**ATS Best Practices [25%, 2.5 for each]**

1. Resume File Type

Your resume is a .txt, which can easily be scanned by ATS systems. The .docx format is good too. And HTML

2. Email Address

Your email mattmorrison@gmail.com,mattmorrison@gmail.com is on your resume, nice work!

3. Phone Number

Your phone number 1980565147320,2016-2020,2014-2016,2016-2020,2014-2016,12128558420,+1.509.389.8912,+1.509.389.8912,18218153810,349885396240,1955165109855,199326520955 is on your resume, good job!

4. LinkedIn Profile

Your resume appears to have a LinkedIn profile on it, data shows that including a LinkedIn profile gives you a higher chance of hearing back!

5. Job Title Match

The job title sales executive was not found on your resume. We recommend including your target job title to increase your chances of a match.

6. Education Match

The job description requires a(n) BSc degree, your resume shows that you have a(n) BSc.

7. Section Headings

We found the Experience and Education sections on your resume, nice work!

8. Date Formatting

We could not find a date that matched a recommended format. We recommend using one of the following formats: "M/YY" or "MM/YY" or "M/YYYY" or "MM/YYYY" or "Month YYYY" [e.g., 3/21 or 03/21 or 03/2021 or Mar 2021 or March 2021

9. Unknown Characters

There are no unknown/unreadable characters on your resume.

10. Add the organisation’s name (the potential employer or advertiser) and the website address (URL) for this job advert.

\*[CALCULATION: **25 marks /10 items** = 2.5 marks for each good answer

**Sales Index [25%]**

|  |  |
| --- | --- |
| 1. **Word Count** (25%)  [if the total word count is 400-100, then score 25/25] | Normally 400 -1000 words, except an executive CV |
| 2. **Measurable Results** (25%)  [at least 5. If less than 5, then assign \* **5%** to each one that the extractor identified]. eg, if only 3 were found= 15/25 | %, £, $, numbers, and use my list of unquantifiable results as a database |
| 3. **Action Verbs/Power Words** (25%). At least 5 measurable results. Each will be allocated 5% when the total words are less than 5]. if it got 4, then score the candidate 20/25 | See my 300+ action verbs and scrap from the web |
| 4. **Chiches & Buzzwords** (25%)  [Any appearance of such will score 0%  [if the CV had 1 cliché, score 0%] | Use my 14 cliches to avoid and add scrap from the web |

TOTAL= 25 + 15 + 20 + 0 = 60/100 = 60%

So final calculation for ‘sales index’ will be: 60/100 X 25% = 15/25

3. **Hard Skills (25%)**

[The final score in this sub-section will be a simple percentage distribution of how many the Affinda app extracted as ‘hard skills’

For example, if Affinda extracted 20 hard skills from a JD, and the candidate hard only 8 matched skills, the algorithm must calculate his sub-score as 8/20 X 25% = **10**% score out of the total 25% for this sub-section].

4. **Soft skills (25%)**

[if the Affinda app extracted a total of 15 soft skills, for example, but the candidate’s CV only got 11, then, the algorithm will calculate it as 11/15 X 25% = **18.3333**% out of the total of 25% for the sub-section].