

ATS vs. Presentation Style Résumé

Recent studies show that greater than 90% of large companies (greater than 500 employees) utilize applicant tracking systems (ATS) to handle applicant data. Additionally, many small and medium-sized companies are now using ATS software too. While these systems can be impersonal, it is the reality of today's job market that a job candidate is likely to have to apply through this type of system. Microsoft, for example, receives up to 50,000 resumes per week so using a manual system is cost prohibitive.

The ATS resume is all about the content as it utilizes minimal formatting. Here are some tips to help your resume get through the ATS scan and on to a human being:

- Ensure your resume is keyword-rich – highlighting that the job candidate possesses the skills, experience, education, expertise and accomplishments the position requires
- Mirror wording from job description
- Don't use any headers or footers in your resume document
- Utilize sans serif font style like Arial, Verdana instead of serif fonts like Times New Roman
- Don't use a font size less than 10.5
- Use bullet statements instead of lengthy paragraphs
- Don't include any graphics or tables – simple formatting

There are times in your job search where you'll need to target a person directly. This would be the time to utilize what's called a "presentation" resume. The only real difference between the two types of resumes is that the presentation style can incorporate some more robust formatting unlike the ATS resume. Many of the rules above, don't apply as the resume is going directly to a person (could be a recruiter or HR professional; better though is when it sent to a hiring manager).

Remember: ATS for online application (computer system); Presentation for person (can be sent via mail, hand delivered, or e-mail).

ATS Résumé

<First Name> <Last Name>
emailaddress@gmail.com | (561) 555-1212

Corporate Sales Executive
Recent MBA graduate with special interest in Sports Marketing/Management and Team Sports Operations. Fluent in English and Spanish.

Ticket Sales | Game Day Operations | Promotions | Phone Sales | Client Service | Social Media
Microsoft Office Suite | Mac Applications | QuickBooks | **SalesForce**

EDUCATION
Lynn University, Boca Raton, FL
Master of Business Administration, **Sports Administration**, 3.7 GPA (May 2016)

Florida State University, Tallahassee, FL
Bachelor of Science, **Marketing**, 3.5 GPA (May 2013)
Athletics: Men's Tennis Team (2009 – 2012), **Team Captain** (2010 – 2012), **Freshman of Year** (2010)

EXPERIENCE
Indianapolis Colts, Indianapolis, IN
Corporate Sales Intern (Summer 2013 - 2014)

- Handpicked by Vice President of Corporate Sales for coveted internship position
- Spearheaded new **corporate marketing partner recognition** program which secured financial commitment of 100% of sponsors with partnership ending within one year (\$2.5M in revenue)
- Generated **research reports** for sales executives which was utilized on potential sponsor presentations
- Conducted **market research** for 5-person sales team which led to 10 appointments and 4 new corporate partners
- Updated department's **SalesForce CRM** ensuring data integrity and allowing for more timely reporting
- Earned coveted **Intern of the Year Award in 2014** in recognition of outstanding performance

Office of Human Services & Community Partnerships, Tallahassee, FL
Executive Assistant (Summer 2013 - 2014)

- Managed and completed up to 50 case files per day which included grant payments, requisitions, invoices, and check disbursements

Lynn University, Boca Raton, FL
Graduate Assistant Tennis Coach (Fall 2014)

- Planned and administered **team training** and practice sessions including on and off-court activities
- Ensured student-athletes performed well both on-court and in classroom; 6 student-athletes earned All-Conference Academic honors

XS Tennis Academy, Chicago, IL
Tennis Coach (Summer 2010 - 2012)

- Implemented **marketing program for Pepsi Challenge** resulting a \$50k grant to provide free after-school tennis programs for Chicago Public Schools in disadvantaged areas

Presentation Style Résumé

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Please click [here](#) to a short video and visual aide for this section.