



EXPERT ADVICE: RESUME:

The E-Resume

Just as more and more cover letters are being sent electronically to employers, so are resumes. Electronic resumes have many benefits above a paper resume. They can be scanned and stored digitally which is a big advantage at companies that rely on huge computer data banks. They can be transmitted to corporations and individuals via email. And they can be uploaded onto public resume databases and posting boards.

The arrival of electronic resumes has also meant the arrival of electronic readers. Large corporations sometimes use resume-reading software that scans electronic or web-based resumes for certain key words. An investment banking firm might search for “financial analysis” while a computer software company might look for “handled trouble shooting.” A human might not even get to a resume until the software program has whittled down the paperless mass to a group with a very specific skill set. As a candidate what you need to do is figure out possible key words in your field and weave them into the body of your resume.

If you are versed in HTML — Hypertext Markup Language, which is what is used to create a web page on the world wide web — consider putting your resume online. The general content of the resume will be the same but you can include photos, graphics and other visually attractive features that will make your resume stand out. There are a number of different free hosting sites that allow you to create a personalized web page. If you send an electronic cover letter just add the world wide web link at the bottom.

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