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Resumé keywords guide

How to optimize your resumé
to help meet your goals

In this guide...

You'll learn how to make your resumé readable, informative and ready to work for you.

- 1** Why are resumé keywords important?
- 2** Where to find resumé keywords in job postings
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1 Why are resumé keywords important?

Keywords are skills an employer looks for in a job applicant, and that makes keywords an important addition to your resumé. They should be used strategically and naturally in your application materials to highlight how you fit the role you're applying for. It's important to tailor your resumé to each job you apply for.

2 Where to find resumé keywords in job postings

You can find keywords in job postings by reviewing the sections titled Responsibilities, Required Skills or Duties. You can make the most of that information by editing your resumé to include skills you have that overlap with those of the job posting.

Project Coordinator Chandler, AZ, USA SPECIFICATIONS

Manages a team (district, area, or functional group) with assigned projects and/or any of the following as assigned: correspondence, various administration tasks, **tracking project deliverables**, **dates** and **monitoring deadlines**; provides regular and timely reports highlighting variances as they arise.

ESSENTIAL JOB FUNCTIONS

- Updates necessary **tracking system(s)** to ensure that project and/or program status is maintained with complete accuracy, including third party management systems.
- Creates and distributes correspondence relevant to the team, **project** or program (internal and external).
- Assists with **administrative** preparation for various meetings.
- **Communicates** all issues to management prior to reaching critical status.
- Develops and maintains accurate and complete files for projects and programs; continues to **monitor** for integrity and completion.
- Provides additional **administrative support** as required.
- Issue vendor POs, as **needed**
- Various **office management** functions such as supply ordering, package shipment, **event coordination**, office **vendor coordination** and **payment** (garbage, utilities, coffee, etc.)

OTHER SKILLS/ABILITIES

- Computer skills using Microsoft Office and ability to learn a variety of **tracking** and **project management** [software](#)
- Excellent **organizational/administrative skills**
- Strong **interpersonal skills**
- Ability to thrive in a dynamic, **problem solving** [environment](#)
- Ability to **multitask** in a fast-paced [environment](#)
- **Customer-service** orientation with a strong problem solving [approach](#)

EXPERIENCE/MINIMUM REQUIREMENTS

- One (1) to three (3) years in a general business environment with **project coordination** and/or **administration** **experience**

3 Where should you place keywords on a resumé?

Keywords are easily included in the Summary, Skills and Experience sections. The bottom line is your resumé should reflect you and the skills you have developed (through education and professional experience) that align with your target career. Even if your skills do not fully match all keywords from a job posting, highlighting the skills that do overlap is helpful and can make the job application more effective.

CATHERINE MATTINE
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ASPIRING MANAGEMENT TRAINEE

Highly **organized, motivated** and **customer-focused new business graduate** enthusiastically positioned to leverage strengths, experience and knowledge to add value and contribute to team and organizational success.

Customer Service | Budgeting | Planning | Presentation Skills | Analysis | Research | Execution

EDUCATION

Bachelor of Science (BS), major: Management | University of Phoenix, anticipated: May 2021
GPA in major: 3.54

Key Course Topics included: Organizational Behavior for Managers, Business **Data Analytics**, Statistics, **Change Management and Implementation**, Innovative and **Creative Business Thinking**, Project **Management**, **Human Resources Management** and **Teamwork**, Collaboration and **Conflict Resolution**

Projects, Research and Skill Development:

- Examined, designed and applied **project management** methodology to **business** scenarios, from initial project scope and charter through **planning, budgeting**, change management, identifying risks/costs, project closure and report writing.
- Applied and interpreted descriptive statistics for qualitative and quantitative data to inform decisions, shape recommendations and analyze trends.
- Created a proposal for effective **teamwork**, including team roles, team **development, decision making, managing conflict** and maximizing team and individual effectiveness.

Software and Technology: Microsoft Project, Excel, PowerPoint, Salesforce, POS systems, inventory management systems

4 Top transferable skills employers look for

Sometimes your skills don't directly align with those in the posting for a job you desire. Whether you're looking to break into an industry or switch careers, transferable skills can be a powerful tool for getting your foot in the door. Visit [NACE Career Competencies](#) to review sample behaviors employers look for in new hires.

Use experience to generate keywords

When entering a new role or industry, you can highlight transferable skills from previous or current roles to align yourself with your new industry. You can do this a few ways:

- Add education to the resumé
- Add projects to the resumé
- Define your skills

Add education to the resumé

Always include any ongoing degree program, along with your expected graduation date. Include a section for relevant coursework and mention courses you've taken or are taking that naturally align with major keywords.

Example for management-related coursework

Education:

Bachelor of Science (B.S.) – Business with a Project Management Certificate

GPA: 3.77 | University of Phoenix, February 2021

Associate of Arts (A.A.) – Business Fundamentals

GPA: 3.47 | University of Phoenix, April 2017

Coursework: Integrated Office Applications, Cloud-Based Applications, Computer Hardware, Utilities and Software Applications (including spreadsheets, word processing and presentations), Project Management, Business Communications, Accounting, Data Analytics, Marketing, Change Management

Add projects to the resumé

Another way to highlight experience is to share school, personal or volunteer projects.

Example for volunteer IT experience

Related Experience

Safe Oasis Shelter, Phoenix, AZ

6/2022 – Present

IT Support Technician (volunteer)

- ✓ Created **firewall** protection for Safe Oasis' **intranet system**, set up secure **Wi-Fi network** and installed **Windows 11**, ensuring local nonprofit was up to date and could connect to internet securely.

Lake Region Chamber of Commerce, New Orleans, LA

4/2020 – Present

IT Help Desk Intern

Internship providing desktop support and IT security troubleshooting for regional Chamber of Commerce supporting >200 small businesses, professional services firms, financial institutions and social service agencies | Directly supported internal staff of 10 employees

- ✓ Developed backup protocols and researched service providers. Made recommendation to Board of Directors, complete with 5-year financial projection, business impact and benefits analysis, delivering an affordable and seamless solution to the organization.
- ✓ Provided monthly desktop updates and troubleshooting services to all employees.
- ✓ Tried and delivered remote desktop support for board to assess impact and functionality.
- ✓ Taught multiple IT support and troubleshooting workshops and webinars for members.

Define your skills

Students and alumni can use the University of Phoenix's [**skills profile**](#) to see the skills they are gaining in classes and those acquired in previous roles. After checking this resource, add skills to your resumé as they relate to the job you are applying for.



5 Examples of industry-specific job listings

Here, we provide starter lists of keywords for the fields of business, IT, healthcare, criminal justice and education. These lists are not comprehensive but are designed to get you thinking. It's important to research your target industry or role and customize your resumé from there.

Starter list of business keywords

- Business planning & strategy
- Project management
- Leadership
- Manager/Management
- Mentoring & coaching
- Operations/Logistics
- Organization design
- Training & onboarding



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HUMAN RESOURCES MANAGEMENT

HR **Leadership** | SHRM-CP | **Operations & Logistics**

Human Resources manager and practitioner with successful cross-functional collaborations that have been instrumental in increasing employee retention, developing future leaders, improving culture and supporting company success.

Skills: **Business Planning and Strategy**, **Change Management**, **Project Management**, **Mentoring**, **Coaching**, Scales Agile Frameworks, Talent **Manager**, Learning and Development, **Leadership Development**, HR Business Partner, Human Capital Management, DEI, **Organization Design**, **Training and Onboarding**

Business resumé considerations

Include any experiences and internships that correspond with your area of interest in business.

Starter list of IT keywords

- Agile methodologies
- Amazon Web Services/AWS
- C++
- Jira
- Microsoft Azure
- Python
- R
- React JS
- Salesforce
- Software as a Service/SaaS
- Software development life cycle/SDLC
- SQL



MARTHA JONES

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SOFTWARE DEVELOPER

Troubleshooter with the drive to create solutions, provide excellent service and develop trusted relationships | Reliable with ability to remain flexible while managing multiple projects/priorities simultaneously.

Technical Skills: Windows 7/8/10, Microsoft Office 365, C++, Jira, Microsoft Azure, Python, R, React JS, Agile Methodologies, Amazon Web Services (AWS), Salesforce, Software as a Service (SaaS), Software Development Life Cycle (SDLC), SQL, Networking Protocols (TCP/IP, FTP, DHCP, DNS, VPN, Wireless)

IT resumé considerations

- Add a Technical Proficiencies section to highlight relevant skills and include keywords.
- Share concrete examples of your IT work and skills.
- Add freelance, volunteer or independent IT projects to showcase required skills.

Starter list of healthcare keywords

- Advanced Cardiac Life Support/ACLS
- Basic Life Support/BLS
- Direct patient care
- Electronic medical record (EMR)/
electronic health record (EHR)
- Epic Systems
- Healthcare
- Medical terminology
- Patient care/patient safety
- U.S. Health Insurance Portability and Accountability Act/HIPAA



JOHN SMITH

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CAREER SUMMARY

Detail-oriented administrative **healthcare** professional with success in providing effective office management to streamline company operations. Known as a highly organized servant leader who instills a positive work culture to create high-performing teams. Adept at healthcare management, budget strategies and project planning.

Skills: Microsoft Office 365, **EPIC**, **Electronic Medical Records (EMR)**, **HIPAA**, Medicare and Medicaid, **Medical Terminology**, Medical Billing, Customer Service, Change Management, Team Building, Performance Management, **Patient Safety**, Human Resources Management, **Direct Patient Care**, **Electronic Health Records (EHR)**

EDUCATION

Bachelor of Science, Health Administration, 2021
University of Phoenix, Phoenix, AZ

Advanced Cardiac Life Support (ACLS), ex: 2024
Basic Life Support (BLS), ex: 2024
American Heart Association

Healthcare resumé considerations

The healthcare field tends to promote from within, so it can be helpful to get started in the field through an internship or volunteering before you finish your degree. Then, be sure to highlight that experience on your resumé.

Starter list of criminal justice keywords

- Active listening
- Critical thinking
- Data entry
- De-escalation
- Corrections
- Evidence collection
- Filing/file searching
- Investigating
- Researching
- Risk management
- Security



STEVE ADAMS

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SUMMARY OF QUALIFICATIONS

- Recent criminal justice graduate seeking a position as a U.S. probation officer
- Firsthand experience in criminal law, the parole process and working with previous offenders
- More than two years of experience working with youth and recent parolees
- Strong ability to confront and defuse intense situations and work toward positive outcomes
- Deep knowledge of substance abuse and community rehabilitation programs to facilitate referrals
- Fully bilingual in Spanish

Skills: Case Management, Active Listening, Critical Thinking, Data Entry, De-escalation, Corrections, Crisis Intervention, Surveillance, Conflict Resolution, Community Resource Referrals, Investigative Tactics, Report Writing, Restraint & Takedown Techniques, Evidence Collection, Filing (File Searching), Investigating, Researching, Risk Management, Security

Criminal justice resumé considerations

People who earn a degree in criminal justice can pursue a wide range of roles, so it's important to have a target role in mind. Then, investigate important keywords specific to your target role.

Starter list of education keywords

- Classroom & behavior management/behavioral intervention
- Curriculum development
- Educational leadership
- Google Suite
- Higher education
- Lesson planning
- K-12 education
- Social & emotional learning
- Teaching & learning



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Seeking a position as...

Elementary School Teacher / Substitute Teacher

Recent graduate excited to begin a full-time **teaching** career. Passion for creating stimulating **learning** environments and nurturing students' potential for academic and social development. Patient, enthusiastic and resourceful educator with success in executing **lesson plans**, implementing classroom activities and incorporating **social and emotional learning** environments.

Additional Value Offered:

- More than two years of volunteer teaching experience providing lessons on work readiness, entrepreneurship and financial literacy to students ranging from third to eighth grade
- Strong "people skills" with proven ability to create positive relationships with parents, children and staff gained through experience in high-volume customer service and food service roles
- Adept with modern technologies and applications (including **Google Suite**) due to background in technical support role
- Experienced in various instructional settings including virtual, hybrid and **higher education**
- Developed resilience and flexibility in addressing student needs via **educational leadership training**

Education resumé considerations

Use a free storage or website creation tool like Google Drive or Google Sites to create an online portfolio of lessons you have planned and your other education-related materials. Share a link on your resumé to further showcase your educational skills.

6 Resources for finding keywords

Future of Skills: Scroll down to search your target role or industry.

ZipRecruiter: Search for your specific role or area.

UOPX Skills Profile: Students and alumni can use the University of Phoenix's skills dashboard to view skills earned through coursework and experiences.

O*Net Basic Skills List: Review a list of basic skills and related occupations.

O*Net Cross-Functional Skills List: Review a list of cross-functional skills and related occupations.





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