

NAVIGATING ATS

APPLICANT TRACKING SYSTEM



ATS stands for Applicant Tracking System, and it's software that companies use to manage the huge number of resumes they receive. Instead of a human reading your resume right away, ATS is utilized to scan over it first, looking for specific keywords that are in the job description. If your resume doesn't pass the scan, it may never reach a recruiter. Tailoring your resume is essential to make sure you're hitting the right keywords and keeping the format simple so it can get through.



STEP 1 Read the job description carefully

STEP 2 Match the skills you have to the ones the company is seeking

WHAT IS IN A JOB DESCRIPTION?

This includes job requirements. These are the skills, experience, and other qualities that an employer considers necessary for a candidate to be successful in a role. They are a vital part of the job description and are used to help determine which candidates to interview and hire.

HOW CAN I MATCH THESE TO MY SKILLS?

- Use similar language as the job description (but avoid copying word for word).
- Insert relevant keywords naturally into different sections of your resume: skills, experience, summary, etc.

WHAT IS A KEYWORD?

Keywords in a job description are terms and phrases that reflect the specific skills, qualifications, responsibilities, and experience that a potential employer is seeking.

Keywords can include:

- Soft / Hard Skills
- Action Verbs
- Technical Skills
- Experience / Qualifications

SUGGESTIONS:

- Stick to a clean and simple layout.
- Avoid using tables, columns, graphs, or graphics.
- Use standard section headings such as "Education, Work Experience, and Skills."
- Avoid special symbols, heavy use of acronyms, and strange document types.
- Avoid overloading your resume with too many keywords.



JOB DESCRIPTION



EXAMPLE

Highlighted you will see the keywords. There is no differentiation in the colors. They are meant to showcase the variety in the job description.

Job Description

Position Title: Marketing Intern

Company: BrightWave Media

Location: Remote

Job Type: Part-Time

Job Summary

BrightWave Media is looking for an enthusiastic high school student or recent graduate to join our marketing team as a **Marketing Intern**. This role offers hands-on experience in **digital marketing, social media management, and content creation**. The ideal candidate is passionate about **marketing** and eager to learn.

Key Responsibilities

- Assist in the creation and execution of **digital marketing campaigns**.
- Help manage and monitor **social media accounts** (**Facebook, Instagram, LinkedIn, etc.**).
- Support **content creation** for **blog posts**, social media, and **email newsletters**.
- Conduct **research** on **market trends** and audience engagement.
- Assist in tracking and reporting on **social media performance metrics**.
- Collaborate with team members to develop **marketing materials**.

Requirements

- High school diploma or working towards one.
- Strong interest in **marketing, social media, and content creation**.
- Excellent written and verbal **communication skills**.
- Familiarity with **social media platforms** (Facebook, Instagram, TikTok, etc.).
- Basic knowledge of **graphic design tools** (**Canva**).
- Ability to manage **time** effectively and meet deadlines.

Preferred Qualifications

- Experience with managing **social media** for school clubs or personal projects.
- Basic skill in **photography** or **video editing**.
- Previous experience in a school newspaper, blog, or similar activity.



RESUME

EXAMPLE



EMILY DAVIS

Austin, TX | emily.davis@email.com | (123)456-7890

Motivated high school student with a passion for **digital marketing, social media management, and content creation**. Seeking to apply my skills in **content strategy, social media analytics, and market research** as a Marketing Intern at BrightWave Media to contribute to creative marketing campaigns.

Education

Johnson High School | Austin, Texas

Expected Graduation:

June 2025

Relevant Experience

Social Media Coordinator (Volunteer), High School Robotics Club

Sept. 2023 - Present

- **Managed social media accounts** (Instagram, Facebook) for the Robotics Club, increasing engagement by 20% through consistent **content scheduling** and **audience engagement**.
- Created and posted content using **Canva**, ensuring alignment with the club's brand voice and targeting key audiences.
- Analyzed social media performance using platform analytics to track **key performance indicators (KPIs)** such as engagement rates and follower growth.
- Collaborated with the club president to develop a **content calendar** and planned promotional strategies for upcoming events, helping increase attendance.

Yearbook Committee Member, Johnson High School

August 2022 - June 2023

- Assisted in the design and layout of the yearbook using **graphic design tools** like **Canva** and **Google Docs**, ensuring a visually appealing and consistent design.
- Contributed to **content development** by writing and editing feature articles and interviews with students and staff.
- Conducted interviews and gathered information for yearbook sections, applying skills in **research** and **communication** to create compelling narratives.

Marketing Volunteer, Local Charity Event (Food Drive)

March 2022

- Supported the event marketing by promoting the food drive through **email marketing** campaign and **social media updates**, contributing to a successful turnout.
- Assisted in taking photos and videos during the event, applying **basic photography** and **video editing** skills to create engaging post-event content.

Key Skills

- **Social media management & Analytics** (Instagram, Facebook)
- **Content creation** (Canva, Google Docs)
- **Graphic design** (Canva, Adobe Spark)
- **Email Marketing** (Mailchimp)

Extracurricular Activities

- Robotics Club - Social Media Coordinator
- Yearbook Committee - Design and Writing
- School Newspaper - Contributing Writer
- Volunteering - Local Charity Events

