



# Electronic Resumes

414.288.7423 ■ career.services@marquette.edu ■ www.marquette.edu/csc ■ Holthusen Hall, 1st floor

More and more employers are accepting job search materials and applications electronically. Many organizations have websites for you to post your resume and cover letter. Others accept materials via e-mail. There are some basic rules to keep in mind when applying for positions online.

## When to use an electronic resume

Option 1: Send a quick e-mail referring to an attached cover letter and resume. This is the most common method to use when you have the contact person's e-mail address and he/she is expecting your resume either because it is posted with an ad or you have spoken with him/her.

Date: Tues, 20 November 20XX 19:12:33-0700 (EDT)  
From: Grace Goodwin (grace.goodwin@marquette.edu)  
Subject: Account Executive Position  
To: Bernard Murray Bmurray@rapidforms.com

Mr. Murray-

Attached please find a cover letter and resume for the Account Executive Position at Rapid Forms. Please contact me if you have questions or trouble receiving my information. Thank you.

Grace Goodwin

\*\*\*DON'T FORGET TO ATTACH YOUR COVER LETTER AND RESUME!

Option 2: Send your cover letter as the body of the e-mail message. Paste your resume after the cover letter. Many employers won't accept attachments because of the threat of computer viruses. If in doubt, ask before you send any attachment. This method can be used in lieu of attachments and will assure that the information is received.

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Subject: Account Executive Position  
To: Bernard Murray Bmurray@rapidforms.com

Mr. Murray-

Cover Letter Text...

Refer to your resume below..."Below is a text version of my resume...."

Grace Goodwin

Option 3: Organizations may ask you to complete an online application or to submit your resume through their websites. You may be able to upload your original resume from your disk. If you are given blanks to fill in, simply cut and paste from your TEXT RESUME. Your text resume will already be formatted for such a method.

### **Transforming your resume into an electronic (or text) resume**

- Save your resume as "Text Resume." Use ASCII (plain) text format.
- Take out all formatting on your resume by selecting all and changing the style to normal. Take out bolding, underlining, and italicizing. Left justify everything. Make all text the same size and font.
- Limit line length to 65 characters.
- Use hyphens, \*\*, - or ~ in place of bullets.
- Use capital letters for your headings.
- For instances where you tabbed to align items such as dates, use a hard return instead, making the item go to the next line. Length does not matter in an electronic resume; therefore, take out all pagination. Items need to be clear and easy to read.
- Your text resume will not look as nice and inviting as your original resume. Instead, focus on content and readability.
- Use keywords, rather than verbs.
- Be sure to save your text resume and keep it handy. You will be able to cut and paste it into online applications.
- E-mail your resume to yourself first to check the formatting.
- Remember to update your text resume as you update your original resume.
- Note: An HTML (web-based) resume or reference to a personal web page on your resume can also complement your employment application. However, be wary of including information or links that might cast a negative light on how you are perceived by a prospective employer.

### **What happens to your online materials?**

Many describe submitting a resume online or in an e-mail is similar to throwing it into the black hole of cyberspace. However, companies insist that submitting materials online helps them keep costs down. Any number of things may happen once you submit your resume online. Human resource professionals may read all resumes and forward them on to the appropriate hiring manager. Resumes may be scanned or downloaded into a company database for hiring managers to search. This is why keywords are imperative. Sometimes resumes do sit awhile before anything is done to them. Because you may never know what happens to your resume once it is submitted, you will want to follow up.

### **Following up to online submissions**

Follow up is always important in a job search, but even more so when you use e-mail as your initial method of contact. If you have the person's name and phone number, call to follow up after one week. See the *Phone call follow up* handout for tips on how to do this effectively. You may also send a hard copy of your resume and cover letter.

## **Electronic thank you**

It's easier to know if you should use an electronic thank-you note, since you've already met the employer at the interview. If you're not sure if the interviewer is receptive to e-mail, ask or check the employer's business card. If there's an e-mail address listed, then it's permissible to thank your interviewer electronically. (In fact, it may be preferable, since business people who use e-mail rarely go long without checking it.) For a personal touch, follow up your e-mail with a hard copy letter of thanks.

## **Tips for online job searching**

- Use formal tone. Online you can't be judged by your looks, race, gender, or age, but you will be judged by the quality of your writing. Save the smiley faces and LOL's for your instant messaging, and make sure your job-search letters are professional and concise. The rules of snail-mail business correspondence apply.
- Proofread your mail before pushing that "send" button to ensure grammar, spelling, and punctuation are correct (don't depend on the spell check to catch your mistakes).
- Use capitalization and lower case letters. All capitals is the e-mail equivalent of screaming (never a good thing to do to a potential employer), while all lower case letters work only if you're e.e. cummings.
- Also, remember that "what you see" on your monitor is not necessarily "what they get" on the employer's screen. A disadvantage to e-mail contact is a danger in how attachments may appear. Formatting that is perfect on your PC may translate with margin problems and other spacing issues, which results in an unattractive and disjointed document. Using a text resume can prevent formatting mistakes.

## **Use a Professional Signature**

Even the most professional correspondence can be sabotaged by a handle such as HotGuy or CrazyAboutCars, so make sure your return e-mail address is as professional as the message within. When sending attachments, note that a cover letter was submitted electronically. When someone on a search committee sees an unsigned cover letter, she may assume it was mistakenly forgotten. Noting the submission method is helpful.

Sincerely,  
Grace Goodwin  
(submitted electronically)

## Scannable Resumes

As resumes are received, they are scanned into a computer database. When a position becomes available, a manager searches the database using keywords to describe the desirable job candidate. The computer returns the resumes that contain matches. The manager arranges for interviews with those candidates.

This means your resume needs something special: keywords.

The resume basics remain the same: your job objectives, work experience, education, and specialized training. A header on the first page contains your name, address, and phone number; subsequent pages should contain your name and phone number.

However, because the employer is going to enter a series of words that are “key” to describing the job, you want to make sure your descriptions of work experience, duties, abilities, and achievements use the same industry-specific terminology so your resume has a better chance of being a “hit.”

Keep in mind that scanners can misread complex formatting (see next page for tips). Also, use industry jargon or buzzwords. Many employers use a “required buzzword” field when searching through their automated applicant tracking system. Inclusion of the proper buzzwords will show that you’re industry-savvy and will move your resume to center screen.

- Use:
  - white, standard size paper
  - standard address format at the top
  - one phone number per line
  - flush left with no tabs
  - plenty of white space
  - keywords, rather than verbs
  - industry jargon, acronyms, and software known\*
  
- Avoid:
  - columnar layouts
  - condensed texts (letters touching)
  - italics, underlining, and boldface
  - vertical and horizontal lines
  - folding and stapling of your resume

\*For example, a traditional resume might say: *"Worked closely with writers and account coordinators in the development of client promotional materials."* A resume intended for scanning should read: *"Art Director creating four color brochures, multimedia presentations, and newspaper as books."*

# Jamie A. Thomas

8840 Apple Road • Chicago, IL 60000 • 847-111-2222 • jamie.thomas@hotmail.com

## PROFILE

### **Event Planning/Public Relations/Media Relations/Communications**

Highly creative graduate offering over five years experience in communications and business endeavors. Personable, enthusiastic, motivating. Able to adapt to and interact with a variety of populations. Effective combination of leadership, interpersonal and problem solving skills.

#### Strengths include:

- Able to prioritize and multi-task; team player, training and supervisory experience
- Always seeking to expand skills and take on new challenges
- Enjoy speaking before small or large groups; articulate, humorous
- Available for travel, overtime or special projects

## EDUCATION

### MARQUETTE UNIVERSITY, Milwaukee, WI

**Bachelor of Arts Degree in Communications**, May 20xx

Minor: **Business Administration** GPA 3.0/4.0; Major GPA 3.3/4.0

## COURSEWORK

**Business:** Intro. To Marketing, Organization Behavior, Financial & Managerial Accounting, Computer Literacy in Business, Micro & Macroeconomics, Business Stats, Financial Mgt.

**Communications:** Media Writing, Advertising Principles, Public Relations Principles, Media Law, Ethical Problems of Mass Communications, Writing for the Marketplace

## EVENT PLANNING EXPERIENCE

### CONSUMER EVENTS RESPONSE CONSULTANTS, Milwaukee, WI

*Trade Show Intern, Summer 20xx, Part-time 20xx-20xx*

- Organized company sponsored marketing and sales conferences
- Coordinated product presentations and supplier/ retailer business sessions
- Maintained event schedules

### SPECIAL EVENTS COORDINATION, Self-employed, Milwaukee, WI

*Theme Party Designer, 19xx-20xx*

Orchestrated parties and celebrations as:

- Children's birthdays and other family events
- Sorority Recruitment Theme Parties
- Business post-event parties

## BUSINESS EXPERIENCE

### THE BEAN, Milwaukee, WI

*Assistant Supervisor, Senior Management Team, 20xx-20xx*

- Managed daily store operations for coffee house
- Participated in Organizational Improvement Team, enhancing company communication
- Initiated concept for new express coffee bar, The Beanny Bar
- Developed promotion and marketing strategy for coffee bar

### BECK PLASTICS CORPORATION, Milwaukee, WI

*Executive Assistant 19xx-20xx*

- Supervised materials management and facilitated customer and supplier meetings

### COMPONENTS INCORPORATED, Milwaukee, WI

*International Supplier Service Assistant, 20xx*

## OTHER EXPERIENCE

### CHILD CARE, Milwaukee, WI:

**Nanny**, 19xx-20xx; **Babysitter**, 19xx-19xx

## ACTIVITIES

Sorority, Activities Director 20xx-20xx; Boys and Girls Club, Volunteer 19xx-20xx;  
Make a Wish Foundation, Chi Omega Liaison 20xx

## Sample TEXT Resume • GENERAL

Jamie A. Thomas  
8840 Apple Road · Chicago, IL 60000; 847-111-2222; jamie.thomas@hotmail.com

### PROFILE

Event Planning/Public Relations/Media Relations/Communications

Highly creative graduate offering over five years experience in communications and business endeavors. Personable, enthusiastic, motivating. Able to adapt to and interact with a variety of populations. Effective combination of leadership, interpersonal and problem solving skills.

Strengths include:

Able to prioritize and multi-task; team player, training and supervisory experience

Always seeking to expand skills and take on new challenges

Enjoy speaking before small or large groups; articulate, humorous

Available for travel, overtime or special projects

### EDUCATION

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Bachelor of Arts Degree in Communications, May 20xx

Minor: Business Administration GPA 3.0/4.0; Major GPA 3.3/4.0

### COURSEWORK

Business: Intro. To Marketing, Organization Behavior, Financial & Managerial Accounting, Computer Literacy in Business, Micro & Macroeconomics, Business Stats, Financial Mgt.

Communications: Media Writing, Advertising Principles, Public Relations Principles, Media Law, Ethical Problems of Mass Communications, Writing for the Marketplace

### EVENT PLANNING EXPERIENCE

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Coordinated product presentations and supplier/retailer business sessions

Maintained event schedules

SPECIAL EVENTS COORDINATION, Self-employed, Milwaukee, WI

Theme Party Designer, 19xx-20xx

Orchestrated parties and celebrations such as children's birthdays and other family events, sorority recruitment theme parties, business post-event parties

### BUSINESS EXPERIENCE

THE BEAN, Milwaukee, WI

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Managed daily store operations for coffee house

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Executive Assistant 19xx-20xx

Supervised materials management and facilitated customer and supplier meetings

COMPONENTS INCORPORATED, Milwaukee, WI

International Supplier Service Assistant, 20xx

### OTHER EXPERIENCE

CHILD CARE, Milwaukee, WI: Nanny, 19xx-20xx; Babysitter, 19xx-19xx

### ACTIVITIES

Sorority, Activities Director 20xx-20xx; Boys and Girls Club, Volunteer 19xx-20xx; Make a Wish Foundation, Chi Omega Liaison