

# Scannable Resumes

*In today's high tech labor market, many companies employ scanning technology to efficiently match candidates with job openings. The employer first uses a scanner to transfer a copy of your resume into their database. Once added to the database, optical character recognition (OCR) software may be used to read and screen resumes based on criteria established by the employer. The resumes meeting the employer's criteria are then highlighted or "kicked out" as matches. If your resume is not scannable, i.e. readable by both the scanner and OCR software, it will not be deemed a match and therefore may never be seen by the recruiter. To ensure that your resume is seen, a scannable version should always be provided upon initial submission. If you choose, you may provide a "presentation" version with enhanced formatting at time of interview.*

## Career Center Calendar

Check <http://www.cpp.edu/~career/> for current dates, times and locations for Drop-In Advising, workshops and career events.

## "Drop-In Advising"

Brief, 10-15 minute sessions with a Peer Advisor who can provide you the tools and resources to be successful. No appointment necessary!

Monday-Friday: 11am-3pm

## Summer Hours:

Please call office for Summer hours  
909-869-2342

### Plain Text vs. MS Word document:

If you format your resume as a Plain Text document (Text Only, Rich Text or ASCII), your resume will be scannable; however, due to the antiquated look of these styles, many job seekers prefer to format their resumes using MS Word for a more professional look. Whichever you choose, keep in mind that when posting on job banks, it is safest to copy and paste from a Plain Text document and when provided, always follow the employer's directions for posting.

### Formatting Your Scannable Resume in MS Word:

Should you choose to create a Word document, the following formatting rules should be followed:

- Create as a MS Word document
- Do not use templates
- One page is preferred; never more than 2 pages  
(For 2-page resume: include header with complete contact information top of each page and indicate page number "1 of 2" and "2 of 2" at bottom of page)
- Margins should be no greater than 1 inch; no smaller than .5 inch
- Left align or justify text
- Use Arial or Times typeface
- Use 10-12 pt font for text (no larger than 14 pt for titles); use no more than 2 sizes of font
- Space between text can be as small as 5 pt
- Do not indent more than 5 spaces
- There should be no more than 5 spaces between text
- Use bullet statements; avoid paragraphs
- Bullets should be a solid circle or solid square only
- No italics, script, underlining, columns, horizontal or vertical lines
- Remove hyperlinks
- Use key words that correlate to the job announcement
- Print on 8.5 x 11 white or ivory bond weight paper
- Paper should have no watermarks

### Responding via Email:

Type your cover letter in the body of your email (do not provide the cover letter as an attachment). Provide your Word document as an attachment and paste a copy of your Text Only version in the body of your Email beneath your cover letter. The pasted version will serve as your "insurance policy", should the employer be leery of opening your attachment, or, need a Text Only version.

### Responding via Post:

When mailing, send your resume in a 9 x 12 envelope. Do not fold or staple your resume; use a paperclip for any attachments.

## NON-SCANNABLE RESUME SAMPLE

The sample below is fine as a “presentation” resume to present at an interview when you have already been selected as a match by the employer; however, due to the formatting, it may not be readable by an employer’s scanning technology. To ensure that you are considered as a viable candidate, always submit a scannable resume when applying for a job.

### BILLY BRONCO

3601 West Temple Avenue, Pomona, CA 91768  
(555) 123-4567  
bkronco@cpp.edu

### OBJECTIVE

Assistant Brand Management position for an International Retailer.

### EDUCATION

June 2006 **Bachelor of Science, Business Administration: International Business, Marketing Minor**, California State Polytechnic University, Pomona

### ACADEMIC PROJECTS

Spring 2005 **Brand Equity Research**, Undergraduate Research Apprentice Program, Assistant, California State Polytechnic University, Pomona  
\* Collected and examined cross-cultural brand equity data from various journals & databases  
\* Reviewed and summarized literature on brand equity formation, management, & transferability

Fall 2004 **International Marketing Seminar**, Hitotsubashi University, Japan  
\* Developed strategies to promote sales of instant coffee in team of 4 for a multinational company’s Japanese coffee division  
\* Conceptualized and developed 4 commercials and 2 PR events

### EXPERIENCE

May-Aug. 2005 **Tax Advisory Intern**, Deloitte & Touche, LLP, Los Angeles, CA  
\* Researched and wrote articles for Tax Director to highlight implications of tax rule changes  
\* Analyzed tax returns and financial statements to assist in the completion of tax returns for corporations, partnerships, and individuals

June-Aug. 2004 **International Trade Intern**, U.S. Department of Commerce, Commercial Service, Los Angeles, CA  
\* Researched and developed objectives, goals, and budget plans for fiscal year 2001 for Middle East team consisting of 25 commercial officers in the US and abroad  
\* Drafted team proposal currently being implemented by the division to promote trade opportunities such as International Buyer Program shows and educational seminars  
\* Contacted international trade liaisons to assess export opportunities for small companies

### AFFILIATIONS

Jan.-June 2005 **Community Service Coordinator**, Beta Alpha Psi, National Honors Business Fraternity  
\* Organized 4 community service events for 40+ students in local chapter  
\* Acted as liaison between Beta Alpha Psi and local community

### SKILLS

**Languages:** Write and speak Cantonese and Mandarin; converse in Japanese

## SCANNABLE RESUME SAMPLE

In the scannable sample below, the content of the resume remains the same; however, all lines have been removed, the text has been left aligned, the columns and large indentation have been removed, the bullets have been reformatted and the font has been changed to conform with scanning guidelines.

### BILLY BRONCO

3601 West Temple Avenue, Pomona, CA 91768  
(555) 123-4567  
Email: bkronco@csupomona.edu

### OBJECTIVE

Assistant Brand Management position for an International Retailer.

### EDUCATION

**Bachelor of Science, Business Administration: International Business, Marketing Minor**, California State Polytechnic University, Pomona (June 2006)

### ACADEMIC PROJECTS

**Brand Equity Research Assistant**, Undergraduate Research Apprentice Program, California State Polytechnic University, Pomona (Spring 2005)  
• Collected and examined cross-cultural brand equity data from various journals and databases  
• Reviewed and summarized literature on brand equity formation, management, and transferability

**International Marketing Seminar**, Hitotsubashi University, Japan (Fall 2004)  
• Developed strategies to promote sales of instant coffee in team of 4 for a multinational company’s Japanese coffee division  
• Conceptualized and developed 4 commercials and 2 public relations events

### EXPERIENCE

**Tax Advisory Intern**, Deloitte & Touche, LLP, Los Angeles, CA (May-Aug. 2005)  
• Researched and wrote articles for Tax Director to highlight implications of tax rule changes  
• Analyzed tax returns and financial statements to assist in the completion of tax returns for corporations, partnerships, and individuals

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• Drafted team proposal currently being implemented by the division to promote trade opportunities such as International Buyer Program shows and educational seminars  
• Contacted international trade liaisons to assess export opportunities for small companies

### AFFILIATIONS

**Community Service Coordinator**, Beta Alpha Psi, National Honors Business Fraternity (Jan.-June 2005)  
• Organized 4 community service events for over 40 students in local chapter  
• Acted as liaison between Beta Alpha Psi and local community

### SKILLS

**Languages:** Write and speak Cantonese and Mandarin; converse in Japanese  
**Technical:** Microsoft Office, HTML, JavaScript, Chinese & Japanese Word