Machines read our resumes first

How do we win them?

Our target

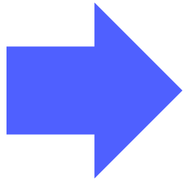
1. Understand how ATSs works
2. Design an ATS-friendly resume

How we'll get there

- How an ATS works
- Optimizing our resume for ATSs
- Testing our new ATS-friendly resume
- One thing you should never do

ATS screens profiles to save recruiter's time

- Filters using criteria
  - Keywords and phrases
  - Work experience
  - Educational background
  - Skills
  - Certifications and licenses
  - Location
  - Recentness of experience
  - Custom criteria
  - Achievements and metrics
  - Formatting and structure



Shortlisted profiles
Matching %

Let’s take a peek inside
the **Airwrk Dashboard**

Building an ATS-friendly resume

- Clean format
  - Standard headings like “Work experience” or “Education”
  - Standard fonts like Arial or Times New Roman
  - No tables
  - No double columns
  - No graphics or images
- .docx is the safest format
- No spaces and special characters “-” “&” in file name
- Clear and direct content
- Relevant keyword (ChatGPT)

Elon Musk

Aiming to reduce global warming through sustainable energy production and consumption, and reducing the "risk of human extinction" by "making life multi-planetary" and setting up a human colony on Mars.

elonmusk@teslamotors.com
650-681-5000
Los Angeles, USA
elon.musk

Work Experience

06/2006 - Present — San Mateo, USA
Chairman
SolarCity
Accomplishments
Created a collaboration between SolarCity and Tesla to use electric vehicle batteries to smooth the impact of rooftop solar on the power grid.
Provided the initial concept and financial capital.

02/2004 - Present — Palo Alto, USA
CEO and Product Architect
Tesla Motors
Accomplishments
Currently oversee the company's product strategy – including the design, engineering and manufacturing of more and more affordable electric vehicles for mainstream consumers.
Insisted on using carbon fiber composite materials in the hull to minimize weight, developed the battery module and even some elements of design, like the headlights.
Received Global Green 2006 product design award for Tesla Roadster design.

06/2002 - Present — Hawthorne, USA
CEO and CTO
SpaceX
Accomplishments
Plans to reduce space transportation costs to enable people to colonize Mars.
Oversee the development of rockets and spacecraft for missions to Earth orbit and ultimately to other planets.
Developed the Falcon 9 spacecraft which replaced the space shuttle when it retired in 2011.

03/1999 - 10/2002 — San Jose, USA
CEO
X.com and PayPal
Accomplishments
Involved in the development of new business models, conducted a successful viral marketing campaign, which led to a rapid increase in the number of customers.
Created a method of securely transferring money using a recipient's e-mail address.

01/1995 - 02/1999 — California, USA
Co-founder
Zip2
Accomplishments
Created a platform where newspapers – including credible ones as New York Times – could offer their customers some additional commercial services.

Education

09/1992 - 06/1995
Bachelor of Science in Economics
Wharton School of the University of Pennsylvania

09/1992 - 06/1995
Bachelor of Science in Physics
Penn's College of Arts and Sciences

Skills & Competences

Thinking through first principles
Micromanaging
Goal oriented
Future focused
Critical thinking
Resiliency
Verbal and written communication
Leadership
Creativity
Time Management

Achievements & Certificates

IEEE Honorary Membership (2015)
Given to people who have rendered meritorious service to humanity in the IEEE's designated fields of interest.

Businessperson of the Year by Fortune Magazine (2013)
Prize received for the following companies: 'SpaceX', 'Tesla Motors' and 'SolarCity'

FAI Gold Space Medal (2010)
One of the highest honors in the aerospace industry, shared with prominent personalities like Neil Armstrong and John Glenn.

Honorary doctorate in Design from the Art Center College of Design

Honorary doctorate (DUniv) in Aerospace Engineering from the University of Surrey

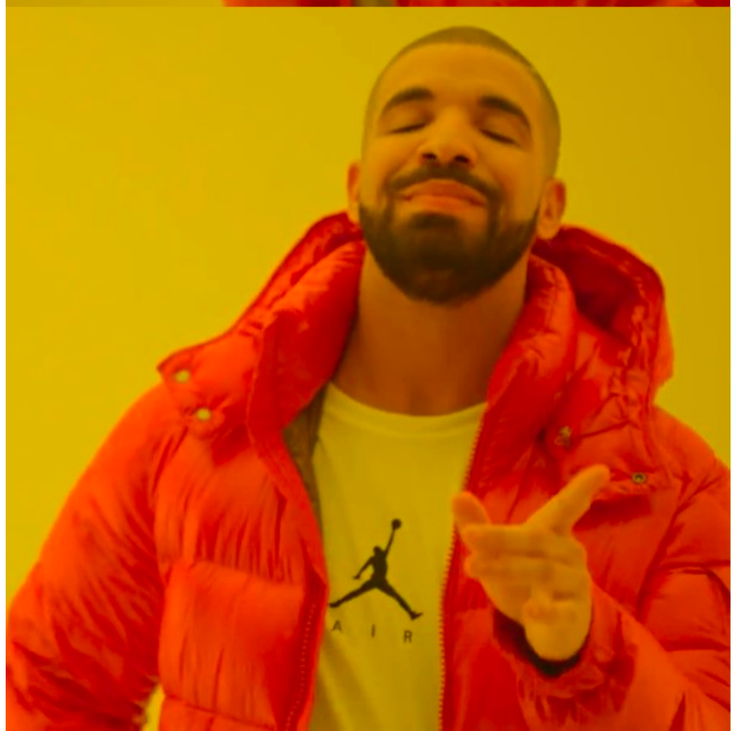
Honorary doctorate of Engineering and Technology from Yale University

Languages

English
Afrikaans

Interests

Physics | Sustainability | Philanthropy | Extraterrestrial life | Alternative energy sources | Space engineering | Reading | Video games



Sample Resume

Nadia Smythe
email@g.harvard.edu | 555-555-5555
linkedin.com/in/youracct/

EDUCATION

HARVARD UNIVERSITY EXTENSION SCHOOL 2014 - 2016
Master of Liberal Arts, Management
- Recipient of Dean´s List Academic Achievement Award
- Selected for the Venture Incubation Program at Harvard Innovation Lab and winner of Stretch Award 2016

UNIVERSIDAD NACIONAL AUTONOMA DE MEXICO 2001- 2006
Bachelor of Business Administration in Marketing
- Graduated from Honors Program, Rank 1
- College Student of the year 2006 awarded by Expansion Time Warner Magazine
- Recipient of L'Oréal Excellence Award 2006

PROFESSIONAL EXPERIENCE

AGENDA28 September 2012 - Present
CO-FOUNDER/ DESIGN STRATEGY DIRECTOR
- Founded design studio specialized in social impact that develops integral design strategies to increase effectiveness of social initiatives and empowers young designers from underserved communities in Mexico
- Led 20 design projects for nonprofits and social enterprises in the U.S., Mexico, India, Zambia, Australia, Switzerland
- Won Most Innovative Idea at Educational Innovation and Social Entrepreneurship Conference at Harvard - May 2015

ENTERPRISSE DE MEXICO November 2008 - January 2014
MARKETING & SALES DIRECTOR
- Led the Marketing and Sales teams, achieving a company growth of 163% in 5 years
- Reinforced the brand by redesigning the corporate identity and executing online marketing campaigns
- Improved the customer service by implementing a new Sales Methodology, a CRM and a Loyalty Program
- Developed a new Corporate Strategic Planning methodology and coordinated all related activities
- Expanded operations to 9 new countries in Latin America

OPTICIANE MEXICO January 2008 - October 2008
PR & MEDIA EXECUTIVE
- Managed the PR activities for 16 eyewear brands
- Planned events for Tiffany, Chanel, and Ralph Lauren winning best congress planner 2008 (Convenciones Mag.)
- Coordinated media campaigns for RayBan, Vogue and Prada
- Accomplished $1,300,000 USD in Clipping (free advertisement)

CLAIROLE MEXICO March 2006 - December 2007
PREFERENCE BRAND MANAGER
- Performed the marketing activities including forecasts, new products launch, advertisement and promotions
- Led the Casting Crème Gloss and Color Rays market research
- Achieved 15% in annual growth vs 0.5% budgeted

TRAINEE: Managed the Mexico City's point of sales team
INTERNSHIP: Supported Paris' hair color brands with sales forecasts, design of promotions and PR events

VOLUNTEER EXPERIENCE

- **INCUBATEC**- Mexico City (January 2005 – May 2006): Coordinator of entrepreneurs program
- **ARTE NAJEL**- Chiapas, Mexico (July 2005 – March 2006): Marketing advisor for fair trade project
- **POLE**- Nairobi, Kenya (August 2012): Assistance to Mercy Community School to develop business plan

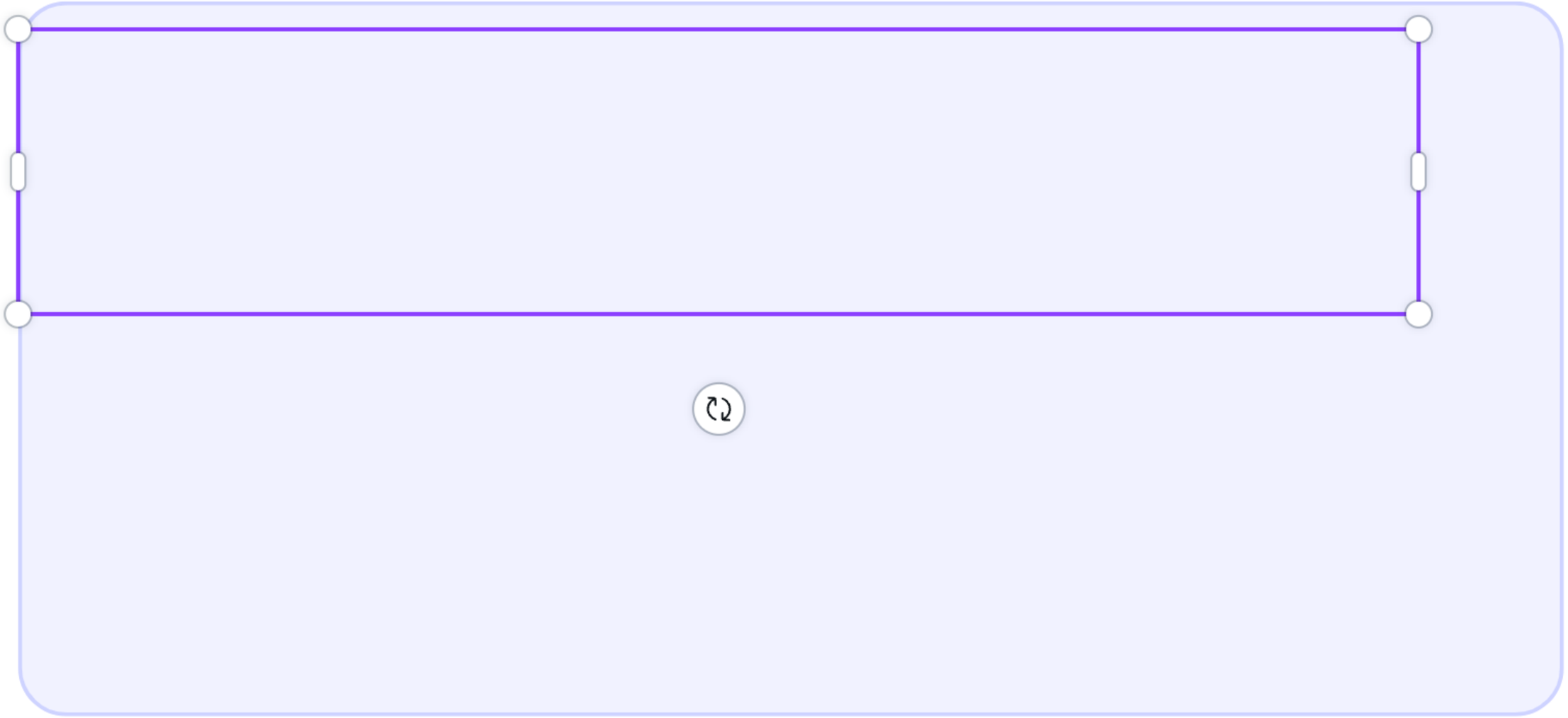
Test your resume’s ATS-friendliness here:

The Ultimate Career Coach

Jobscan

Google :)

Never do this

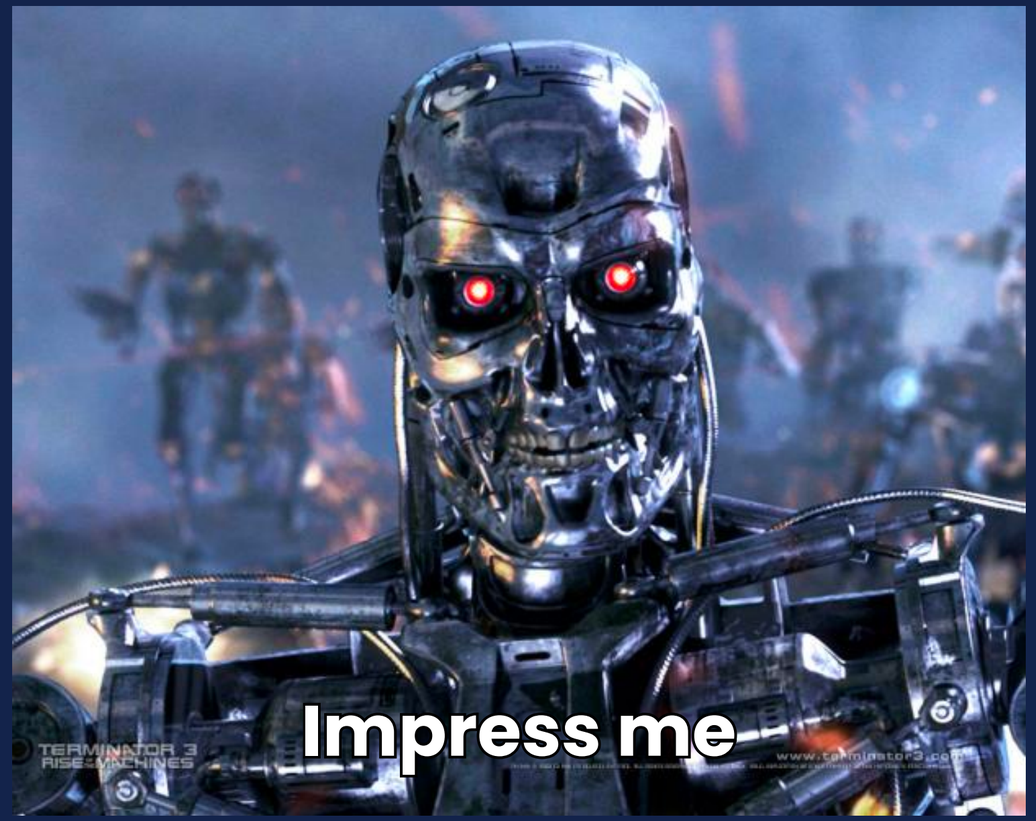


Never do this

- Gaming the system
- Writing for machines than for humans
- Cramming every keyword in
- Text so small it’s affecting legibility

Show us your new ATS-friendly resume!

Post your newly edited resume in our
Facebook Community
and get feedback from me and other members.

One thing to remember:

You have to impress the machine first