

Utilizing Jobscan

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Lisa Winston: So, what is JobScan, first and foremost? Companies, big and small companies, this is a big misconception that only, a lot of big companies utilize.

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Lisa Winston: what's called an applicant tracking system, ATS. So big and small companies utilize these to go through resumes for any number of reasons. I've heard of

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00:01:31.750 --> 00:01:36.179

Lisa Winston: teams of 8 utilizing these softwares to go through resumes. I've heard of

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Lisa Winston: teams of 200 utilizing these systems to go through resumes. The reason that they utilize this might be specific to the company.

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00:01:44.190 --> 00:02:09.020

Lisa Winston: why they utilize that software to... or that system to analyze resumes that come into their system. Sometimes it's that they don't have enough, human power, enough people that can go through all of those applications by hand and look at them, one-on-one, individually. Sometimes it's that it's easier for them to utilize an applicant tracking system

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00:02:09.020 --> 00:02:32.040

Lisa Winston: because they feel like that's a system that will give an unbiased view at applications prior to, you know, sifting through that pile before it does make it to a human to review. So, I can't name all the number of reasons why companies might use these applicant tracking systems, but the reality is that they're here, and what they do is they utilize

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00:02:32.170 --> 00:02:45.240

Lisa Winston: AI, often, to analyze your resume, and to look for... and to scan for specific keywords or skill words that they're looking for with someone in that role.

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Lisa Winston: So from now on, I'll probably refer to applicant tracking systems as ATS, so you should know what those are throughout the presentation as we talk about them, and how they'll be, utilized to look at your resume.

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Lisa Winston: So, JobSkin is kind of the opposite of that. It's a tool to help you combat this, process, this ATS process, on your applicant end.

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00:03:08.250 --> 00:03:28.059

Lisa Winston: So it assists you by identifying the type of ATS that the company you are applying to utilizes to scan their resumes. So the software, and I'll show you how to do this, can identify what company you're looking at and go through their website and gather information on what type of ATS

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00:03:28.060 --> 00:03:47.609

Lisa Winston: they utilize to look at their resumes. And then it can compare your resume to their specific system. Each of these systems might like different things, they might, kind of gravitate toward, for example, you repeating the same phrase multiple times might give you more points in their system.

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00:03:47.610 --> 00:04:07.369

Lisa Winston: Or a higher number of application referrals in their system, or for some, you might just need to mention a certain word once, and that's enough for the system. So, Jobscan has the ability to look at all of those unique features of specific applicant tracking systems, because there are many out there

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00:04:07.370 --> 00:04:15.159

Lisa Winston: And to say, what does this system like, and how can we amplify your resume to match that system?

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00:04:17.000 --> 00:04:26.379

Lisa Winston: So, it can also assist you in navigating potential improvements to make to your application in order to stand out to that ATS, and I'll show you how it does that in the system.

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00:04:27.460 --> 00:04:33.489

Lisa Winston: Additionally, it can scan your LinkedIn and your cover letter accordingly as well, to look for those keywords.

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00:04:34.220 --> 00:04:45.379

Lisa Winston: So, before we get into the system itself, I always want to give a disclaimer, right? What are the limitations of Jobscan? Any software is going to have some type of limitations out there.

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00:04:45.960 --> 00:04:58.549

Lisa Winston: So, first and foremost, it is a software system. It is a software system that's utilized to match to another software system. So, it's a non-human

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00:04:58.550 --> 00:05:06.620

Lisa Winston: system matching to another non-human system. Therefore, it is going to make your application sound

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00:05:06.620 --> 00:05:28.549

Lisa Winston: not human, right? Eventually, your application, after it goes through this system, is going to make it onto the desk, maybe a pile of 20 out of 1,000, or maybe for that company, they review 10 out of 100. I don't know what the number will be for that specific company, but what I do know is eventually it is going to make it into a smaller pile.

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00:05:28.550 --> 00:05:53.429

Lisa Winston: on a desk of an actual human being, and they might look at it and say, I don't really like this resume. It sounds too robotic, it sounds too much like AI, it sounds too much like a software. So for this reason, we only encourage you to use Jobscan as a tool to combat that word-matching system that the ATS systems look for. Not your entire resume

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00:05:53.430 --> 00:06:18.220

Lisa Winston: building experience, so don't only utilize Jobscan to create your whole resume, start to finish, and assume that it can get you through that system, and you're golden for the rest of the job application process. Because what I've seen happen, as someone who works with recruiters, is sometimes, yes, it made it onto that person's desk, but they're comparing it to someone else's resume who have

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00:06:18.220 --> 00:06:20.910

Lisa Winston: made it onto that desk, and maybe also

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00:06:20.910 --> 00:06:39.050

Lisa Winston: did what we recommend you do, and added human features to it, and talked more like a human on your resume, and they'll gravitate more toward that. They'll appreciate that human language on there. So it's really only a tool to help you match to the ATS

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Lisa Winston: And then from there, you work with your career specialist, you work with a professor, an instructor, a colleague, someone highly respected in the field to amplify that resume to really have a more human approach to it.

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Lisa Winston: So yes, work with one of us, one of your career specialists, and what I also want to highlight is your career specialist can assist you within JobScan. When I do the tutorial on JobScan, a live view of it, I will show you exactly how it works for you to go through the system.

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00:07:15.770 --> 00:07:27.010

Lisa Winston: with me, and I can actually help you edit your resume on my admin end directly into your portal, so I'll show how I can do that as well.

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00:07:28.980 --> 00:07:47.160

Lisa Winston: So, what are the limitations of Jobscan Continued? We're going to keep talking about these, just because we want to give this disclaimer with anything that's technology. We want to make sure you're utilizing it right. It does not assist you in utilizing the method that we recommend, and that has been highly recommended.

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Lisa Winston: for a really long time in career services, and will continue to be highly recommended, which is the STAR method to describe your bullet points. That's describing the situation you encountered.

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Lisa Winston: The task that you encountered, the actions that you took, and the results of what you did, and how that improved the situation.

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00:08:07.580 --> 00:08:23.479

Lisa Winston: JobScan does not have this feature built in. It can tell you words that you may need to utilize in that situation, task, action, result, description, and you can help implement those words with the help of Jobscan.

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00:08:23.530 --> 00:08:41.909

Lisa Winston: But it's not going to be specific enough to help you flow an entire sentence together, it's just going to give you pieces of the puzzle that you should use, if you will. So it's just going to give you specific words that might be helpful when you are writing your bullet points.

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00:08:42.190 --> 00:09:00.070

Lisa Winston: I've linked here the QR code. It's also on the Career Services, Career Resources page for Technology and Health. I will show that page at the end of the presentation as well. This will help you write your bullet points. This is the STAR method to help you write your bullet points.

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Lisa Winston: JobScan's cover letter feature also leaves a lot to be desired, in my opinion, as a career professional. I will say I highly recommend you only utilize it for potentially a rough draft.

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00:09:13.690 --> 00:09:15.210 Lisa

Winston: Of your resume.

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Lisa Winston: But we highly recommend you use our cover letter guide to assist you in writing a thoughtfully written cover letter. I would say, in my opinion, I would highly recommend JobScan to assist you in improving your resume and writing a cover letter roughed draft, but I would not

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Lisa Winston: utilize it for your entire cover letter, please utilize our guide, which is also linked here on the QR code, and I will show the website at the end.

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Lisa Winston: A couple more limitations, and I don't want to sound like I'm just tearing apart the software. We wouldn't have access to the software for you if we didn't think it was an excellent software for the uses that we're describing it for.

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Lisa Winston: But just, again, want to give these disclaimers of the things that the system has limitations on. So the method that JobScan utilizes for listing your skills on your resume has you both list hard, so technical, software, etc, and soft skills, good listener, problem solver, directly under your skills section.

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Lisa Winston: What we're actually hearing from our recruiters again and again is rather than you just listing out your soft skills, they actually want to see you utilize

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00:10:30.680 --> 00:10:42.040

Lisa Winston: good listener, and how that emphasized a job bullet point under your work experience section. They don't just want you to list that you're a good listener, they want you to show them.

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00:10:42.040 --> 00:10:48.869

Lisa Winston: How you utilize good listening skills within those bullet points on your resume.

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Lisa Winston: So rather than just listing out the skills as JobScan would have you do, I would rather you took those skills that it's saying you need to implement onto your resume, and not just adding them under the skills section as JobScan suggests.

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00:11:03.070 > 00:11:09.029

Lisa Winston: but rather building them into your bullet points. That way, it will still trigger the ATS

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Lisa Winston: software to recognize that you've listed that you are a good listener, and if that's what it means in the system to improve your score in JobScan, I'll talk about the score a little bit later, that's fine. We're still utilizing that word, but we're building it within our bullet points, rather than just listing out a long list of, hard or soft skills that you have.

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Lisa Winston: So, again, as career professionals, we highly recommend that under your skills section, you continue to only list hard skills, such as

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Lisa Winston: technical skills that you have, software skills that you have, languages that you might know, foreign languages, and that you keep those soft skills built in to your bullet points. So here I've linked a little bit of our resume bullet points guide.

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Lisa Winston: And how to list those within your resume bullet points. This is a

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Lisa Winston: list, for you on things that we'd like to see on your resume, and on here, you'll see that we prefer you to list your skills under the bullet points, rather than just on the skills list. And I'll show in the system how it recommends you just kind of throw your skills over to the right.

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00:12:24.200 --> 00:12:39.709

Lisa Winston: Additionally, the... and I'll show this in the system, the job features that has job listings under JobScan, is not as updated as Handshake is, so as a MOTSAC student, you have access to the Handshake app.

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00:12:39.710 --> 00:12:49.439

Lisa Winston: That link right there will link you to your login for it. We recommend that to actually find job listings, you utilize both JobScan and Handshake.

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Lisa Winston: I'll show you in the system how you can take a Handshake job description and then transfer it over to the system of JobScan. So you can pull it from Handshake.

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00:13:01.370 --> 00:13:15.200

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Lisa Winston: build it into JobScan. The Jobscan listings, I'm not finding as many as we have on Handshake. The same method that I'll show, you can also utilize for any job, listing out there that you find online.

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00:13:15.700 > 00:13:17.710

Lisa Winston: So I'll show that in a little bit.

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00:13:20.270 --> 00:13:31.370

Lisa Winston: So, enough of all the shortages, right? Let's talk about some of the benefits of JobScan. First of all, it can assist you in getting your resume past that ATS stage.

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00:13:31.370 --> 00:13:53.010

Lisa Winston: That is huge, right? Some of these companies are getting thousands and thousands of applications for one single role, where they only have one position available. So this will give you an excellent advantage and assist you with making sure that you can have the best shot as possible of making it past that ATS stage.

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00:13:53.030 --> 00:14:00.139

Lisa Winston: You have an increased chance of making it in that narrowed-down pile that I talked about a little bit ago.

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Lisa Winston: It also shows you what skills to emphasize and what words to utilize to showcase those skills. I'll show a little bit of what that means and how that manifests in JobScan, but essentially, all that's saying is that some jobs may want you to list things in a very specific way.

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00:14:20.460 > 00:14:23.710

Lisa Winston: in order for it to make it past their ATS.

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00:14:23.740 --> 00:14:40.480

Lisa Winston: So, for example, in some jobs, say that you are someone who cleans homes for a living, and you are hoping to apply for this job at a cleaning company, if they utilize the word housekeeping.

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00:14:40.910 --> 00:14:57.310

Lisa Winston: then the system that they utilize might want that specific word, housekeeping. That might be the word that they utilize in the job description, and that might be what their system is looking for. But say you utilize the words home cleaning.

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00:14:57.660 --> 00:15:17.070

Lisa Winston: This will help you to look at that job description, and it will help you to match their specific wording, and it will tell you where your wording is not matching their wording, and sometimes it can be as simple as just utilizing different words that mean the same things, so you can make it past that ATS.

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00:15:18.580 --> 00:15:36.839

Lisa Winston: It also studies their specific ATS to know how it might be beneficial for you on your resume to make it past that specific system. So, in built into JobScan, they know how to recognize the most common ATS

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00:15:36.840 > 00:15:56.289

Lisa Winston: softwares out there, and to access those, and they know exactly what will make things tick, and what will make things go in your favor with that specific system. So it's very unique in that way. We can't know all of that, or learn all of that on our own with all of the different ATS out there.

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00:15:57.660 --> 00:16:16.740

Lisa Winston: It also builds confidence when you're applying, I'll show this in a little bit, but the system actually gives you a live score as you're working on improving your resume to show you how well your application is working towards matching the job description. And I'll explain this a little bit more. We actually request that you try to aim between

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00:16:16.740 --> 00:16:27.659

Lisa Winston: 40% and 75% on that live score. A lot of students may think, oh, I want 100%, I want to match this job description 100%.

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00:16:27.660 --> 00:16:41.610

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Lisa Winston: But actually, you do not want that. Some companies will actually not have people in the final application pool who have made it past a certain percentage, say 90, 95, 100%,

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00:16:41.680 --> 00:16:46.690

Lisa Winston: Some of those companies see that, and they think that you must have

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00:16:46.960 > 00:16:56.139

Lisa Winston: copied and pasted their job description. Some people are getting very creative with this, copying and pasting the job description in white font.

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00:16:56.140 --> 00:17:07.189

Lisa Winston: on page 2 and 3 of their resume to where it doesn't look visible, but the ATS picks it up. So those companies are seeing that, and they're identifying that as a form of fraud.

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00:17:07.190 --> 00:17:09.649

Lisa Winston: And they're actually no longer

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00:17:09.670 --> 00:17:18.510

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Lisa Winston: considering those applications, first of all, and in some situations, actually banning them for X number of years, sometimes 5 years, from

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00:17:18.619 --> 00:17:32.859

Lisa Winston: receiving any future offers or any future consideration for job offers, because they don't want to see that type of fraud where you're just copying and pasting their exact job description. So it actually does not look good.

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00:17:32.860 --> 00:17:39.529

Lisa Winston: To have something that is a perfect match for their job description, because it does put up some of those

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00:17:39.530 --> 00:17:49.909

Lisa Winston: fraud red flags in their system. So we, again, aim... ask you to aim for about 40 to 75% on that score that I'll show you in a little bit.

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00:17:51.180 --> 00:18:01.059

Lisa Winston: Alright, so let's go ahead and open Jobscan so I can show you around in there. We'll do a live tutorial of the system, piece by piece, to show you through.

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00:18:04.390 --> 00:18:21.409

Lisa Winston: Okay, so I'm on the JobScan website. Again, you will get access to this either through a single sign-on system, depending on when you're watching this video, or from your career specialist. This is what your main homepage will look like. This is Rizzly the Grizzlies,

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00:18:21.630 --> 00:18:33.320

Lisa Winston: job scan page that we're showing here. So this is the main page, and I'm going to show you, kind of, just left to right, really, all the features on here. You can also collapse this menu.

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00:18:33.440 --> 00:18:36.160

Lisa Winston: Just for a more slick view, if you'd like.

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00:18:36.460 --> 00:18:53.780

Lisa Winston: So first, I'm actually going to start right here at the top and show you what doing a new scan looks like. This is what I suggested earlier in the presentation, if you're taking a job description either from Handshake or just anywhere on the internet that you'd like to incorporate a new job description in.

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00:18:53.810 --> 00:19:02.790

Lisa Winston: you would actually come right here and click on New Scan, and copy and paste the job description for that job right here.

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00:19:03.140 --> 00:19:18.019

Lisa Winston: And I'll show you in a second how to upload resumes, so don't, just disregard this left section here. I'm just showing you on the right how you would put new job descriptions in. So I'm going to open a new tab and just give you an example of what that would look like.

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00:19:18.820 --> 00:19:23.100

Lisa Winston: So, let's say that you want to look for a job...

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00:19:24.500 --> 00:19:36.790

Lisa Winston: opportunities for entertainer mascot, right? You're Rizzly the Grizzly, so you're looking for... Potential mascot jobs.

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00:19:37.370 --> 00:19:47.120

Lisa Winston: So let's just go on Indeed and see if we can find... Okay, we found... Potentially a mascot role.

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00:19:49.860 --> 00:19:54.860

Lisa Winston: Mascot team member, we have the benefits, and the full job description.

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00:19:55.290 --> 00:19:58.719

Lisa Winston: So, we would actually just go through right here.

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00:19:59.040 --> 00:20:06.790

Lisa Winston: And take the full job description. You don't necessarily need the benefits, or the schedule, or necessarily...

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00:20:07.210 --> 00:20:16.169

Lisa Winston: all of this information, but if you want to pull it in, that's fine, you can pull it all in. And then you'll just go back here into the job description.

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00:20:17.590 --> 00:20:19.780

Lisa Winston: And you'll paste it right in here.

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00:20:20.630 --> 00:20:40.359

Lisa Winston: And then this is where I'll show you later on how to upload all of your resumes in here. So once you do that, we can do what's called a power edit, or a scan. The scan will review the resume for you in conjunction with the job application that you just put in, or a power edit will let you live edit

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00:20:40.360 --> 00:20:53.019

Lisa Winston: your resume in conjunction with the job description we just found. But I'll show you that in a little bit after we get down to the resume builder. So I'm just gonna, again, go from left to right down here.

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00:20:54.870 --> 00:20:57.759

Lisa Winston: Another thing that Jobscan can do is actually

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00:20:57.890 --> 00:21:13.219

Lisa Winston: it can go through your LinkedIn profile and see how well your LinkedIn profile matches to a job that you're interested in. So we have Rizzly the Grizzly's LinkedIn profile right here. So what you need is actually just your URL,

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00:21:13.750 --> 00:21:19.409

Lisa Winston: So I'm going to go and copy Rizzly the Grizzly's URL, and type it right in here.

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00:21:22.220 --> 00:21:23.300

Lisa Winston: And...

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00:21:23.430 --> 00:21:35.609

Lisa Winston: You can either go through a previously saved job, again, I'll show you in a second, how to go through and save jobs, or you can type in a new job description. So let's go ahead and pull that job description from Indeed.

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00:21:36.430 --> 00:21:37.900 Lisa

Winston: Let's type it in.

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00:21:39.190 --> 00:21:41.200

Lisa Winston: And then we can go through here.

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00:21:43.060 --> 00:21:46.680

Lisa Winston: And we can also add in previously saved job descriptions.

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00:21:47.550 --> 00:21:50.999

Lisa Winston: Where we can add in the one that we just put in.

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00:21:54.590 > 00:21:59.029

Lisa Winston: So let's just do the one that we just put in, and then we'll do a scan.

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00:21:59.630 --> 00:22:03.140

Lisa Winston: And it will look through our LinkedIn profile.

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00:22:03.730 --> 00:22:12.800

Lisa Winston: Assess all aspects of our LinkedIn profile, give us a score of how well our LinkedIn profile matches the job that we just typed in.

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00:22:13.260 --> 00:22:15.530

Lisa Winston: And give us a full analysis.

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00:22:15.670 --> 00:22:23.240

Lisa Winston: of what we might want to do to improve our LinkedIn profile if we are applying for this specific job.

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00:22:24.680 --> 00:22:30.890

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Lisa Winston: And you can go do that for any job that you've either saved in their system. Again, I'll show how to do that in a second.

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00:22:31.200 > 00:22:38.149

Lisa Winston: Or... For any jobs that you would like to pull off of the internet as well.

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00:22:39.790 --> 00:22:56.610

Lisa Winston: Under here, some skills that I might want to include, because there's 10 times that soccer is mentioned in one of these job descriptions, and none on my profile. Customer service was mentioned 2 times in some of these job descriptions, none on my profile.

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00:22:58.100 --> 00:23:03.319

Lisa Winston: And it's really amazing, because you can actually analyze multiple jobs at once.

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00:23:03.360 --> 00:23:21.130

Lisa Winston: So in the event that you're applying for 5 different jobs at once, or 10 different jobs at once, you can type in all of those job descriptions, and you can have your LinkedIn be maximized for multiple different jobs at once, not just improving it for one job.

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00:23:21.130 --> 00:23:33.180

Lisa Winston: You're going through and you're actually able to edit your profile to appeal to multiple jobs at one time, because it's pulling all of these keywords from each job description that you typed in.

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00:23:34.200 > 00:23:38.349

Lisa Winston: It's pulling all of this work experience that it might want to match.

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00:23:39.030 --> 00:23:42.070

Lisa Winston: It's pulling your entire profile summary.

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00:23:42.200 --> 00:23:43.520

Lisa Winston: And matching it.

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00:23:45.120 --> 00:23:49.130

Lisa Winston: And showing you general things that you can do to improve your LinkedIn.

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00:23:50.100 --> 00:23:58.689

Lisa Winston: You can print the report as well, or you can go back and do another LinkedIn scan. So you can just go through live here and edit your LinkedIn.

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00:23:58.930 --> 00:24:01.920

Lisa Winston: According to what you find on the job scan.

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00:24:03.850 --> 00:24:08.449

Lisa Winston: So, that's the LinkedIn feature. I'm going to move on to some of the other features as well.

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00:24:08.730 --> 00:24:26.389

Lisa Winston: So, this feature is also has a job tracker on JobScan, where you can actually go through, and I'll go ahead and show these in conjunction, and you can find jobs, and you can say, I'd like to save this associate product manager job.

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00:24:26.410 --> 00:24:35.129

Lisa Winston: So you click on Save, and then you can go to your job tracker, And your... associate?

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00:24:35.240 --> 00:24:38.710

Lisa Winston: Manager role should be under here.

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00:24:40.870 --> 00:24:44.429

Lisa Winston: Where did it go? There it is, Associate Product Manager.

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00:24:44.930 --> 00:24:46.140

Lisa Winston: You can move it.

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00:24:46.560 --> 00:25:02.869

Lisa Winston: to each tab as you go in the job application process, so it's saved here. Once you apply, you can move it over here. You can go in and add in an application date. If you get an interview, you can move it over here. Set your interview date, it will actually send you a reminder.

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00:25:03.010 --> 00:25:07.529

Lisa Winston: For your interview, if you have a Zoom link for that interview, you can type it in right here.

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00:25:07.630 --> 00:25:14.479

Lisa Winston: And it will send you the reminder, and it will also send you a reminder to send a thank you note after the interview.

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00:25:15.970 --> 00:25:23.640

Lisa Winston: And then say you get an offer, you can move it over here into the offer stage. You can add a salary and do salary comparisons if you have multiple offers.

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00:25:23.940 --> 00:25:29.520

Lisa Winston: And then if you reject it, or turn it down, or if they reject you, you can move it over to rejected.

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00:25:30.150 --> 00:25:33.230

Lisa Winston: So you can move it all back and forth.

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00:25:35.220 --> 00:25:37.310

Lisa Winston: Just sliding it over.

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00:25:38.820 --> 00:25:51.599

Lisa Winston: And if you have a new job that's not in the system, that's not in the Find Jobs section, you can go over here to Add Job. You can type in the job description, so let's go ahead and pull that one.

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00:25:51.880 --> 00:25:54.410 Lisa

Winston: from... Indeed.

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00:25:55.090 --> 00:25:57.020

Lisa Winston: We can pull the job title.

140

00:25:59.500 --> 00:26:01.530

Lisa Winston: We can pull the company name.

141

00:26:02.010 --> 00:26:04.060

Lisa Winston: Fiesta Auto Insurance?

142

00:26:10.620 --> 00:26:13.769

Lisa Winston: And we can pull the job posting URL.

143

00:26:15.010 --> 00:26:28.889

Lisa Winston: I do recommend if you're trying to pull the URL, I'm just going to put the Indeed one for now, but you can actually go through, and I would find as close as possible to the one directly on the company's website, and utilize that one.

144

00:26:30.500 --> 00:26:33.829

Lisa Winston: Let's see, I'm not sure why it wasn't able to save.

145

00:26:34.690 --> 00:26:49.859

Lisa Winston: Possibly because the URL was too long. So what I would say is, I would go to the website for Fiesta Auto Insurance, see if you can find this actual, application, or you can even click on Apply Now and see if you can go through the process there on Indeed.

146

00:26:49.860 --> 00:26:58.269

Lisa Winston: But what I would do is actually go to their website and try to find this specific, like, job application, and then link it here, so that would make it a little easier.

147

00:26:58.810 --> 00:27:02.040

Lisa Winston: Let's see if I can... okay, so now we've saved the job.

148

00:27:02.790 --> 00:27:05.989

Lisa Winston: So it should be over here...

149

00:27:10.000 --> 00:27:12.069

Lisa Winston: Do we see it move over here?

150

00:27:13.920 --> 00:27:16.529

Lisa Winston: We're all in live timing here.

151

00:27:17.300 --> 00:27:20.329

Lisa Winston: Spider-Met, did it? Yes, this is it.

152

00:27:20.930 --> 00:27:25.759

Lisa Winston: So, we can go ahead and move it over to Applied, and so on and so forth.

153

00:27:26.490 --> 00:27:28.909

Lisa Winston: So that is a really cool feature as well.

154

00:27:29.410 --> 00:27:49.359

Lisa Winston: I've always kind of shown the jobs panel on here. Again, we also highly recommend you utilize Handshake, to find job descriptions, but you can type in different keywords, type in a city, a date, a time, a type of role, full-time, part-time contract, or internship.

155

00:27:49.420 --> 00:28:01.909

Lisa Winston: And you can go ahead and look at these different job listings here. You can click on one if it's of interest to you, you can save the job, and then it will, again, show up in your job tracker.

156

00:28:03.610 --> 00:28:12.169

Lisa Winston: I will also show up when you are doing, analysis of your resume, so I'll also show that in a second as well.

157

00:28:12.530 --> 00:28:22.320

Lisa Winston: So, the next tab I'm going to show is the Resume Builder tab. So, there's 3 different ways that you can create a resume and job scan.

158

00:28:22.940 --> 00:28:26.750

Lisa Winston: I highly recommend, if you already have a resume, just going ahead.

159

00:28:27.070 --> 00:28:31.630

Lisa Winston: And uploading that resume that you already have, so you can...

160

00:28:31.750 --> 00:28:34.120

Lisa Winston: Go through and click for a resume.

161

00:28:34.290 --> 00:28:36.460

Lisa Winston: And upload it from your computer.

162

00:28:37.340 --> 00:28:42.589

Lisa Winston: Or... Again, you can pull your LinkedIn URL in.

163

00:28:44.840 --> 00:28:46.610

Lisa Winston: And you can go from there.

164

00:28:47.260 --> 00:28:50.680

Lisa Winston: And it will import your profile from LinkedIn.

165

00:28:51.290 --> 00:28:55.329

Lisa Winston: And it will fetch information from your LinkedIn profile.

166

00:28:59.130 --> 00:29:05.549

Lisa Winston: And then it will give you different options. You can change these later on if you prefer a different one.

167

00:29:06.200 --> 00:29:10.440

Lisa Winston: But you can just pick one of these options for the look of your resume.

168

00:29:11.100 --> 00:29:18.340

Lisa Winston: And then you can click continue, type in information about yourself, and then you can save that as a resume.

169

00:29:19.350 --> 00:29:26.310

Lisa Winston: The third option, is that you can actually just create a new resume completely from scratch, so you can pick

170

00:29:26.800 --> 00:29:29.369

Lisa Winston: The style that they have that you like.

171

00:29:29.900 --> 00:29:34.230

Lisa Winston: Go through and type in all of your information. You can include your LinkedIn as well.

172

00:29:35.060 --> 00:29:38.929

Lisa Winston: And it will help you build a resume from scratch entirely.

173

00:29:39.450 --> 00:29:46.340

Lisa Winston: Once you build those resumes and add them in, they will come here under your resume manager.

174

00:29:46.370 --> 00:30:02.510

Lisa Winston: So you will have a list of different resumes, and you can change the titles of them for yourself. So, say, for example, you are interested in potential mascot jobs, but you were also interested in roles, at a sports facility as a greeter.

175

00:30:02.510 --> 00:30:12.210

Lisa Winston: So those are two different types of jobs that you might be applying for at the same time. You're not really sure which direction you want to go into. You could save one of them as your

176

00:30:12.280 --> 00:30:13.770

Lisa Winston: Greet our resume?

177

00:30:14.070 --> 00:30:17.739

Lisa Winston: And you could save one as your mascot resume.

178

00:30:21.180 --> 00:30:27.479

Lisa Winston: So when you're going to look for jobs, you can compare it to which type of job you are looking for.

179

00:30:30.520 --> 00:30:36.260

Lisa Winston: So... When you are looking to do a scan, this is what I showed a little bit earlier.

180

00:30:36.410 --> 00:30:44.320

Lisa Winston: You can go through here, under New Scan, and you can select the type of resume, so I've selected my mascot resume.

181

00:30:45.490 --> 00:31:01.759

Lisa Winston: This is the job description from Indeed that we pulled, and you can do a scan, which will just give you information on how they, think your profile matches up to the job, or your resume matches up to the job, or you can do what I prefer, power edit.

182

00:31:03.940 --> 00:31:08.850

Lisa Winston: Let's... Scan new resume.

183

00:31:09.340 --> 00:31:14.479

Lisa Winston: And you can go through and scan your resume for the job.

184

00:31:14.680 --> 00:31:18.829

Lisa Winston: And it will give you that live score.

185

00:31:19.030 --> 00:31:36.419

Lisa Winston: It does say, keep making recommended updates to, to improve your resume to reach a score of 75% or more. So, early in the presentation, we shared, that you don't really want to be past that 75%. It's okay to be probably, like, 80...

186

00:31:36.420 --> 00:31:41.140

Lisa Winston: But when we get into, like, 90% to 100%, it doesn't look as good.

187

00:31:41.140 --> 00:31:52.580

Lisa Winston: On their end of the system, so don't try to get this number again to 100. Try to get it somewhere between 40 as people get, you know, into those final piles, sometimes at 40.

188

00:31:52.580 --> 00:32:03.149

Lisa Winston: 40 to maybe 75, 80, let's not go up to, like, 90 or 100, because you don't want your application to look like you just copied and pasted their job description.

189

00:32:04.850 --> 00:32:08.799

Lisa Winston: Okay, so we've got, our resume right here.

190

00:32:09.720 --> 00:32:16.450

Lisa Winston: And then we've got our suggestions on our report. So I'm gonna go through this a little bit and show what you can do.

191

00:32:16.870 --> 00:32:23.950

Lisa Winston: So, number one tip that they have is they actually don't know what the job company's name and web address are.

192

00:32:24.290 --> 00:32:29.629

Lisa Winston: to help master us to the ATS system. So, right here, it's going to say.

193

00:32:30.420 --> 00:32:36.740

Lisa Winston: Let's update this. So they just want the website for the company, so let's find the website for the company.

194

00:32:38.380 --> 00:32:40.490

Lisa Winston: Fiesta Auto Insurance.

195

00:32:43.730 --> 00:32:59.399

Lisa Winston: And we're just going to copy and paste the website, or more specifically, if we can find the URL for that job listing, that would be helpful as well. I'm not going to go through and find it right now. I'm assuming somewhere on their website, they would have a listing of

196

00:33:00.590 --> 00:33:18.160

Lisa Winston: their job openings typically here at the bottom under About. We're not going to go and find it right now, but once you do that, it will update in the system the specific type of ATS that that company is using, and it will populate with tips for that ATS.

197

00:33:20.760 --> 00:33:31.469

Lisa Winston: It's gonna have more tips for us, add an email address, add a phone number. It's also going to look at the summary and give some input on how our summary was.

198

00:33:31.590 --> 00:33:42.839

Lisa Winston: Education, work history heading, job title match is good, day performance, education match. I don't have my education on here, so let's update the education to make sure it's a match.

199

00:33:43.070 --> 00:33:53.790

Lisa Winston: And then under here, hard skills, it's going to give hard skill suggestions for this role. So, then one of the really cool features here is that it can actually

200

00:33:53.830 --> 00:34:03.689

Lisa Winston: just click. These are some of the skills that are listed in the job description, and you can just click them over to the core skills section. However.

201

00:34:03.750 --> 00:34:12.060

Lisa Winston: What I mentioned earlier is very important. Do not throw your soft skills over here under the core skills section.

202

00:34:12.090 --> 00:34:20.069

Lisa Winston: We, as career professionals, recommend that you keep your hard skills only, listed under the skills section on your resume.

203

00:34:20.090 --> 00:34:34.679

Lisa Winston: And that you take skills such as courteous or motivated, and you actually don't click this button that just moves them over. You actually go within the job description of the job that you've worked before, this work experience section here.

204

00:34:34.719 --> 00:34:45.170

Lisa Winston: It should have bullet points. These are your bullet points of what you've done in the job. So, march proudly in parades with a courteous attitude. Visited local schools.

205

00:34:45.380 --> 00:34:49.090

Lisa Winston: Very motivated to star in videos.

206

00:34:49.620 --> 00:35:06.740

Lisa Winston: social media posts and marketing campaigns. Work these in, these soft skills in, to the description of the work that you did in that role, rather than just pulling them over, because if I click to pull them over right now, they're just going to come listed under core skills.

207

00:35:09.860 --> 00:35:25.989

Lisa Winston: And it can also generate phrasing suggestions for you if you are going to incorporate it into the bullet points. So if you're going to incorporate it into the bullet points, you can utilize these phrasing suggestions to assist you.

208

00:35:26.090 --> 00:35:33.149

Lisa Winston: And... highlighting those. So I'm kind of showing you how it copies it.

209

00:35:33.360 --> 00:35:36.720

Lisa Winston: And then you can come in and paste it into there.

210

00:35:37.620 --> 00:35:55.899

Lisa Winston: And as you'll see, because I did an improvement, because I matched to a word that they suggested, you can see a second ago that you'll get confetti, and your score will live improve on this end to show you a little bit of how well you matched to that job description.

211

00:35:58.200 --> 00:36:04.149

Lisa Winston: Here's some other recruiter tips that they've given us. I don't have enough specific years of experience.

212

00:36:06.120 --> 00:36:07.420

Lisa Winston: And...

213

00:36:07.420 --> 00:36:27.900

Lisa Winston: Let's see, we only had one measurable result in our resume, so as we talked about, the STAR method earlier, that result point of the STAR method, is not shown in here. We need to show that we, competed to a certain level, or had a certain result within our system that we utilized.

214

00:36:28.590 --> 00:36:36.950

Lisa Winston: Resume tone is good, web presence looks good, word count looks good, and it'll give some formatting suggestions as well.

215

00:36:38.360 --> 00:36:42.070

Lisa Winston: Paragraph links are too long for these bullet points.

216

00:36:42.700 --> 00:36:44.700

Lisa Winston: And everything else looks good.

217

00:36:45.240 --> 00:36:49.279

Lisa Winston: So my score live improved up here on the top left corner.

218

00:36:50.780 --> 00:37:03.190

Lisa Winston: Alright, so that's kind of it for the Resume Manager and Resume Builder. So once you've made these edits, it will ask, do you want to save it as a base resume? And you can say whatever you want.

219

00:37:03.370 --> 00:37:05.460

Lisa Winston: Mascot resume improved.

220

00:37:05.880 --> 00:37:12.380

Lisa Winston: Save as base resume, and now it's included in your resumes, within your resume manager.

221

00:37:13.190 --> 00:37:18.629

Lisa Winston: You can also look back at your scan history to see other scans that you've done in the past.

222

00:37:18.800 --> 00:37:29.879

Lisa Winston: This is a previous scan that we ran for a previous job opportunity, and it had a low match rate. It had a lot of things that I needed to improve to apply for this mascot role.

223

00:37:31.350 --> 00:37:36.859

Lisa Winston: And if you'd like to, you can also add a Chrome extension for Jobscan onto your page as well.

224

00:37:37.970 --> 00:37:46.470

Lisa Winston: So, these are some of the suggestions that we have for you, on how to utilize Jobscan, to improve your resume.

225

00:37:46.470 --> 00:38:02.489

Lisa Winston: If you'll look, there's also a feature for cover letter on here, and it will assist you with generating a cover letter from AI. As I mentioned earlier in the presentation, we do highly recommend you utilize our guide for writing cover letters if you do utilize

226

00:38:02.490 --> 00:38:10.900

Lisa Winston: JobScan, go ahead and pull those keywords that it gave you in the rough draft, and then utilize our guide to enhance on that as well.

227

00:38:11.990 --> 00:38:15.749

Lisa Winston: And then you'll have the job description over here as well to help you in writing it.

228

00:38:17.300 --> 00:38:31.180

Lisa Winston: So, as I mentioned a second ago, I'd like to show the, Career Resources webpage to show you some of those, tools that I'm talking about in terms of our, our, resources for you all as students.

229

00:38:32.990 --> 00:38:41.500

Lisa Winston: So, if you go to the main Arts page, so that's just [mountsac.edu, slash arts](http://mountsac.edu/arts).

230

00:38:42.220 --> 00:38:48.120

Lisa Winston: And you go under Student Resources, and you scroll down to Career Development.

231

00:38:49.380 --> 00:39:07.270

Lisa Winston: you'll see a wealth of resources for you all as you are navigating the job application process. These are some general resources for you all, and then these are resources for the resume process, the cover letter process, creating a guide for your references.

232

00:39:08.660 --> 00:39:17.630

Lisa Winston: And then also on here, we'll have, under the interviewing section, which you would also utilize in your, ...

233

00:39:18.100 --> 00:39:34.029

Lisa Winston: resume and interviewing process as well, a thank you letter, so once you've dragged that, job over to the interviewing section, it will prompt you to write a thank you letter. They can assist you with that in JobScan as well, but we also, again.

234

00:39:34.030 --> 00:39:42.950

Lisa Winston: Recommend that you utilize our thank you guide under the interview section here. Post-interview, thank you email guide.

235

00:39:44.950 --> 00:39:52.609

Lisa Winston: So, all of these are interviewing resources, these are job tips and boards for you, and these are webinars that we've created for you.

246

00:41:10.560 --> 00:41:29.949

Lisa Winston: So if you have any questions about that, please feel free to contact me. I'm more than happy to work together with you in Jobscan on editing these resumes. Thank you so much for attending the presentation today. Please email me at lwinston, W-I-N-S-T-O-N,

247

00:41:29.990 --> 00:41:33.169

Lisa Winston: 3 at mountsac.edu.

248

00:41:33.220 --> 00:41:42.189

Lisa Winston: If you have any questions, my contact information is also at the bottom of the Career Resources webpage right here.

249

00:41:43.260 --> 00:41:46.370

Lisa Winston: Thank you all for attending today, and I hope you have a great day.