

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!

Hospitality

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|-------------------------|-------------------------|------------------------|
| Back Office Operations | Guest Services | Pricing |
| Banquet Operations | HACCP | Procurement |
| Brand Management | Health and Safety | Program Management |
| Budget / P&L | Hospitality Management | Promotions |
| Catering | Housekeeping | Property Development |
| Client Needs Assessment | Human Resources | Property Management |
| Club Management | Inventory Planning | Regulatory Compliance |
| Competitive Analysis | Kitchen Operations | Reservations |
| Concierge | Maintenance | Resort Management |
| Customer Service | Marketing | Revenue Projections |
| Event Coordination | Meeting Planning | Server |
| Facility Management | Menu Planning | Service Management |
| Food and Beverage | Multi-Unit Operations | Training & Development |
| Food Sanitation | New Product Development | Travel and Tourism |
| Front Desk Operations | Occupancy | Vendor Management |
| Guest Retention | Portion Control | Workflow Management |