**How to Get Your Resume Noticed (And Out of the Trash Bin)**

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Summary.

Eye-tracking research has shown that an HR professional will review your resume for a mere seven seconds, and companies are increasingly using automation to screen resumes.

* The days of sending a generic CV are out. You need to be able to stand out and make the connection that lands an interview.
* Experts share five fresh and practical ways you can do this:

1) Outsmart the robots;

2) Show off your skills;

3) Don’t restrict your work experience to just “work”;

4) Let the numbers do the talking; and

5) Keep your cover letter personal.

How long does it take a recruiter to decide if you’re right for a job? It’s actually around seven seconds, according to eye-tracking research. To put that into perspective, close your eyes and take two deep breaths. That’s the time, on average, hiring managers spend skimming your resume, sizing up your history, hopes, and dreams before either tossing it into the trash or moving you to the next round of the application process.

For those of us just entering the workforce or looking to make a career transition, one thing is clear: We need to find ways to stand out — and fast. While there is a plethora of guidance on the Internet surrounding how to be a “great” candidate, it can be contradictory or confusing depending on where and when you look.

I’ve spent the past few weeks catching up with recruitment experts who specialize in remote work, as well as diversity, equity and inclusion (DEI), in attempt to decode the most up-to-date advice when it comes to applying for a new job — especially during this pandemic. I’ve asked them to weigh in on everything from how resumes are screened to how candidates can make connections that might help them land an actual interview.

Here is what I’ve learned:

### **Outsmart the Robots**

According to Sulaiman Rahman, CEO of [DiverseForce](https://www.diverseforce.com/), recruiters may not be the only ones you need to impress. “Organizations are increasingly using automation to screen resumes, so it’s important for job seekers to use keywords that are also found in the actual job description,” he told me. In short, more and more artificial intelligence (AI) tools are being used to match the language in your resume to the language in the job posting.

This means that, when you apply for any job, you should pay attention to what the company has written about it — everything from the general description to the qualifications. The language they use has been intentionally crafted to highlight the skills and experiences they seek, so weave that language into your CV. If you do, you have a better chance of outsmarting AI and moving your application through the initial screening process.

Rahman also cautioned against overly cluttered or involved design layouts. “Unconventionally formatted resumes may be catchy to the human eye,” he said, “but it can be challenging for automated systems to find keywords on those resumes, and this can backfire on the candidate.”

**Pro tip**: If you want to show off your creative side, consider making an online portfolio instead of showcasing it on your resume. This is a great way to highlight your career and experience through colorful, eye-catching content. Include a link to your profile on your resume. Another option is to use a cloud-based recording platform like Loom to [make a personalized video](https://hbr.org/2020/05/was-your-internship-cancelled-take-advantage-of-virtual-internships) that can be linked to on your resume.

### **Show Off Your Skills**

Your resume should tell a story about why you are the best fit for this role. And like all great narratives, it should begin with a hook. Underneath your name and title, include a summary about what you have to offer and who you are as a professional, as well as a key skills section highlighting your strengths — focusing on the ones that are most relevant to the job.

Here is an example of what a this might look like:

An aspiring project manager who thrives on creating order out of chaos, I am energized by “wicked” challenges and am comfortable with ambiguity, having served in multiple internship roles with distributed SaaS start-ups. I keep teams on track and have a knack for identifying blind spots and finding elegant solutions to unforeseen problems. Playing a key role in remote product launches has been exciting, but what drives me continues to be the opportunity to forge a path for others as part of an underrepresented group in tech.

“The top of your resume should be a forward-leaning section that shares what you have to offer and who you want to be as a professional,” Brie Reynolds, career development manager at [FlexJobs](http://flexjobs.com), said. “It’s very different from the rest of the resume, which is backward-leaning and shows what you’ve accomplished thus far.”

For the key skills section, Reynolds also recommends highlighting any remote-work skills. “Because so many roles are becoming at least partially, if not fully remote, a technology skills section showcases your ability to work with and through various platforms.”

**Pro tip**: Be sure to include any business-related programs you’re familiar with (Microsoft Word and Excel, Salesforce, WordPress) and any remote collaboration tools you’re comfortable using, like IM/chat programs (Slack, Teams, Google Chat), file sharing (Dropbox), document collaboration (Box, Google Drive), or video conferencing technologies (GoToMeeting, Skype, Zoom).

### **Don’t Restrict Work Experience to “Work”**

Recently out of college with little work experience? Consider including major projects and papers you worked on as a student. “Group projects and large research papers can involve the types of skills that many employers are after: communication, writing skills, time management, focus, project management, teamwork and research — just to name a few,” Reynolds said.

It can be tricky to decide where to place this kind of experience on your resume, but if the work you’ve done has largely occurred in an academic setting, the experts recommend listing it separately under a “Relevant Experience” section. Use titles like research partner, strategy lead, or project manager, and make clear any time restrictions you were bound by to emphasize that you are comfortable working on a deadline.

Prospective employers will be impressed by your ability to connect the dots from the classroom to the real world and communicate value beyond an assignment’s scope.

**Pro tip**: Only highlight projects that are relevant to a potential role.

### **Let the Numbers Do the Talking**

Which of these statements sounds more impressive?

* “In my past role, I led the team to increase revenue by 20%.”
* “In my past role, I increased annual revenue from $5 million to $6 million, a gain of 20%, while leading a global team of six employees spread across four time zones.”

Most recruiters would probably say the second. Not only does the second sentence talk about the candidate’s accomplishment, it also shows the depth of their success by citing cold, hard facts.

Like facts, no one can really argue with numbers. “They help us understand just how successful a candidate has been,” [Lance Robbins](https://twitter.com/lancehamiltonr1), director of economic and workforce development at Distribute Consulting, explained. “Metrics are essential to telling the story of previous successes.” So keep track of any quantifiable milestones you’re hitting in your current role, project, or internship. You never know when you’ll need to pull data together to bolster a job application or interview.

**Pro tip**: Continue this practice even after landing a job. You can use numbers to make a case for why you deserve a promotion or a raise down the line.

I am a Full Stack Developer who loves data analysis oriented to the financial sector.  
  
Before finishing my degree, I started to explore the world of finance applied to computer science. Together with a colleague, we decided to develop an algorithmic trading system for cryptocurrencies. Since then, I have continued learning and researching scientific papers related to the subject in my spare time.  
  
In my working life I have participated and led different Full Stack projects and always related to economic sectors. I have made signature controls for investment management platforms, an E-Commer project, monitoring tools for trading portfolios and ETRM (Energy Trading Risk Manager) systems.  
  
In addition, I have developed trading tools for investment managers using machine learning and artificial intelligence concepts applied to commodity markets.

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    Working at Kaudal was a pleasure, an exquisite team, a boss who always listened to my ideas and new projects that we could do, but finally and with great difficulty in making the decision, I had to leave the company.   
      
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[Contrato de prácticasContrato de prácticas mar. 2021 - jun. 2021 · 4 mesesmar. 2021 - jun. 2021 · 4 meses](https://www.linkedin.com/company/35660238/" \t "_self)

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    During the internship, the IT team welcomed me and showed me the Full Stack role. I started with small tasks and adaptation tests until I ended up doing the user stories of the main project and meeting with the team about the developments.  
      
    I learned how to set up production environments, work under the framework of agile methodologies (scrum), deal with customers and also the different stacks that were used in the project (Micronaut and Vue.js with Quasar).  
      
    Finally, my experience with the company was great, I was integrated in a team from which every day I could learn new things, every day were new challenges, so at the end of my internship, I was offered to continue with the company and very grateful I accepted the offer.During my time as a student, I was looking for companies related to the world of finance to do my external internship. That's why Kaudal was the perfect place to apply as it is a fintech company. During the internship, the IT team welcomed me and showed me the Full Stack role. I started with small tasks and adaptation tests until I ended up doing the user stories of the main project and meeting with the team about the developments. I learned how to set up production environments, work under the framework of agile methodologies (scrum), deal with customers and also the different stacks that were used in the project (Micronaut and Vue.js with Quasar). Finally, my experience with the company was great, I was integrated in a team from which every day I could learn new things, every day were new challenges, so at the end of my internship, I was offered to continue with the company and very grateful I accepted the offer.
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