# What is Gnarfle the Garthok?

In the 1993 comedy “Coneheads,” Beldar Conehead (Dan Akroyd) defeats a fearsome monster in David and Goliath style on his homeworld of Remulak and saves Earth.

On earth in the 2020’s job searching can feel as daunting as fighting an alien monster. The castle of the modern-day corporation has a giant wall around it called the Applicant Tracking System or ATS. This is a machine which reads resumes and matches them against a job description, allowing only a fraction of them to reach a human recruiter.

Even for the same job, different companies and sometimes different departments in the same company will use different keywords. A job interviewer can submit a resume and use a website like jobscan.io in order to determine their keyword match, spending time iterating to get a high score. This can take up to an hour. With one needing to send hundreds of resumes this can be an exceedingly time-consuming chore.

A job searcher can put a resume on a website like indeed.com, monster.com, or LinkedIn, list their skills, and hope a recruiter scan will catch their resume. LinkedIn offers limited space, and one must choose what to put. Indeed and Monster still require readability, so throwing in word salad will not be helpful.

The question is How do I know what keywords to put in my resume? The answer is “Gnarfle the Garthok”

GtG will scrape internet sources of job listings and create a database of job titles, and associated keywords. A user can then enter partial or entire job titles, and determine which keywords and phrases are most frequently associated with the query phrase. Future enhancements will allow cross checks on geography and company.

With this information, a job searcher can proactively put in the best keywords into their online resume and increase their chances of being found through searches or getting through an ATS to a human recruiter.

To my knowledge, as of this time there is no other such system out there available for job hunters which builds an leverages an existing database of job listings. Other systems only match one to one on job description – resume.