

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!

Marketing

Advertising Strategy	Customer Loyalty Program	Niche Marketing
Agency Management	Customer Service	Portfolio Management
B2B / B2C / B2G	Direct Mail	Product Launch
Brand Acquisition	Event Planning	Product Management
Brand Management	Interactive Presentations	Product Positioning
Budget P&L	Internet Marketing	Profit Margin
Campaign Management	Key Performance Indicator	Promotions
Category Management	Market Analysis	Public Relations
Competitive Analysis	Market Research	Reputation Management
Consultative Sales	Market Segmentation	Resource Management
Consumer Surveys	Market Share Ratings	Social Media Marketing
Contract Management	Marketing Collateral	Strategic Marketing
Contract Negotiations	Media Buy	Trade Marketing
Copy Writing	Merchandising	Trade Show Booth Design
Creative Design	Naming/Logo Design	Trend Analysis
CRM	Needs Assessment	Vendor Management