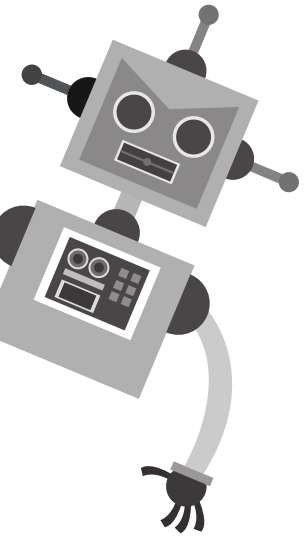


STRATEGIZE: ELECTRONIC RESUME MARKETING



With the use of electronic human resources software, a human will NOT read your resume until after it is read, reviewed and classified by a computer, and then it will ONLY be read by a human if it is deemed as a good electronic match.

Computers will not appreciate your artistic, creative style with unique resume formatting or design layouts. Therefore, it is recommended that you have a least two resumes. One that you can use for direct delivery (face-to-face, to a personal email, etc.) and an electronic resume ("apply here" online applications).

Use these best practices:

- Use Microsoft Word, NOT a PDF
- Take out ALL tables, graphs, and columns
- Remove all logos, graphics or borders
- Black, basic fonts are preferred
- List name and contact information on the very top of the resume. Do NOT include ANY reference names or contact information on the resume as the computer will not know who is the actual candidate.
- List one aspect of information per line
- Bold all main headings, all other text in regular non-italic font. Do NOT get creative with heading names, use the typical ones: Summary, Education, Experience, Work Experience, Volunteer, Research, Publications, etc. Do not combine headings, for instance, use "Research" "Publications" vs. "Research and Publications"
- Under Experience,
 - Always include dates
 - Always put "Inc, LLC, Company" behind the company title
- List skills used in the description of the work that you did, as the date range will tell the ESS how long you've used a skill set



TOP TIPS

- Save your resume in a "Text only" format with an 8pt font. If you can still easily read the resume - you're in good shape!
- Can write "graphic designed resume available upon request" on the very bottom of your resume & bring a copy to the interview.

STRATEGIZE: ELECTRONIC RESUME EXAMPLE

First Last

303-123-4567

Denver, Colorado

www.linkedin.in/CustomizedProfileLink

youremail@you.com

SUMMARY

2-3 sentences providing a summary of experience and passion areas. Utilized especially if you have worked in the industry 10+ years, switched careers, or have been out of work for a bit and re-entering the field.

EDUCATION

Master of Social Work

University of Denver, Denver, CO

Concentration: List exact title on file with registrar

June 20XX

GPA: 3.5+

Bachelor of Social Work

University of Denver, Denver, CO

May 20XX

GPA: 3.5+

EXPERIENCE

Title of position

Company Name, Inc.

City, ST

Date - Date

Responsibility and task completed

Responsibility and task completed

INDUSTRY SKILLS

Cognitive Behavioral Theory (2018 - present)

Motivational Interviewing (2019 - present)

Client note software platform (2019 - present)

VOLUNTEER WORK

Your role/title

Company/Organization

Date - Date of service

Role and responsibility