Optimizing Your Resume for Career Builder

Note: The examples in this guide are in color for better viewing.

In this guide, I'm going to show you how submit and manage your online resume with Career Builder to keep it showing up near the top of the list for employer searches. Keeping your resume at the top of the search results for any online resume database will mean that more employers will see you thus increasing your chances for an interview.

You're going to see you how employers search for candidate in Career Builder using the exact WEB interface.

Your resume and on-line resume profile need to be finely tuned so that when employers search for the skills you possess, your resume is displayed on the first results page.

The examples discussed in this section will use and reference the Career Builder employer database. You can apply these same techniques to your resume profile at Monster.com, or any other online resume database you choose. Though keep in mind that CareerBuilder.com and Monster.com are the largest resume databases that employers use most, and your resume should actually be listed on both sites.

Introduction

Increase your chances for finding a job, or more importantly, a job finding you by getting a CareerBuilder.com and/or Monster.com resume profile. Having an online resume will allow thousands of employers to see and read your resume.

Keep in mind that employers don't always post the positions they are trying to fill, but often silently search resume databases for qualified candidates. On average, only 5-7% of all available jobs are ever posted.

CareerBuilder.com and Monster.com are, by far, the largest resume database houses on the Internet. There are many other smaller on-line resume database sites that are more focused on specific types of jobs. For example, www.dice.com is more focused on High Tech jobs, www.fedworld.com is more focused on government jobs. www.the**ladders**.com is focused on executive management jobs over $100,000.   But there are many other job search websites that could be more relevant to your background. There are too many to list here, plus they often change their theme, so the best thing for you would be to search Google or Yahoo for job sites that are more relevant to your background, but still post your resume in Monster and Career Builder. Even though there are hundreds of job boards out there, employers only subscribe to a select few, or one.

Though posting your resume is free, employers pay job boards thousands of dollars for subscription access to their resume database. For example, CareerBuilder charges employers up of $10,000 per year for resume database access and give employers access to more resumes than any other job board. This is why sites like Monster.com

and CareerBuilder.com are two of your best choices because most employers subscribe to them.

This guide does not cover how to create an online resume, but focuses on optimizing your existing CareerBuilder.com, Monster.com, or other online resume. For more information on how to create an online resume, just visit www.monster.com or www.careerbuilder.com.

When employers need to fill an open position, they generally either do one or more of the following:

- Create a job posting on their corporate website.
- Create a job posting on CareerBuilder.com or Monster.com.
- Rarely will they create a job posting in the newspaper.
- Search a resume database on CareerBuilder.com or Monster.com

Sometimes employers never even create a job listing, and instead just search resume databases for qualified individuals.

Why don't employers just create the job listing? Every time an employer creates a job listing, they get bombarded with thousands of resumes they have to sort. Sorting through hundreds or thousands of resumes can be a tedious job; so instead, they will search resume databases where they can specify the exact job criteria they are seeking in a candidate.

Resume databases work much like Internet search engines, like Google or Yahoo. Type into Google what you are searching for and Google will return the TOP Ten most relevant results based on your search criteria.

How often do you look at past the TOP Ten search results in Google or Yahoo? Do you ever click to the second or third page? Employers are the same way when they search for candidates in on-line resume databases, but they have the option to see 25-100 resumes per page. It's difficult to speculate how often employers look beyond the first resume results page, but it's definitely to your advantage to show near the top.

How to Optimize Your Resume in Career Builder

Important! Even though Career Builder and Monster allow you to upload a Microsoft Word document of your resume – that's not good enough. That feature is only there to make it easier for employers to download your resume. You still need to build your resume using the Career Builder or Monster tools.

Why do I need to build my resume using their tools? The Microsoft Word version of your resume you upload to your profile is not as searchable. If an employer is searching for a candidate with specific skills that are only listed on the Microsoft Word version of their resume, then they are less likely to show up in the resume results list. But, if you create a Career Builder resume, which can be as easy and copying and pasting your original resume into Career Builder, then your profile will include all of the important keywords employers are using in their search.

Getting your resume to show up on the first results page an employer will see is not as difficult as you may think.

Key points to getting your resume found in Career Builder:

- Use industry "keywords" or "buzz words" on your resume that describe the type of work you do.

- List industry certifications you possess by spelling them out at and showing the initials, for example: MCSE – Microsoft Certified Systems Engineer, CPA – Certified Public Accountant, PMP – Project Management Professional, etc.

- Think like an employer. If you were searching for someone with your experience and skills, what words would you type into the search window?

  - Would you type in manager?
  - What about senior manager?
  - Or manufacturing manager?
  - Sales Manager?
  - Hotel Manager?
  - Engineering Manager?
  - HR Manager?
  - What about Software Sales Manager?
  - Or Automobile Manufacturing Manager?
  - Project Manager?

The number of position combinations is virtually endless, and that's why you need to have a resume that exactly matches the type of job you are seeking, and more importantly, a resume that matches how employers are searching for people with your skills.

Take some time and try to figure out how an employer might search for someone like you. You know what your good at better than anyone.

- What words in your industry are used to describe the type of work you do?
- How would you describe what you do to someone else who is in your line of work?
- Still not sure, try searching in Google on the type of work you do to help you find industry keywords that describe what you do.

Once you have a good idea, working those key keywords and characteristics into your resume will add search relevance to it and make it more likely to be found by an employer. These keywords can be placed anywhere on your resume, as long as they fit.

Best places to put these keywords would be in your Skills Summary or Education section.

Examples:

If you are a CPA (Certified Public Accountant), then make sure you list your credentials both ways: "CPA and Certified Public Accountant" because an employer might search using either of those two keywords.

If you're a PMP (Project Management Professional) then make sure you list your credentials both ways. Under your education section, you can simple state that you have this certification. Use the example resumes portfolio to see exactly how to list your certifications.

How NOT to Optimize Your Resume

Knowing what not to do is just as important, if not more important than knowing what do to. Think about how an employer might NOT search for you. Why is that important, you ask? I'm referring to the outdated skills and experience on your resume, if you have any.

Do you think an employer will search try to find you based on outdated skills? Probably not. If you have outdated skills on your resume, you may consider removing them.

Take a good look at your skills, experience, and work history sections. Do you have skills or experience that may be a little outdated? For example, under your skills section, is one of your skills being proficient in Windows 95 or Microsoft Office 95? Do you really think an employer is going to try to find you by searching on Windows 95 experience? I think not.

That example is a slight exaggeration, but the key point here is to remove non-relevant skills from your resume and only include skills that support your job objective and that an employer might use to find you.

Here's another example:

- Let's make up a fictitious skill called MightyTron 2000. You may have worked for a company and were trained and certified to use or operate their custom computers, software programs, machinery, etc. Basically, custom equipment that only your company uses and the rest of the world knows nothing about. Listing on your resume that you're a certified expert with the MightyTron 2000 isn't going add much credibility to your resume because it's unknown to most of the world.

    Think like an employer – would an employer search for someone with MightyTron 2000 experience? Probably not. So you need to equate your experience with the MightyTron 2000 to something else that is more relevant to your job objective and what employers are searching for.

Side Note:
Listing specific experience like MightyTron 2000 on your resume could actually backfire on you. What if your current employer is looking to hire new employees, and he searches for candidates with MightyTron 2000 experience? Guess what? Only one person shows up in the resume results page with MightyTron 2000 experience, and that person is you. Yikes! Your current employer just discovered that you are looking for a new job.

How the Career Builder Resume Search Works

I'm going to show you actual screen captures from the exact resume interface employers use at CareerBuilder.com to search for candidates. In this section, you'll see all the search options that are available to employers and I'll explain each one in detail and how you should optimize your resume accordingly so your resume is more likely to be found.

As you can see from the following screen capture, employers have three search options:

1. Quick Search
2. Advanced Search
3. Archive Search

We're going to look at the Quick Search first.

Career Builder Quick Search Screen

Career Builder Quick Search

- **From the first drop down box, where it says "Modified within (days): 90**

  Note: See quick search screen image on previous page.

  90 days is the default for this field and will show all resumes that have been modified within the last 90 days. The values for this search option range from 1 to 365 days. So an employer could actually search for only resumes that have been modified within the last day.

  But in this case, the search field is set for 90 days and if you have not gone into your Career Builder profile for 91 or more days, then your resume will not show for this search.

  Keep your Career Builder online resume up to date so it is always fresh. You can do this by logging into your Career Builder account and refreshing your status.

- **Resume's Per Page:**

  This setting will only show 100 resume's per page. The range for this setting is 25 to 100 resumes per page with the default setting being 25.

  Your goal should be to get your resume showing up within the first 25 resumes. Do this by improving the relevance of your resume for the search criteria employers are using to find qualified candidates in your field. Add industry related terms and keywords to your resume to improve your search relevance.

- **Enter Keyword(s):**

  Employers can further refine their searches by specifying certain keywords. Say for example, an employer searches for "managers" under Category 1 and gets 4000 resumes results.

  Then an employer might specify a few more keywords to further describe the type of manager, thus refining the search results and hopefully narrow the number of resumes down to a few hundred.

  The employer has the option of entering multiple keywords in the keyword search box. The drop down box to the right of the keyword search box, titled **Using**, gives the employer the option of how to search for those keywords using the any of the following combinations: All of these words – Any of these words – Boolean – Exact phrase.

  To improve your chances of showing up near the top of the search results, make sure your resume is keyword rich with industry related terms that describe what you do.

Quick Search - Search Specific Sections

- **Job Title:**

  The employer can search on a specific job title that the candidate has held. For example, if you were a Sales Manager in one of your past or current jobs, your resume will show up in the results list if the employer searches on any combination of the job title "manager," depending on the type of search (All of these words – Any of these words – Boolean – Exact phrase).

  Make sure you spell-out all your positions and don't use abbreviations. If put down on your resume that you were a Sales Mgr., and an employer is searching for a Sales Manager, then your resume might not show up in the resume results list.

- **Company Name:**

  An employer can search for candidates based on the companies they are currently work for or worked for in the past. Companies who are directly competing with each another, might search out attractive candidates from their competition and attempt to lure them away from their current employer.

  Alternatively, employers might search for employees from Americas top companies in hopes of finding a better employee.

- **School:**

  Employers can search for candidates based on the college or school they've attended. When companies are seeking top talent for high level positions, they may narrow their search to only include prestigious schools.

  Or an engineering company might seek out graduates from only M.I.T (Massachusetts Institute of Technology). Or Goldman Sachs may search for graduates from only The Wharton School.

  In my opinion, I don't think the majority of employers will limit their searches using this search field.

- **Select up to 5 job categories:**

  Job categories are part of your Career Builder profile. Make sure you select all appropriate job categories in your profile, because this will help employers more easily find your resume.

  Employers have the option to search up to 5 categories at a time, but you can only have up to three job categories in your Career Builder profile.

  For example, if you list yourself in the following categories: Management, Hospitality, and Accounting. It's a good possibility that if you're a Hotel Manager working in the accounting department that your resume will show up an employer who searches for a, "Hotel Manager in Accounting."

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By having a listing in all three of these categories your resume is more likely to show up near the top of the resume search results. Why? Because your Career Builder profile is more relevant to the employer search

Your goal is to make your resume and Career Builder profile as relevant as possible to what employers are searching for as this will increase the number of times your resume is viewed, thus increasing the possibility of an interview.

- **Select locations:**

  Employers can search between a 5 and 150 mile radius based on up to three different zip codes. Make sure you are using a valid zip code in your profile.

  Employers don't have to search by zip code and can perform national or international searches.

- **Select State:**

  Employers can search for candidates by state in the United States, or by any country name, up to three. Make sure your online profile reflects the state in which you are searching for work.

  This concludes the search criteria for a Career Builder Quick Search.

  In the next section, we'll continue with the Career Builder Advanced Search screen which give employers even more ways to refine their search requests and zero-in on the exact resumes that meet their needs.

Career Builder Advanced Search Screen – (First page is same as Quick Search)

Home for Employers	My CareerBuilder	Community	OnDemand Training	Sign Out	Home for Job Seekers

My Jobs   Resumes   My Applications   Manage Candidates   My Account Info   Advice & Events

Resume Search

R² Search Based on your own Document!   Release My RDB Search License

Quick Search	**Advanced Search**	Archive Search

Modified within (days): 90   Resumes Per Page: 25

Enter Keyword(s):   Using:
[   ]   All of these words

Search Specific Sections. Enter keywords to identify these specific job seeker qualities:

Job Title: Using:
[   ]   All of these words

Company Name: Using:
[   ]   All of these words

School: Using:
[   ]   All of these words

Select up to 5 job categories: **Select locations:**

Select Category 1:   Include resumes within:
[   ]   30   Miles

Select Category 2:   Enter City\Zip Code: 1:   Select State: 1:
[   ]   [   ]   ----- United States -----

Select Category 3:   Enter City\Zip Code: 2:   Select State: 2:
[   ]   [   ]   ----- United States -----

Select Category 4:   Enter City\Zip Code: 3:   Select State: 3:
[   ]   [   ]   ----- United States -----

Select Category 5:
[   ]

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Advanced Search Screen continued

Select employment type:

☐ Full-Time

☐ Part-Time

☐ Contractor

☐ Intern

☐ Seasonal/Temp

Desired years of experience:

Minimum years:

Maximum years:

Minimum degree:

Maximum degree:

Minimum level of travel:

Select salary requirements:

◉ Hourly   ○ Yearly

Minimum: Maximum:

☐ Exclude resumes that don't include salary information

Desired language(s) spoken:

Albanian
Arabic
Armenian
Assamese

Should this candidate be currently employed?

○ Yes   ○ No   ◉ Either

Should this candidate have management experience?

○ Yes   ○ No   ◉ Either

What should be the minimum number of employees managed?

Maximum commute distance (Miles):

Should the candidate have a government security clearance?

○ Yes   ○ No   ◉ Either

Work status:

☐ Not Specified

☐ Is a citizen of this country

☐ Is authorized to work for any employer in this country

☐ Is authorized to work for their current employer in this country

☐ Is seeking authorization to work in this country

☐ Is authorized to work in the EU

Military experience:

☐ Active Duty   ☐ Reservist-Drilling   ☐ National Guard-Drilling

☐ Inactive Reserve   ☐ Inactive National Guard   ☐ Retired Military

☐ Veteran

Advanced Search Options

Note: The first page of the Advanced Search Screen is the same as the Quick Search Screen.

- **Select employment type:**

    Employers have the option to search on the type of employment you are seeking, based on what you have selected in your profile. That being, full-time, part-time, contractor, intern, or seasonal & temporary employment.

    If you are seeking all types of employment, then make sure you have selected all of the employment types in your profile.

    For example, if you don't want to be considered for Part-Time work, then don't select it. But on the other hand, if you're willing to accept anything, then you would probably want to accept all employment types except intern.

- **Desired years of experience (Minimum & Maximum):**

    Employers can search for candidates based on the number of years of experience they have listed in their profile for a specific job category. If you choose not to enter your years of experience, then your resume may not show up in the results list for employers who use this search option.

    Employers can search based on a minimum and/or maximum number of years of experience.

    Make sure you accurately enter your total number of years of work experience; otherwise your resume might not show up for experience related searches.

    If you use multiple job categories, Career Builder does not calculate and combine your years of experience from different job categories. You need to enter in your total number of years of experience.

    Say for example, you've been in sales all your life (30 years), but throughout your career, you've held many positions in different departments. Say 10 years Engineering, 10 years in Sales, and 10 years Management, but all along, you've played an active role in sales. Technically, you have 30 years of sales experience, but if you only list 10 years of Sales Experience, 10 years Engineering experience, and 10 years for Management in your Career Builder profile for each job category, then your resume will only show up as having 10 years of sales experience.

    Now, if an employer searches for a Sales Manager who has 20+ years of experience, your resume will not show up in the resume results list, even though you have 30 years sales and management experience.

    In the above example, to yield optimal resume search results, it would be best to overlap your experience and show 30 years experience in Sales, 10 years in Engineering, and 10 years in Management because you have been in sales in varying capacities for 30 years.

- **Desired years of experience (Minimum Degree & Maximum Degree):**
    Employers have the option of searching only for candidates with a specific level of education. Search options for this field range as follows:

- None
- Vocational
- High School
- Associate's Degree
- Bachelor's Degree
- Master's Degree
- Doctorate

This search option helps employers narrow their search results and potentially keep under-qualified as well as over-qualified candidates from showing in the search results.

Though unlikely, here's how your education can work against you.

For example, Susan obtained her Masters Degree early on in her life, leaves the workplace for 20 years to start a family.   Then, later in her life, seeks some type of light office work, like an entry level job – just something simple to work her way back into the workplace.

If an employer is searching for entry level candidates, they may specify a maximum degree of a Bachelor's because they don't want to see anyone that might be overqualified. In this case, Susan's resume would not show up in the resume results list because she has a Masters Degree.

As I mentioned in the Resume Masterpiece, it's not always to your advantage to advertise your Masters Degree because it can over qualify and exclude you from certain jobs.

- **Desired years of experience (Minimum level of travel):**

  Search options for this field are:

  - Negligible
  - Up to 25%
  - Up to 50%
  - Road Warrior

  Though I don't feel employers commonly use this search criterion to narrow their results, they do have the option to search for candidates who have a willingness to travel based on the above fields.

  If you have a willingness to travel in your job, it would be to your advantage to select the amount of travel you prefer.

- **Select salary requirements:**

  This is not a required field in your Career Builder profile, but employers have the ability to narrow their search results based on the amount of financial compensation you are seeking.

  Employers can search on the minimum and maximum amount of either monthly or yearly salary you are seeking. There is even a check box to exclude resumes from the search results list that don't include salary information.

It is in your best interest to accurately complete this section in your Career Builder profile.

I would strongly advise against entering ridiculous salary amounts in your profile.

I'm not making this up -- I've seen many candidates enter in multi-million dollar salaries in their profile.   For example, I've seen candidates seeking Administrative Assistant positions who said they were making $5,000,000 at their last job. Funny as it may be, you can rest assured that this resume will never show if an employer is searching for candidates who were only making less than $60,000.

- **Desired language(s) spoken:**

Employers have the option to search on candidates who speak certain languages, but generally for jobs in the United States, this option is seldom used.

You should list all the languages you speak in your Career Builder profile.

- **Should this candidate be currently employed?**

Options for this search field are:

- Yes
- No
- Either

The default field is: either.

I believe "either" is the most commonly used search field, but keep in mind that employers do have the option to only search for candidates who are currently working, and those who are not.

I don't see much of an advantage in fine-tuning your profile for this field.

- **Should this candidate have management experience?**

Options for this search field are:

- Yes
- No
- Either (default)
- Minimum number of employees managed

Employers have the option to search on candidates that specifically complete the management section in their Career Builder profile. Keep in mind that if you have 20 years of management experience listed on your resume, it must also be entered into your profile for your resume to get displayed in the resume search results for this field.

If you are a manager or have management experience, complete the management section in your Career Builder Profile.

- **<u>Maximum commute distance (miles):</u>**

   If you are willing to commute long distances, it could be to your advantage to show the number of miles you are willing to commute in your profile.

   I don't see much of an advantage in fine-tuning your profile for this field, but I just want you to be aware that it exists incase you feel it might apply to you.

- **<u>Should the candidate have a government security clearance?</u>**

   Options for this search field are:

   - Yes
   - No
   - Either

   I don't see much of an advantage in fine-tuning your profile for this field, but if you have a government security clearance, make sure it's documented in your Career Builder profile, and not just on your resume so that your profile receives optimal resume search results.

- **<u>Work status:</u>**

   Options for this search field are:

   - Not Specified
   - Is a citizen of this country
   - Is authorized to work for any employer in this country
   - Is authorized to work for their current employer in this country
   - Is seeking authorization to work in this country
   - Is authorized to work in the EU

   I don't see much of an advantage in fine-tuning your profile for these fields, but just to be aware that employers can specifically search for candidates based on these specific criteria and that you should accurately and completely, complete this section in your Career Builder profile for optimal resume search results.

- **<u>Military experience:</u>**

    Options for this search field are:

    - Active Duty
    - Reservist-Drilling
    - National Guard-Drilling
    - Inactive Reserve
    - Inactive National Guard
    - Retired Military
    - Veteran

    If you have military experience, fine tune your profile for these fields, but just to be aware that employers can specifically search for candidates based on their military experience. You should accurately and completely, complete the military section in your Career Builder profile for optimal resume search results.

    This completes the Advanced Search section.

    In the next section, I'll show you an example of an employer conducting a real live search and you'll get to see how an employer will see your profile.

Career Builder Example Search Screen

	Home Location	Resume Title	Contact Name	Modified	Years Experience	Highest Degree	Relocation Areas
☐	TX - Lake Dallas	**Results Often Harsh But Always Fair** ✓ **Recent Job Title:** Regional Sales, Business Development Leader **Recent Employer:** Nehemiah Corporation of America **Recent Pay:** $150,000	James M. Bond	11/5/2008	17	None	
☐	TX - Dallas	**fairbanks2008a** **Recent Job Title:** markets **Recent Employer:** BSQUARE Corporation **Recent Pay:** $125,000	Robert E Banks Jr.	10/29/2008	20	Associate Degree	
☐	TX - McKinney	**Lori's Resume** **Recent Job Title:** Web Consultant/Designer **Recent Employer:** Webesis, Inc **Recent Pay:** $90,000	Lori Barber	10/28/2008	15	Bachelor's Degree	
☐	TX - Mount Prospect	**Tenacious, results driven sales and sales management professional** **Recent Job Title:** Director, Sales, Financial Services **Recent Employer:** FAST, A Microsoft Subsidiary **Recent Pay:** $250,000	Mark Huth	10/27/2008	30	Associate Degree	
☐	TX - Renton	**NT0508 resume** **Recent Job Title:** Partner/Lead Generation Marketing Manager **Recent Employer:** Likewise Software **Recent Pay:** $80,000	David Moore	10/26/2008	20	Master's Degree	
☐	TX - Santa Margarita	**Project Manager** *2 Duplicate(s) Omitted* **Recent Job Title:** Project Coordinator **Recent Employer:** Microsoft Data Center Development **Recent Pay:** $90,000	Richard Bronson	10/23/2008	30	None	
☐	TX - Oak Brook	**GlennDavis2008** **Recent Job Title:** Account Manager **Recent Employer:** MICROSOFT CORPORATION, FAST SEARCH Division	Glenn R Miller	10/22/2008	20	Bachelor's Degree	Austin, TX

All (4000+) will relocate to: US

Sort By: Relevancy   View By: Title & Details

Page: 1 2 3 4 5... Next »
1 - 25 of 4524 resumes found

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Career Builder Example Search

Let's take a look at the actual resume search results screen an employer will see after completing a candidate search.

Note: See Example Search Screen on the previous page.

I'll perform the following advanced resume search in the Career Builder database:

- Marketing Manager
- Location: within 100 miles of Dallas, TX
- Making at least $80,000
- Exclude resumes that do not include salary information
- At least 15 years of experience

You'll see the search results on the previous page. (*This screen capture has been modified from its original form to protect and maintain the privacy of the candidates).* Everything else is as exactly as an employer would see it.

Here is what we get:

- In the upper left corner of the search results page, you'll see where it reads **All (4000+)**. This means there are over 4000 resumes that match my search criteria. You'll also notice that everyone's recent pay is displayed because our search excluded resumes that did not include salary information.

- Looking at the results, let's figure out why **James M. Bond** is at the top of the resume search results list.

- He meets or exceeds all of the search criteria. He's in Dallas, TX. He makes over $80,000, he has 17 years experience and he must have been a manager at one time, though it's not obvious on this screen.

- So why is his name at the top of the list? He doesn't even have a college degree. **David Moore**, who ranks fifth in the results, has a Master's Degree. You might think his name would be higher on the list. David Moore's recent job title is even more relevant to our search – he's currently a Marketing Manager.

- James Bond's only has 17 years experience, where other resume matches have up to 30 years, so we can conclude that experience alone is not the only factor in ranking higher in the resume results list.

- The main reason James Bond's resume is displayed at the top of the list is because his 'modified date' is the most recent of any candidate and Career Builder finds his profile to be the most relevant to my search. This is why it's important for you to keep your Career Builder profile or any other online resume profile very current. Do not take the "set it and forget it" approach to your online resume.

- Career Builder will not reveal how their search algorithms work, so we cannot figure out exactly why these candidates are ranked in this exact order, but we understand the more relevant our profile is, the better our chances for ranking

higher. But as you can see, education, experience, nor salary play a direct role in ranking.

- Even though we are viewing the results by search relevancy, as shown in the upper left corner of the results page, the results are still displayed by the most recent modification date. This is why it is crucial for you to constantly keep your Career Builder profile up to date. Depending on how actively you are seeking employment, you may choose to update your profile daily and if you're in a competitive industry, you may even update your profile several times a day to further increase the chance of keeping your resume above your competition.

How to Title Your Resume Profile

Have you noticed the many different poor choices of resume titles on the previous resume results list screen capture?

Titles like:

- Fairbanks2008
- Lori's Resume
- NT0508 resume

When job seekers are building their Career Builder profile, they don't seem to be aware that the name they assign to their profile is visible to employers who are searching for resumes.

Let's face it, with a profile name like, "Lori's Resume," it does nothing to encourage me to click-on and review Lori's resume.

Now on the other hand, have you noticed some of the more relevant resume titles?

Titles like:

- Project Manager
- Tenacious, results driven sales and sales management professional

Excellent Resume Profile Titles:

The following resume titles were part of the original "manager" search, but were cut off from the previous image.

- Business Development, National Sales, Management, On-Demand Software, Network Solutions
- Sales and Business Development Manager
- Senior Sales Manager/Director

Resume titles like this are much more likely to draw attention to an employer who is searching for a manager because they are more relevant to her search.

Put yourself in an employer's seat for a minute. If you're looking for a Sales Manager, are you more likely to read a resume titled, Lori's Resume, or one titled Sales and Business Development Manager?

I would strongly suggest that you title your Career Builder profile to closely match your job objective, the job in which you are seeking.

Relocation Column

As you'll see on the resume results list, the last column on the right lists the city and state you are willing to relocate to for a job. In this search, only one job seeker, Glen Davis is looking to relocate to Austin, Texas.

If you are hoping or willing to relocate for your job, then make sure your Career Builder profile reflects this desire.

Veterans

Did you notice the American flag next to David Moore's resume listing? This means that David is a U.S. Veteran. Veterans do not seem to get any benefit in ranking higher in the resume results list.

Sure Check

Did you notice the Check Mark ✅ on James Bond's profile listing in the resume search results list? It means that the job seeker is verified by Sure Check. Sure Check is a third party public record information company.

What is Sure Check? Sure Check is a way for you to review your background before an employer does and willingly offer-up this information on-the-spot to employers who are searching the Career Builder resume database. Here is a quote from the Career Builder website about Sure Check:

A Notice To Employers:

Your prospective candidate has taken a very substantial step by electing to undergo CareerBuilder.com's SureCheck Process provided by Entersect - a third party public record information company. This is an investment they have made to demonstrate their commitment, trustworthiness, and individuality in regards to making their next career move.

All information found in the SureCheck Report you are about to view has been retrieved from public records sources. Errors can occur and we strongly suggest that before making any hiring decision, you validate any and all findings with each public record repository. In addition, our retrieval network has certain coverage limitations and may not cover pending civil / criminal matters, lower court and vehicle code violations, local and county incarcerations, as well as other actions that have not been fully adjudicated and properly recorded with a particular court.

Your viewing of this report and subsequent use of this content must be in compliance with state and federal employment laws. CareerBuilder.com, Entersect and its affiliates do not make any warranties regarding the accuracy of the content contained in this report. At no time does CareerBuilder.com or Entersect endorse, warrant, or affirm any member, job seeker, candidate, or other individual that is the subject of our information.

I cannot advise you either way on whether you should or should not seek a Sure Check rating. I'm sure there is a fee for this service, and you can find out more by signing into your Career Builder profile.

Most of the resumes I have searched on Career Builder do not have a Sure Check, but the ones that do, definitely draw attention to my eye. As you can see from the resume results list, the check mark is a nice way of highlighting a candidates listing.

The Sure Check image is a green check mark, though not as visible when printed in black and white, but if you view this guide on your computer, you'll see all the colors in the following screen capture, exactly as an employer would see it.

The Sure Check certification does not seem to add any benefit in ranking a resume any higher in the list than those without it.

How Employers View Your Career Builder Profile and Resume

See example profile screen captures at the end of this section.

Employers have a few options to view your online resume profile at Career Builder.

Employers can:

- Email your entire resume portfolio to themselves.
- Save your resume – if you've attached a separate downloadable file, like a Microsoft Word document.
- View your Career Builder resume, online.

I've seen many job seekers who have not added their resume as an external document, like a Microsoft Word document. By not doing so, these job seekers are making it much more difficult on employers to view and distribute their resume.

When you create a Career Builder profile, you should have two resumes:

1. One that you create in Career Builder's online resume builder, so that your resume is more likely to show up in employer search queries.

2. A downloadable version, one that you create in Microsoft Word, or your preferred word processor, so that it's easy for an employer to download your resume and distribute it to other members of their hiring group.

<u>You need both resume formats!</u>

Your Career Builder resume is packed full of key words that employers are using to search for you, and your Microsoft Word version, to make it easy to download and distribute. Keep in mind that your downloadable resume is not as searchable as your Career Builder resume. Meaning that Career Builder does not read and index your Microsoft Word resume the way it does your Career Builder resume.

Let's take a look at a sample Career Builder profile the way an employer would see it. See **<u>Career Builder Sample Online Profile Example 1.</u>**

As you can see from Gayle Newman's Career Builder profile, she did a poor job and just copied & pasted a text version of her resume into the resume section of her profile. Also, Gayle did not attach an external Microsoft Word version of her resume. Her resume, as an employer would see it, is nothing more than a glob of text. If an employer were searching for someone with Gayle's skills, I think they would have to be pretty hard up to pursue an interview with her.

Copying and pasting a text version of your resume sends a subtle message to a prospective employer that you don't care very much about how your resume appears.

Career Builder Sample Online Profile – Example 1

careerbuilder.com

LOOK AT THIS RESUME

To: don@jobinterviewtools.com;

Forwarded By: don@jobinterviewtools.com

I thought you might be interested in this resume...

Personal Profile

Name: Gayle Newman

Phone: 534-913-1234

Email: gnewman@gmail.com

Location: US-CA-Pleasant Hill-94523 (Can work for any employer)

Experience

Total years experience: 24 Years

Job Categories: Accounting (6 Years experience)

Information Technology (6 Years experience)

QA - Quality Control (11 Years experience)
Other (QC)

Work History

Job Title:

Company Name: Health Care Management (HMR)

Job Title:

Company Name: Secure Solutions

Education

School: Monroe County Community College

Major: Data Processing

Degree: Associate Degree

School: Wayne State University

Major: MIS

Degree: None

Additional Skills And Qualifications

Recent Job Title: Manager Maintenance & QA

Managed Others: Yes (4 others)

Security Clearance: No

Felony Conviction: No

Recent Wage: 95,000 USD per year

Languages Spoken: English

Career Builder Sample Online Profile Example 1 - Continued

Desired Position

Desired Wage: 95,000 USD per year	**Desired Employment Type:** Full Time
Desired Travel: Up to 50%	**Desired Commute:** 25 miles
Desired Relocation:	

Resume

Manage the maintenance which includes all compliance issues with Federal & State government reporting for both the US and Canada. Compliance issues that are HR & Payroll related. Research and work with the appropriate agencies to insure that the application is compliant. Co-ordinate all tax releases 3 - 4 times a year, including 2 year end releases with all of the new tax updates for the US and Canada on a very tight schedule. Manage the QA of all releases. Co-ordinate the QA testing to insure all releases are as error free as possible. Back end technical support for the Customer Support group. Maintain customer databases in both Oracle and SQL Server to better QA the application using real customer data. One of the few in the company proficient in Oracle database maintenance and testing. Assist in responding to RFP's. Assist in creating functional/design specifications on new features and enhancements. As a former client, I have insight as to how and what users want to see in future development. Also served as Director of Operations before they moved that to the Fort Worth, TX office. In that role I was responsible for all of the Operations department with one employee working under me. Co-ordinated all PC support, set-up and maintained company anti-virus software, set-up and maintained a new email system, maintained all legacy systems (Open VMS & Unix). Work with clients/customers on future enhancements as well as complex customer support issues. Internal training on new product features and enhancements & session presenter and user conferences in both the US and Canada.

Example Profile 2

Let's take a look at another Career Builder resume with a nicely formatted profile and resume.

David Parker did a great job in creating a fully detailed Career Builder profile which is nearly an exact match of his actual resume he built in Microsoft Word.

When David's resume shows up after an employer database search, the following is exactly what an employer will see once they click on David's resume title from the resume results list. David is making it very easy for an employer to view his resume profile, where other job seekers are making employers jump through a few hoops before they can read a nicely formatted resume.

Making it easy for employers to find you, contact you, and read your resume, will lead to more requests for interviews from you.

Career Builder Sample Online Profile Example 2

careerbuilder.com

LOOK AT THIS RESUME

To: don@jobinterviewtools.com;

Forwarded By: don@jobinterviewtools.com

I thought you might be interested in this resume...

Personal Profile

Name: David Parker   **Email:**   dparker@aol.com
Phone: 345-825-6312   **Location:** US-IL-Amherst-60463 (Citizen)

Experience

Total years experience: 19 Years   **Job Categories:**   Accounting (10 Years experience)

Work History

Job Title: Professional Services - Support for accounting and finance staff   (1 Years) September, 2007 - Present
Company Name: ▒▒▒▒▒▒▒▒

Job Title: Public Accounting - Senior Auditor - Business Risk Services   (3 Years) April, 2004 - September, 2007
Company Name: ERNST & YOUNG

Job Title: Senior Auditor   (1 Years) April, 2003 - March, 2004
Company Name: SOLOMON EDWARDS

Job Title: Consulting Firm - Senior Auditor   (2 Years) June, 2001 - March, 2003
Company Name: PRG SCHULTZ INTERNATIONAL

Job Title: Public Accounting - Accounting Software Manager   (4 Years) July, 1996 - November, 2000
Company Name: American Express

Education

School: UNIVERSITY OF ILLINOIS   **Major:**   Finance   **Degree:**   Bachelor's Degree
School: UNIVERSITY OF ILLINOIS   **Major:**   Accounting   **Degree:**   Master's Degree

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Additional Skills And Qualifications

Recent Job Title:	Professional Services - Support for accounting and finance staff	**Recent Wage:**	87,500 USD per year
Managed Others:	Yes (6 others)	**Languages Spoken:**	English
Security Clearance:	No		
Felony Conviction:	No		

Desired Position

Desired Wage:	85,000 USD per year	**Desired Employment Type:**	Full Time, Contractor
Desired Travel:	Road Warrior	**Desired Commute:**	50 miles
Desired Relocation:	US-AZ-Phoenix (Citizen)		
	US-GA-Atlanta (Citizen)		

Resume

David Parker , CPA, CIA
4567 Meado Lane ✴ Amherst, Illinois 45325
(345) 825-6312 ✴ dparker@aol.com

SUMMARY

Analytical professional with experience in accounting, auditing, analysis and income taxes, possessing strong communication, presentation and training skills with extensive knowledge of computer hardware, software, and operating systems.

PROFESSIONAL EXPERIENCE

▬▬▬▬▬ CPA   Chicago, IL
Professional Services – Support for accounting and finance staff   *9/2007 – Present*
Maurice Sporting Goods *(contractor) – Tax and Financial Analyst*
- Assisted in the company's income tax preparation
- Preparation of tax schedules and details
- Documented accounting processes and advised on improvements to accounting controls

ERNST & YOUNG   Chicago, IL
Public Accounting – Senior Auditor – Business Risk Services   *4/2004 – 9/2007*
- Lead risk-based outsourced and co-sourced audits of Fortune 500 companies. Clients served include General Dynamics, Navistar, Caterpillar, and United Health Group
- Reviewed, documented and evaluated existing accounting processes and procedures
- Prepared audit plans and audit programs

- Prepared audit plans and audit programs
- Conducted meetings with company management outlining audit plans and results
- Assisted clients in complying with the Sarbanes-Oxley Act (e.g. controls documentation and testing)
- Assisted with remediation testing, documentation and recommendations
- Supervised staff in completing internal audit plans and preparing reports for management
- Participated in special projects for clients: contract reviews, contract negotiations
- Participated in bank audits including review of loan documents and regulatory compliance measures

SOLOMON EDWARDS   Oak Brook, IL
Consulting Firm - Senior Auditor – Support for accounting and audit staff   4/2003 – 3/2004
BP Amoco (contractor) – Internal Control Integration Specialist
- Assisted in the company's Sarbanes-Oxley documentation & implementation
- Reviewed existing accounting processes and procedures
- Documented processes and advised on improvements to accounting controls
- Assisted in the company's compliance with the Sarbanes-Oxley Act

Unisource (contractor) – Internal Auditor
- Assisted in the company's internal audit program
- Reviewed existing accounting processes and procedures
- Conducted audits and reviews of accounting processes and management activities

PG SCHULTZ INTERNATIONAL   Atlanta, GA
Auditing/Consulting Firm – Senior Auditor   6/2001 – 3/2003
- Conducted audits of client accounts payable systems to find and recover income (related to overpayments and improper vendor payments) that resulted in direct bottom line income of over $300,000
- Prepared final report detailing client weaknesses and methods for improving performance
- Supervised and trained other staff on audit engagements
- Clients included: Pharmacia, Rubbermaid, and Conseco Finance

AMERICAN EXPRESS TBS   (RSM McGLADREY)   Chicago, IL
Public Accounting – Accounting Software Manager   7/1996 – 11/2000
- Managed, installed and maintained network hardware and software applications for an office of 400+ professionals
- Prepared tax returns and corporate returns for AM&G partners and clients of the firm
- Effectively maintained PCs and software for staff of 400+ professionals
- Regularly trained employees in the use of new accounting software applications
- Assisted in special projects for the firm and its clients e.g. mergers/acquisitions

EDUCATION & CERTIFICATION

University of Illinois   Urbana, Illinois
Masters of Science - Accounting   *January 1988*

University of Illinois   Urbana, Illinois
Bachelor of Arts - Finance   *May 1985*

Certified Public Accountant (CPA) – Illinois License
Certified Internal Auditor (CIA)

In Summary

- Increase your chances of getting found in Career Builder and other job boards by creating an industry keyword rich resume and online profile.
- Make sure you attach your resume as Microsoft Word or (RTF) Rich Text Formatted document to your online profile.
- Make sure you create a nicely formatted online resume instead of a copy & paste text dump.
- Complete all sections of your Career Builder profile for maximum employer visibility.
- Update your online resume profile frequently to help keep it at the top of the search results.
- Title your online profile to match your job objective and don't use your name.
- Having outdated skills on your resume is a waste of valuable space plus it signals to employers that your resume is out of date and that you don't care enough to keep it updated.