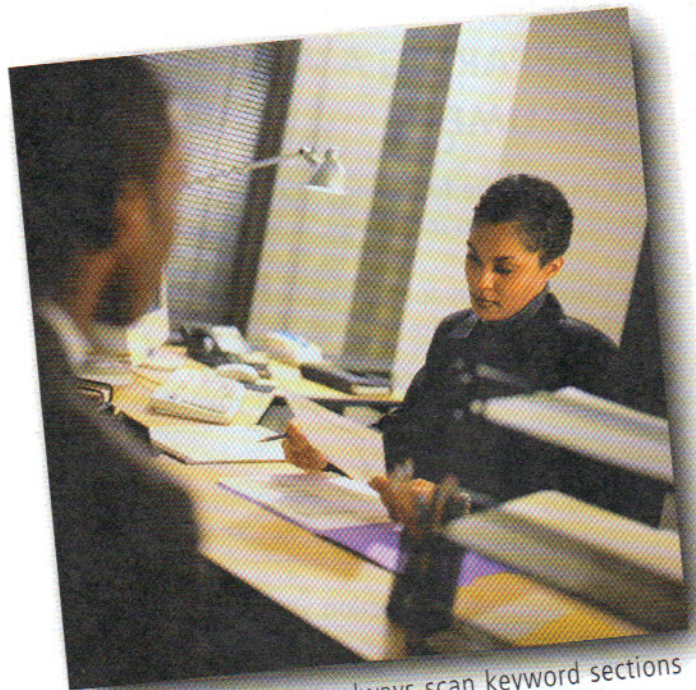


Figure • 9-20: Employers always scan keyword sections of resumes carefully—prepare yours well.

## INTERNET RESOURCES FOR RESUME INFORMATION



### WEB SITE NAME

America's Job Bank

Career Mosaic

CareerPath

eResumes & Resources

Monster.com

Archeus Resume Writing Resources

Virtual Job Fair

JobStar

### INTERNET ADDRESS

<http://www.ajb.dni.us>

<http://www.careermosaic.com>

<http://www.careerpath.com>

<http://www.eresumes.com>

<http://www.monster.com>

<http://www.golden.net/~archeus/reswri.htm>

<http://www.virtualjobfair.com>

<http://www.jobstar.org>

**NOTE:** Also review individual employer Web sites for their instructions regarding resume preparation and submission.



## CHECKLIST FOR PREPARING A WINNING RESUME

Check each of the following actions you are currently taking to increase your career success:

- Write a clear, appropriate job objective to focus your entire resume.
- Tailor your resume to support your objective effectively.
- Choose the most appropriate format for your resume to best support your objective.
- Use numbers and action verbs to describe accomplishments.
- Tailor your resume to meet the needs of the employer. Match your resume to the job description: Use specific terms and industry terminology.
- Prepare and evaluate your resume draft; make corrections by applying effective writing techniques; and develop a final, perfect resume.
- Use appropriate keywords in cyber-resumes.
- Format cyber-resumes carefully to ensure clear transmission to and receipt by the employer.
- Use the Internet to locate current resume preparation tips and to deliver your cyber-resume.

## CRITICAL THINKING QUESTIONS



1. When should an applicant use separate objectives or resumes?
2. In what order should you present your resume data to best support your own job objective?
3. Why is it effective to list a job objective followed immediately by a listing of related capabilities?
4. How is the cyber-resume transmitted to employers?