

With the increasing prevalence of scanning technology, employing keywords in a resume to attract maximum attention - by a human and/or computer scanner - has become a critical component of building an attention getting resume. **Keywords are the terms deemed by the employer as representing the essential job attributes.** Each employer, industry and profession has specific keywords. Increasingly, companies and recruiters search resumes for specific keywords / key phrases to find the candidates with the skills, qualifications and expertise to fulfill the job requirements. Incorporating keywords into a resume and cover letter help you to secure optimum attention and outperform your competition.

The words you select should portray your Value Proposition and match what the employer is seeking. Incorporating job specific and employer pertinent keywords in the top third of page 1 of your resume, significantly elevates your chances of the attracting the employers' interest in your candidacy. How do you find the "right" keywords to secure maximum attention? Utilize your knowledge of the company, profession, industry and review online postings of similar positions. Each profession has the potential for hundreds of keywords; the list below is just the tip of the iceberg! With the prevalence of electronic search capability, failure to incorporate the "right" keywords is not an option!

Engineering

Bill of Materials	Kaizen / Kanban	Program Management
Capital Management	Lean Manufacturing	Project Management
cGMP / cGDP / cGLP	Materials Management	Prototype Testing
Commissioning	Mechanical Engineering	Quality Assurance
Continuous Improvement	New Product Launch	Quality Engineering
Design Engineering	Plant Engineering	Quality Improvement
Design Specifications	PPAP / APQP	Research & Development (R&D)
Engineering Documentation	Process Capability Analysis	Resource Management
Environmental Engineering	Process Costing	RFP / RFQ / RFI
Environmental Permitting	Process Engineering	Root Cause Analysis
Failure Analysis	Process Flow Mapping	Statistical Analysis
Feasibility Analysis	Process Improvement	Systems Integration
Final Customer Acceptance	Process Standardization	Technical Documentation
Greenfield	Product Development	Total Quality Management
Industrial Engineering	Product Reliability	Vendor Management
Justification Study	Productivity Improvement	Vibration and Drop Testing