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Emailed / On-line Resumes

Recruiters and staffing managers are inundated with electronic and online resumes and usually spend less than a minute scanning each resume. With the recent explosion in the number of applicants, the recruiter's traditional role of finding qualified candidates has been transformed into resume management. Most recruiters will scan electronic resumes on a computer monitor in order to decide which resumes merit further review. The scan lasts less than a minute and the resume will not be printed or reviewed in detail if it fails. If you want your resume to stand out in this environment, you must understand the rules on writing effective on-line resumes.

Sell Above the Fold.

Ever notice that the biggest stories in a newspaper are placed in the top half of the first page (above the fold)? They understand how people scan text. When it comes to resume writing, "above the fold" is the part of the resume that is visible on a computer screen without having to scroll down—typically the top half of page one. Your resume should contain a summary or other device that sells in the first half of the first page.

Strive for Human Scannability.

Most jobs you apply for will request an emailed version of your resume. Most resumes sent via email are viewed (i.e. scanned) by humans on a computer monitor and must look good on a computer screen...

Ask yourself if your resume draws the eye to important areas? Does it meet standard formatting guidelines (objective or summary first, reverse chronological order, etc.)? Does it make the reviewer work too hard?

A resume that looks good on paper may be difficult to read on a computer screen. Graphic lines look pretty *on paper* but can be a distraction on a computer screen. Times New Roman is an example of a font that looks good on paper but does not present well on a computer monitor.

Do not justify the text, left align. Avoid magnifying your resume because it reduces the on-screen viewable area. Do not use a header on the first page. Although the header data is visible in Microsoft's "page layout" view, it disappears in "normal" view. Also, avoid tables, resume templates, reverse type, crazy fonts, and excessively large fonts.