DEVELOPING A GREAT ONLINE RESUME

by Ashley Collins, AgCareers.com Marketing and Education Specialist

Resume success is dependent upon having the right resume for the right situation. Depending on what you are doing with the resume you should tweak your resume to be appropriate for that opportunity.

For instance, if you are applying for a scholarship from a local organization you should tweak your resume to highlight your community involvement more so than internships you've had or other work experiences outside of your community.

Those types of opportunities would be more prominent on a version of your resume used to apply to a job. Taking the time to alter your resume for different situations can be the difference between getting an interview or not.

AN ONLINE RESUME

Another version of your resume you should have developed and altered is an online resume.

Online resumes are what you use within a database like AgCareers.com, your university career services' system, a blog, or social media sites like **LinkedIn**.

An online resume is typically more generic than one you are developing for a specific position, as it will be searchable by various individuals involved in recruitment at a number of different companies.

Keep in mind that while you may think there is more space to include more information in an online resume, human resource professionals still only spend a short time reviewing resumes for relevancy. So, you'll want to follow the general guidelines of a more formal printed resume — a one page format, bulleted text, easily viewed contact information, and a layout that is logical for the reader. Formatting of online resumes can sometimes be disrupted by online systems and many human resource professionals are accustomed to that, but set yourself apart by learning some basic HTML tricks to help

enhance the look of your online resume.

USE KEYWORDS

You want to make sure your resume highlights all of your employment opportunities and experiences equally and that it includes specific keywords that describe yourself.

Employers search databases using keywords and phrases that match the job they are trying to fill.

Take time to look at the job postings for the ideal careers you are pursuing, load your resume with some of those words and phrases where they match your experience.

Having those phrases within your resume will allow it to be found quicker when employers conduct searches. In the example on the next page we've highlighted some of those keywords in red that employers could be using in their search.

Online resumes allow a benefit that traditional resumes do not, hyperlinking.

In addition to your resume you may have an e-Portfolio, a video resume, or a blog you've created on the web. Including hyperlinks to those within your online resume will allow employers to quickly access that information and make a more informed decision regarding you as a candidate for their role.

That would certainly work to your favor in making a positive first impression. You should list these sites on a traditional paper resume as well, but the online version will allow for quicker access through the hyperlink.

Information like your **Twitter** handle, LinkedIn profile, **SlideShare** site, **Pinterest** account or other form of online communication where you have highlighted your professional experiences is also important to include.

POSTING YOUR RESUME

When posting your resume into online systems it is important to

know where you have it posted so you don't sound shocked when contacted by a potential employer, and keep it updated. Information on the web can be easily dated and will show when it was last modified.

Employers typically don't pay much attention to resumes that haven't been updated in three to six months.

Updating your resume does not mean conducting a complete overhaul of your information. Small changes like adding and deleting punctuation will alter the last modified date quickly, but of course if you have added any new experiences in that time frame it is important to update that information regularly.

If the system you are using lists resumes in a descending order these updates will also ensure that your resume appears at the top of the search results.

Even if the online system you are using has asked you for contact information as part of the registration process, you should still include that on your resume.

Some systems will make that information visible to employers but others may not, so having it listed on your online resume will ensure you can be reached.

It is also helpful in situations where someone may print your resume to pass along to another hiring manager.

Lastly, and most importantly when using an online resume, when your job search is over and you find yourself happily employed, remove your resume from the online system. You don't want to run the risk of your new employer finding your resume and thinking that you're looking to jump ship soon.

Taking the time to customize your resume for online databases and web sites will allow you to be a standout among resumes. Check out the example on the next page of an effective online resume.

ONLINE RESUME

555 Career Ready Lane
Anywhere, USA 55555
readytowork@genericemail.com
www.mycareerwebsite.com
@twitterhandle

OBJECTIVE

To obtain a career within the agribusiness industry that will utilize my education and experience in building relationships, interpersonal skills and self-starter attitude.

EDUCATION

UNIVERSITY OF ALL-STARS; Big City, USA
Bachelors in Agricultural Business Management   Anticipated Graduation May 2013
• Minor: **Plant Science**   GPA: 3.0/4.0

RELEVANT EXPERIENCE

SALES AND MARKETING INTERN
GrowBig Seed ● Wichita, Iowa (May-August 2012)
• Developed new **seed distribution** program for individual territory of six counties
• Managed **plot research** of 50 plots for quality and growth
• Communicated with 12 dealers about needs and concerns
• Assisted Account Leaders with projects to ensure customer expectations were met
• Represented company as an intern at local **grower meetings**
• Coordinated new product designs with marketing specialist

LANDSCAPE MANAGER
Greenhand Ranch ● Columbia, Missouri (August 2011 – May 2012)
• Supervised 20 high school employees to ensure proper **greenhouse management**
• Created **landscape design** for farm entrance using over 700 plants
• Planted and cared for over 25 cultivars of fruit trees
• Negotiated **vendor pricing** for external **plant purchases**
• Coordinated **layout and design** of plants within ranch showroom

UNIVERSITY HORTICULTURE CLUB STUDY ABROAD
Dunedin and Auckland New Zealand (January 2011)
• Researched and reported on greenhouse production practices in New Zealand compared to United States
• Studied with a group of **multinational** students from diverse countries including Brazil, USA, Mexico, Holland, Egypt, Venezuela, and France
• Interacted with business executives from leading New Zealand companies such as Turners & Growers Ltd, Pukekohe Growers Supplies Ltd, and Elders Limited
• Trip blog viewable at www.mystudyabroadblogsite.com

RELEVANT COURSES

Crop Science	Conversational **Spanish**
Plants and Civilization	Principles of **Microeconomics**
Agricultural **Law**	Agribusiness **Marketing**
Plant Biology	U.S. **Agricultural Policy**

LEADERSHIP EXPERIENCE

Alpha Zeta, Agricultural Honor Fraternity	**January 2011 – Present**
Collegiate Farm Bureau	**January 2010 – Present**

President (2011)
• Implemented an Ag in the Classroom program at six schools
• Collaborated with six officers to develop yearly program of activities
• Increased membership by 15 new members

County Leadership Scholarship Recipient	**August 2010**

• Received academic and leadership scholarship which funded 80% of tuition cost

National FFA Organization American Degree Recipient	**October 2009**