

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 enticing resume. **Keywords are the terms deemed by the employer to representing the essential job attributes.** Each employer, industry and profession has specific keywords. 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 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!

## Finance:

Accounts Payable	Corporate Governance	Investor Relations
Accounts Receivable	Corporate Tax	IPO
Adjusted Present Value	Cost Accounting	Letter of Credit
Angel Financing	Cost Benefit Analysis	Liability Management
Asset Disposition	Divestitures	Liquidation / Bankruptcy
Asset Securitization	Due Diligence	Mergers & Acquisitions
Audit Controls	Earnings Per Share	Private Equity
Auditing	EBITDA	Reporting & Analysis
Balance Sheet	Financial Policy	Reverse Takeover
Basel I, II & III	Foreign Exchange	Risk Management
Business Plans	GAAP	ROE / ROI / ROA
Business Reengineering	GATT	Sarbanes Oxley
Capital Financing	General Accounting	System Migration
Capital Gains / Loss	General Ledger	Treasury
Cash Flow & Management	Hedging	
Collections	IFRS	
Commercial Paper	Internal Controls	