

# SCANNABLE RESUMES

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*A scannable resume is designed to be read by a computer. A scannable resume includes keywords relevant to the industry, the purpose of which is to get your resume past the scanner and into an employer's hands.*

## What is a scannable resume?

A scannable resume is used when you believe a company will scan resumes into a computer. The computer then creates a database of applicants' skills and achievements in the form of keywords, and employers access a candidate's resume by searching for keywords.

If you submit your resume by e-mail, the scanning process is generally bypassed.

## How is a scannable resume similar to a traditional resume?

A scannable resume has the same basic headings and sections as a traditional resume:

- Contact information
- Objective or profile
- Education
- Experience
- Activities (*optional*)
- Skills (*optional*)
- Awards and Honors (*optional*)

## How is a scannable resume different from a traditional resume?

While visual appeal is important in a traditional resume, "computer appeal" is more important in a scannable resume. To achieve this appeal, focus on very basic formatting and carefully-chosen keywords.

## Tips for writing an effective scannable resume

- Keep it simple in format, style and language.
- Font should be Times New Roman, Arial or Calibri, size 10-12.
- Avoid the use of italics, underlining, shading, shadowing or graphics.
- To emphasize words, use **bold type** or CAPITAL LETTERS.
- Use vertical and horizontal lines sparingly or not at all. If you do use them, leave at least a quarter of an inch of space around the line.
- Do not double space within sections.
- Describe your skills and experience in keyword phrases.
- Use the "language" of your profession. Since searches are done using keywords and phrases that describe the requirements for the position, it is important to describe your qualifications using terms that match the keywords from job postings.
- Submit original scannable resumes that have been printed on white or light-colored paper. Print on one side of the paper only.
- Do not fold, staple or otherwise damage your resume.
- Some companies list specific guidelines on their websites for submitting scannable resumes. Be sure to follow each employer's specifications.
- Bring your resume to career development to get feedback from a career counselor.

**MAXWELL FORKEE**

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**PROFILE**

Media production graduate with professional video production experience and proven track record of delivering high-quality projects. Able to film and produce both in studio and field environments. Strong creative and desktop video editing skills using PC and Mac platforms.

**TECHNICAL SKILLS**

After Effects  
Final Cut Pro  
DVD Studio Pro  
Photoshop  
Illustrator  
Microsoft Office  
HTML/Web publishing

**EDUCATION**

Calvin College, Grand Rapids, MI, 2009  
- Bachelor of Arts in Communication Arts and Sciences  
- Major: Media Production, Minor: Business  
- GPA: 3.3

**EXPERIENCE**

Calvin Video Network Manager, September 2008 to Present  
Calvin College, Grand Rapids, MI  
- Coordinated the production and broadcast of Calvin College's television station  
- Led weekly production meetings  
- Worked alongside other students in creating, filming and editing television shows

Freelance Videographer, September 2006 to Present  
Grand Rapids, MI  
- Promoted videographer services and secured clients  
- Filmed weddings, performances, athletic events and other activities as contracted  
- Edited and produced DVDs

Intern, January to May 2008  
WOOD TV, Grand Rapids, MI  
- Wrote news reports for television station's website and daily broadcasts  
- Gained understanding of the operation of a television station

Coffee Shop Manager, January to December 2007  
Biggby Coffee, Grand Rapids, MI  
- Managed evening shift, trained new employees and provided excellent customer service