

Writing Resumes that get Noticed by Hiring Managers

Take your resume from “ho-hum” to amazing – write resumes that get noticed by hiring managers AND bots!

1. Use keywords

Applicant Tracking System (ATS) software scans resumes for contextual keywords and phrases, scoring the resumes for relevancy. Only resumes with the highest scores make it through to the hiring manager. So, how do you know which phrases are most relevant to your position? Start with the job description and identify the essential keyword phrases listed in the requirements or skills section. Next, consider how to naturally integrate the most important phrases into the summary of qualifications at the top of your resume. Finally, cover your bases and include both the full title, common synonyms and acronyms when listing positions. For example, Guest Ambassador and Concierge.

2. Simplify formatting

For years, job seekers have been told to submit resumes as PDFs to preserve formatting. Unfortunately, as more organizations move to pre-screening candidates via applicant tracking systems, these resumes are getting overlooked. ATS software still isn't great at reading PDFs and may miss important content. If you're submitting a resume through an online job portal, rather than emailing someone directly, use a Word Doc or Rich Text format.

Remove any extraneous formatting like logos, images, and shading. Use a standard font; Arial and Times New Roman are always safe choices.

3. Quantify and contextualize your accomplishments

Always quantify your accomplishments and then contextualize them against broader company/industry performance. For example, “increased year-on-year guest satisfaction by 24% when industry-wide measures dropped by 12%.” Think about how you can quantify the volume, frequency, and scale of your work.

4. Customize your resume for the position

You don't need to completely redo your resume for every application, but a few tweaks can help your resume stand out to the hiring manager. Always ensure your resume shows a clear match between your skills, experience and the position. Add a custom headline or branding statement (and integrate those keywords!), include a recent industry certification, and reorder bullets to highlight the professional achievements most relevant to this position. Skills on their own don't solve problems. It's how you apply a skill that makes a difference.