

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!

Public Relations

Advertising	Corporate Sponsorship	Partnership Development
Advocacy Advertising	Crisis Management	Podcasting
Agency Management	Customer Communications	Press Conferences
Annual General Meetings	Customer Relations	Press Releases
Annual Reports	Event Planning	Public Relations
Brand Management	Facebook	Public Service Announcement
Budget / P&L	Fundraising	Publications
Communications Plan	Government Relations	Search Engine Optimization
Community Affairs	Investor Relations	Shareholder Communications
Community Engagement	Issues Management	Social Media
Conference Planning	LinkedIn	Speech Writing
Consumer Attitudes	MARCOM	Strategic Planning
Contract Negotiations	Marketing Collateral	Twitter
Copy Writing	Media Buying	Vendor Management
Corporate Mission	Media Placement	VIP Protocol
Corporate Planning	Media Planning	Website Development