

# The Workplace

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## A Fact Sheet

### Highlights

To be effective, an electronic resume should:

- *Include a cover.*
- *Highlight your strongest qualities first.*
- *Use keywords to showcase your skills and accomplishments that support the position for which you are applying.*
- *E-resumes that really sizzle are (1) keyword resumes and (2) scannable resumes.*

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## Job Search 101: The Electronic Resume

Daily more and more companies of all sizes are putting up home pages. A recent survey of 200 companies showed that approximately 93% used their home page as a tool for posting jobs and recruiting workers. If today's economy continues to cool down, it is reasonable to expect the job market to become more competitive. To be competitive in a world that has come to rely heavily on instant communication, having a resume that can be easily sent and received electronically is no longer a luxury; it is a must.

Before discussing the specific do's and don'ts of writing and submitting your e-resume, let's look at the initial considerations. First, determine which electronic method the prospective employer prefers. The file format used in preparing your electronic resume will be determined by the e-mail and word processor systems used by the employer to which you are applying as well as the one you use. The two systems do not have to be identical, but they do have to be compatible. It is important to use file formats that are easily stored, retrieved, and read by most systems. ASCII is typically the file format of choice and is the most retrievable by most systems.



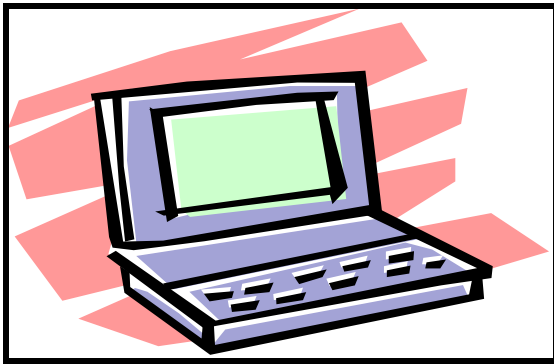
Second, will the resume be submitted or posted? Most resumes are submitted using either e-mail or an e-form (i.e., a form that is completed online). Many resumes are posted on a Web page, either one that you create or one that belongs to one of the many online companies specializing in careers and job boards.

The objective of electronic resumes is the same as that of hard copy resumes: **to get the applicant an interview with the company.** Many

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qualities that make hard copy resumes effective also apply to electronic resumes, i.e., resumes should be brief, informative, attractive, accurate, and well organized. To be effective, an electronic resume **should:**

- Include a cover letter (which will be covered in a future issue of *The Fact Sheet*). One of the most common mistakes made using e-resumes is failing to include a cover letter asking for the job.



Having a resume that can be sent and received electronically is a must.

- Highlight your strongest qualities first. The idea is for something to grab the hiring manager's attention in the first few lines so that he/she will want to read more.
- Use keywords to showcase your skills and accomplishments that support the position for which you are applying.

Most hard copy resumes follow a chronological, a functional, or a combination format. These formats hold true to some extent for the purpose of initially organizing the content of electronic resumes. However, e-resumes that really sizzle are (1) keyword resumes and (2) scannable resumes. Keyword resumes are resumes that rely on the use of targeted keywords as a tool for getting selected. Scannable resumes are resumes that are prepared for the purpose of scanning into a database. These two types of resumes are very dif-

ferent and should not be used interchangeably. A more detailed explanation will follow in the next issue of *The Fact Sheet*.

The e-mail resume **must** be readable not just electronically, but to the human eye on the receiving end. If it isn't, the greater the chances for the hiring manager of your dream job to hit the delete button instantly. Plain text format does not recognize fancy lettering, highlighting, bold-face, etc. which frequently become distorted during the process of transferring; as a result, the text may be disorganized and unreadable when received. To ensure consideration, your resume must clear the first hurdle of being received in a clear, attractive format. The following tips will help ensure your e-resume to easy to send and receive:

- Set your margins at 0 and 65 characters. This line length will prevent the lines from wrapping when printed.
- Use the 'save as' command for converting your resume to a text file. Be sure to change the extension on the file name.
- When you get ready to send the resume, copy the cover letter followed by the resume into the body of the e-mail.
- Check to make sure the e-mail address to the sender is correct.
- Make a backup copy so that you can make adjustments and reproduce it quickly.

One of the biggest temptations to overcome when using e-mail to send resumes is sending the resume as an attachment. It seems so easy to simply attach the resume to an e-mail message. After all, sending the resume as an attachment is a guarantee that the resume will look just as it did when you printed it from your computer? The answer is no. Receivers are skeptical of opening e-mail from an unknown person. Most businesses cannot run the risk of their machines and networks becoming infected with a virus; therefore, they delete the information without reading it. Once deleted, you are no longer an applicant; therefore, **never send a resume as an attachment.** (continued on page 3)

Before clicking the send command, view the final document as a recruiter or hiring manager would. To do this, email your resume to yourself and to friends who may have different systems and different accounts. This will give you the opportunity to work out any problems prior to sending it to a potential employer. Remember to proofread carefully. No matter which format is selected or which form is used, resumes filled with errors are usually eliminated instantly.

After you have your resume in a form that you are confident will transmit easily, you are ready to send it and begin getting calls for an interview.

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