



# **Introduction To The Resume**

# Overview

- Your resume is the base of your application
- Different from the resume you use in your country
- If English is not your native language: it's not enough to translate it
- If English is your native language: you still should adapt your resume to be compliant with the US market

# Should be creative or not?

- Field not related to art or creation: standard resume
- Field related to art or creation: creative resume
- You really need to have a good reason to have a creative resume
- If you need a creative resume, you will need a second resume that is ATS-friendly

# Applicant Tracking System

- 95% of the larger companies, and 50% of the medium-sized companies in the US use it
- Resume scanned based on the words you used
- Automatic sorting among hundreds of resumes and rank them
- HR only look at resumes with 80% match with the concerned job
- ATS kills 75% of candidates submitting their resume

# ATS - Simple Indicator

If you do not have 75% of responses to your applications, either positive or negative, it is that your resume does not override the ATS system

# What to do?

- Adjust your resume format to be ATS compliant
- Adjust your resume content to match 80% the job description
- Adjust your resume for each job ad you are going to apply
- If you have a creative resume: you might have to adjust your 2 resumes (creative and ATS-friendly) for 1 job ad

# Why having a second creative resume?

- You might need both!!
- If you **apply at big or medium-sized companies**: send your ATS-friendly resume
- If you **send your resume by email or by give by hand**: send your creative high looking resume

# Steps to follow

- Build your ATS-friendly resume first
- Reuse this content to adjust your creative resume



# Course Structure

- Resume Format
  - American standard match
  - Profile and expectation match
  - ATS compliant
- Adjust your resume content for ATS
- Convince the recruiter to contact you