



Beating the Bots

Your Resume vs. ATS



What is an ATS?

ATS stands for Applicant Tracking System. It is a software application that enables the electronic handling of recruitment and hiring needs.

Applicant tracking system software provides recruiting and hiring tools for companies. Among other functions, these systems collect and sort thousands of resumes.

When you apply for a job online, your resume isn't typically going directly to a recruiter or hiring manager. It's first being processed by an ATS.



Why do employers use an ATS?

- Top employers hire for several jobs at a time and receive hundreds of resumes for each posted position.
- Many online applicants are unqualified, but figure it was “worth a try”, ATS weeds these applicants out.
- ATS keeps all resumes in one place, helping hiring managers stay organized.
- ATS help hiring managers narrow the applicant pool by highlighting top candidates.



How common are ATS?

98% of Fortune 500 companies, 66% of large companies, and 35% of small organizations rely on ATS software. If you're applying through an online form, you're applying through an ATS.

TOP ATS

Taleo

Greenhouse

Jobvite

Workday

Brassring

jazzHR

SuccessFactors

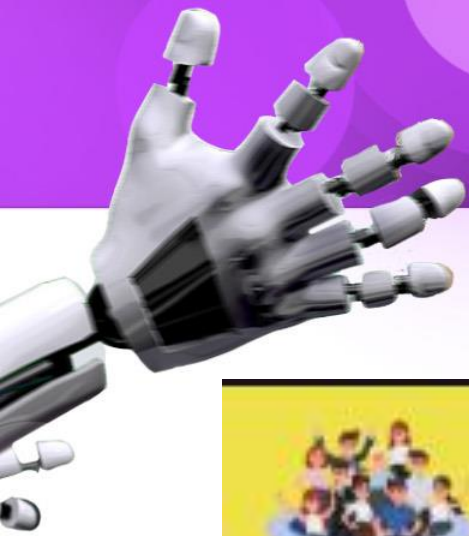
SmartRecruiters

BambooHR

CATS

iCIMS

Lever



How does an ATS work?



An ATS works in 3 ways:

1. View Applications- some recruiters can still choose to glance at resumes which are stored in the ATS, even after the original job is filled.
2. Automatic Rankings- some ATS compare your resume to the position description, then ranks each applicant based on how well they score. This allows recruiters to focus on great matches.
3. Keyword Searches- recruiters can filter resumes by key skills and titles. Searches can contain multiple terms. The better you are at including key terms, the more success you will have with recruiters.

How do I know which keywords to include?

Sites like jobscan.com can help by analyzing your resume against the job description to show the top skills and keywords missing from your resume.

SKILLS COMPARISON		HIGHLIGHTED SKILLS	
SKILL	VARIATIONS ?	RESUME	JOB DESCRIPTION
Manufacturing		×	5
Field Service		3	3
Troubleshooting		1	3
Engineering		×	3
Electrical		×	3
CAD		1	2
Engineering Design		×	2
3d Printing ✕	○	1	2
Solidworks		×	2
Specification		×	Predicted Skill
Fluidics		×	Predicted Skill

Optimize Keywords

Using a Qualifications Summary, Core Competencies, or Skills section instead of a Career Objective will allow you to include many ATS-friendly keywords and will give the hiring manager the important information right at the top of your resume.

Search position descriptions for key job titles and words relevant to the position to which you are applying. You can use critical keywords more than once (2-3 times max), some ATS tally each mention of a keyword. Use exact matches for keywords: a recruiter's search for "management" will only find you if your resume contains "management", not "manager" or "managed".



Adding Keywords Isn't Enough

Applicant Tracking Systems screen out or reject an estimated 70% or more of resumes, usually for one of two reasons:

- Resumes don't reflect the desired qualifications or omitted keywords.
- Resumes are formatted in a way that the ATS can't digest the information.

This means great, qualified candidates get ignored or rejected for reasons they might not realize.

Formatting Fixes

- Use standard formatting in a normal font like Ariel, Courier, or Times New Roman in a size of at least an 11 point. Remove any images, designs, charts, or tables.
- Use only standard headings on your resume: Education, Skills, Qualifications, etc. Don't use cute or unfamiliar headings like 'Where I've Been', Background, Affiliations, or Publications.
- Spell out and then abbreviate. For example: Certified Public Accountant (CPA) or Master of Business Administration (MBA)
- Submit resumes as a Word document, not a PDF
- Don't use Headers or Footers

Work Experience

An ATS will parse the information contained in your resume, so it is important that you sequence your work experience correctly:

Company Name/City and State/ Job Title/ Start Date-End Date

In your resume, the sequence would look like:

XYZ Company, Nanticoke, PA- Sales Manager (Apr. 2018-Present)

Systems may be screening resumes based on the amount of experience required for a particular job. Using a month & year will allow the ATS to calculate time. Using just a year, the ATS will calculate zero time in a particular role.

“Knockout Questions”



Generally, these questions appear early in the online application process or before the last screen. They are meant to keep hiring managers from wasting their time interviewing candidates who don't have the experience or appropriate background. There are 6 types of 'Knockout Questions':

- Work permissions- Are you legally authorized to work in the US?
- Work Experience- How many years experience do you have?
- Software ability/technical questions- rate as: none, some, expert
- Education and/or Training- Do you have current CPR Certification?
- Work Preferences- Do you prefer to work alone or in a team?
- Demographics- Used to track recruitment activities.



Example of a Good ATS Resume

An ATS optimized resume is the first step to getting past the bots and face to face with an actual human. Lower unemployment rates force employers to fight for the best talent. Leveraging AI in the form of recruitment software gives hiring managers an edge.

FIRST, MIDDLE INITIAL, LAST NAME

Greater City, State Area | emailaddress@email.com | (111) 222-3333 | LinkedIn URL

Resume Title

Results-driven and motivated customer service enthusiast with extensive training in hospitality principles in high-pressure, fast-paced environments. Ethical professional skilled in creative problem solving, training and developing customer-facing teams, and promoting brand loyalty. Detail-oriented with exceptional instincts for meeting high expectations and delivering service standards. Dually-talented stage producer and actor with contagious love of fine arts.

CORE PROFICIENCIES

- | | | |
|---|--|--|
| <ul style="list-style-type: none">• Front & Back of House Operations• Multicultural Guest Relations• Hospitality Steps of Service | <ul style="list-style-type: none">• Specialty Cuisines and Presentations• Bottle Service & Bartending• Inventory Controls & Purchasing | <ul style="list-style-type: none">• Event Planning / Catering / Banquet Services• Staff Training & Development• Food and Kitchen Safety / OSHA |
|---|--|--|

PROFESSIONAL EXPERIENCE

FLOOR MANAGER | Restaurant Name | Year to Present

- Champion vital front-of-house operations involving exceptional standards of service and intensive training to meet sales targets and customer expectations.
- Assist executive leadership to expedite service operations, maintain excellent customer and public relations, and drive strong profit margins.
- Train servers and host staff on menu content, customers service, expediting bottle service, upselling product, and satisfying all customer requests.
- Schedule efficient floor coverage to swiftly turn tables to meet customer demand.
- Supervise and motivate employees with effective training, development, goal setting, and constructive feedback while revealing deficiencies that may result in disciplinary actions or terminations.
- Secure financial assets by reconciling and depositing large credit card and cash receipts and verifying employee transactions against point-of-sale (POS) reports.
- Intervene with customer complaints to resolve issues and promote brand loyalty, referrals, and returned business.

Noted Accomplishment:

- Introduced incentives and a systematic performance management system that developed team strengths and increased productivity 25%.

Additional Server and Hospitality Management experience in multiple high-end restaurants in the City, State area.

EDUCATION AND TRAINING

Mixology & Bartending

Bartending School of New York, New York, NY

Fine Arts, Film & Theatre Acting

The Art Students League of NYC, New York, NY | School of Performing Arts, Helsinki, Finland
General Studies, Forrest Park Community College