



STRATEGIES FOR APPLYING TO JOBS

Three Strategies for “Beating the Bot” When Applying to Jobs

Companies often use application tracking software (ATS) and/or resume scanning tools to assist with the application and hiring process. **A human is often not doing the first review of your resume.** That’s the job of the resume scanner and the results of the scan often determine whether you move forward. It’s not just Fortune 500 companies using an ATS or a resume scanning tool, medium and small companies have also adopted scanning tools to increase efficiency and deal with resume volume. The three strategies highlighted below can help you improve your chances of moving toward an interview.

STRATEGY

1

A PLAIN RESUME

Resume scanning tools vary but many struggle to interpret resume templates and heavy formatting.

Strategy 1 - Use Word to create, then save as a PDF (don’t use tables, columns, pictures, graphics, color). Avoid resume templates.

STRATEGY

2

KEYWORD MATCH

The resume scanner looks for keywords from your resume that match the job posting.

Strategy 2 - Include keywords from the job posting on your resume that also align with your skills and experiences. Use our resume software and AI to help!

STRATEGY

3

FAST NETWORKING

Offers the opportunity to gain support from a human rather than just relying on the resume scanner.

Strategy 3 - Reach out and get support from a (non-HR) human at the company who may have the ability to help move your resume forward.

Steps for Fast Networking

- 1 Identify people at the company on LinkedIn
- 2 Start your initial outreach & connect on LinkedIn
- 3 With an accepted connection, ask for a meeting
- 4 Meeting Prep - Scan the QR code for details

“NETWORKING” MESSAGE PROMPT

“Hi, [insert name]! I’m also a Spartan and just applied for a role with [insert company name]. It would be great to connect and get some advice from you. Thanks & Go Green!”