



**GRAND VALLEY
STATE UNIVERSITY®**

CAREER CENTER

Please introduce yourself in the chat.
Share your name, grad year, and why
this session was of interest to you.

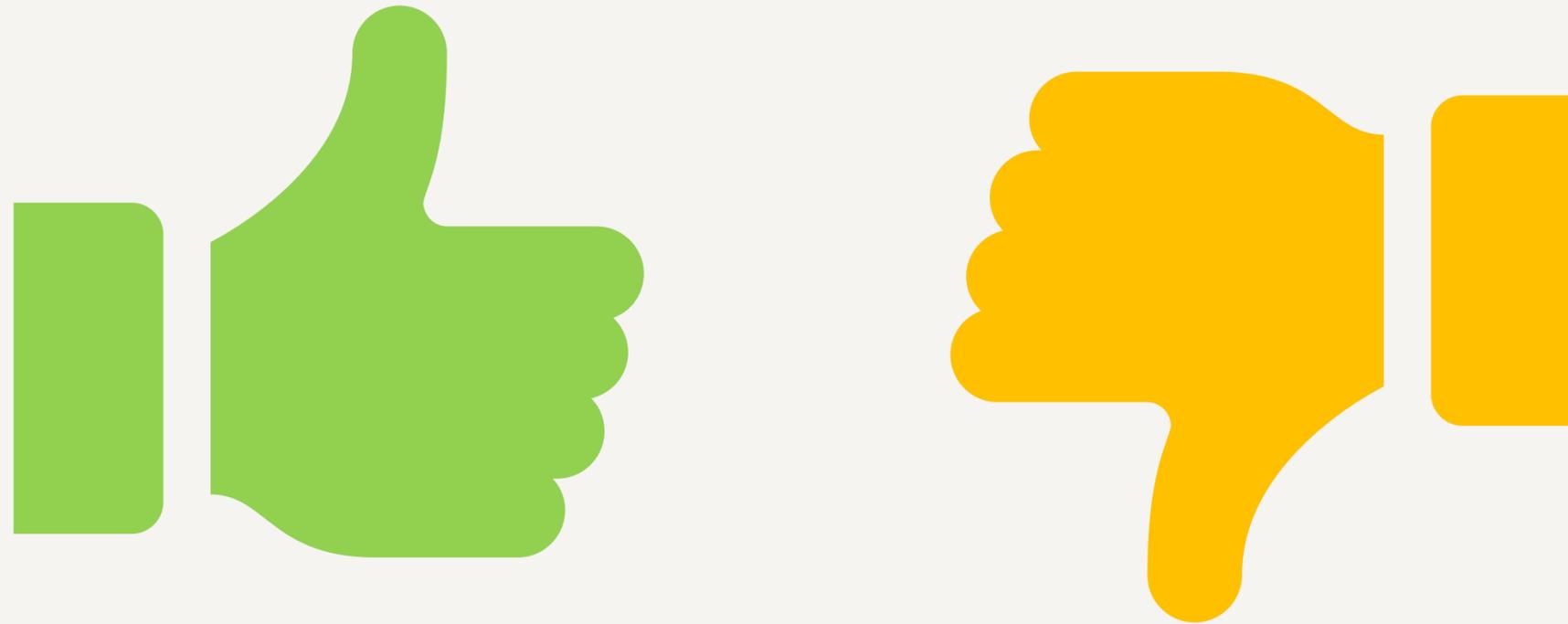
Open the most recent version of your
resume to have handy during today's
webinar!

THANK YOU FOR JOINING US,
WE WILL BEGIN SHORTLY!

WELCOME!

**CRAFT A WINNING
RESUME
WITH ABBY PRIEBE**

TRUE OR FALSE?



Give a quick thumbs up if you think the statement is true, or a thumbs down if you think the statement is false.

You must tailor your resume
to each job posting.



Your resume should
include every job
you've ever held.



Your resume should include a bullet point for every job duty you've ever done.



When it comes to your resume's look and feel (the format), the more boring, the better.



Your resume should be no longer than one page.



Overview: Where are we headed today?



Current Job
Application
Landscape



Effective Job Search
Components



Resume Alignment



Results-Oriented
Bullet Points



AI & Your Resume



Applicant Tracking
Systems (ATS) & Your
Resume

CURRENT JOB APPLICATION LANDSCAPE

Number of Job Openings

- Job Openings and Labor Turnover Survey (JOLTS) from the Department of Labor
- The total number of job openings is trending downward since a peak in 2021.
- Generally speaking, fewer jobs are available.

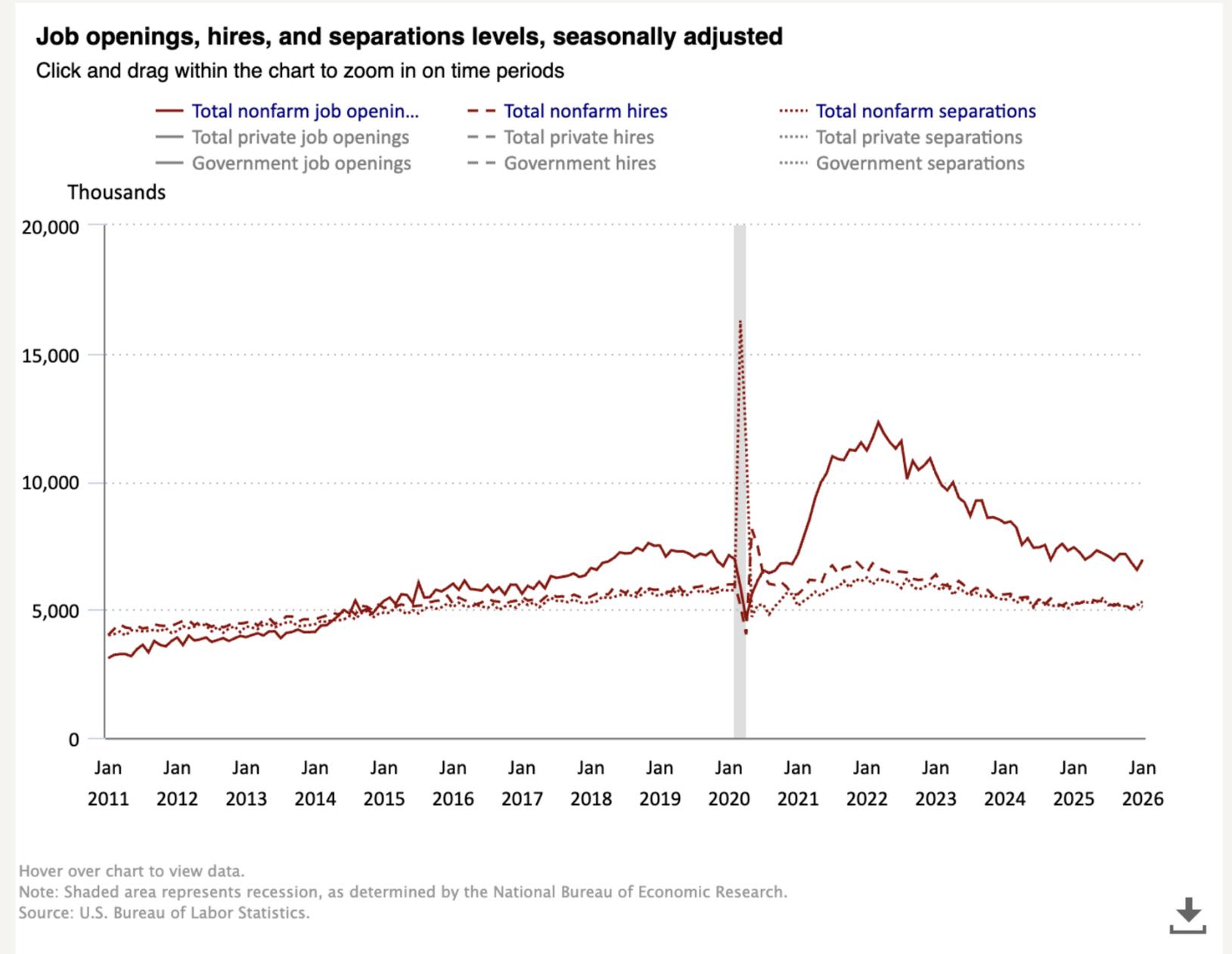


Image source: <https://www.bls.gov/charts/job-openings-and-labor-turnover/opening-hire-seps-level.htm>, released March 13, 2026

Employers Are Buried in A.I.-Generated Résumés

Candidates are frustrated. Employers are overwhelmed. The problem? An untenable pile of applications — many of them generated with the help of A.I. tools.

AI has doubled recruiters' workloads – here's what you can do to stay afloat



Job applicants are winning the AI arms race against recruiters

lications



Hiring And Recruitment

AI Has Made Hiring Worse —But It Can Still Help

by Tomas Chamorro-Premuzic

January 26, 2026

AI hiring is here. It's making companies — and job seekers — miserable

DEC 21, 2025

By Gordon Ebanks

Impact of AI on Job Applications

- AI has made it easier to apply for jobs.
- Increased number of applications for each job due to jobseekers implementing AI in developing their application materials
- Increased number of applications for each job posting due to bots and fraudulent applications

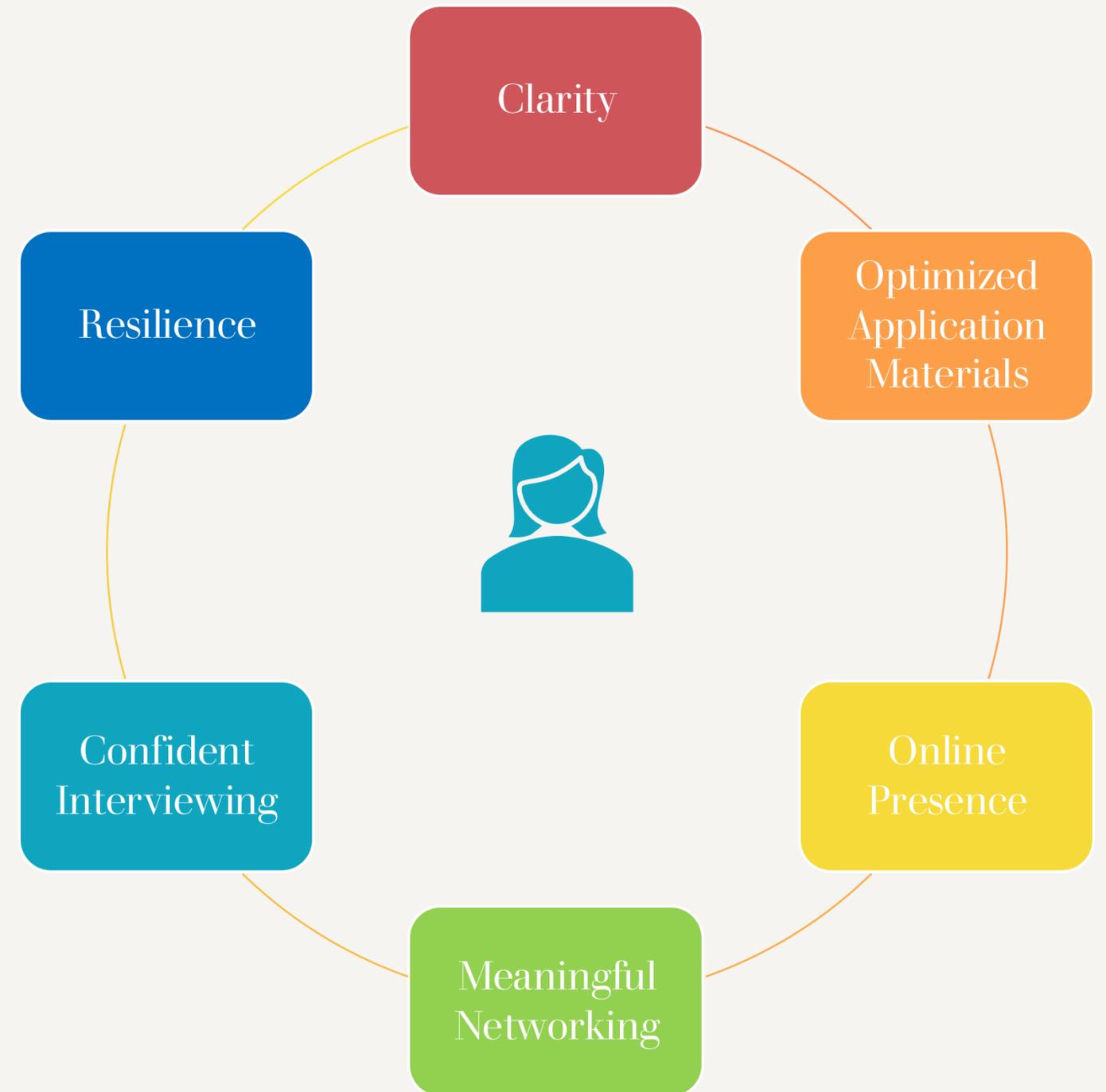


Image source: <https://www.ashbyhq.com/talent-trends-report/reports/2023-recruiter-productivity-trends-report>

The result?

- Employers receive hundreds of job applications for each posting.
- Job seekers are frustrated because they can't gain any traction in their search.
- A highly competitive job market!

EFFECTIVE JOB SEARCH COMPONENTS

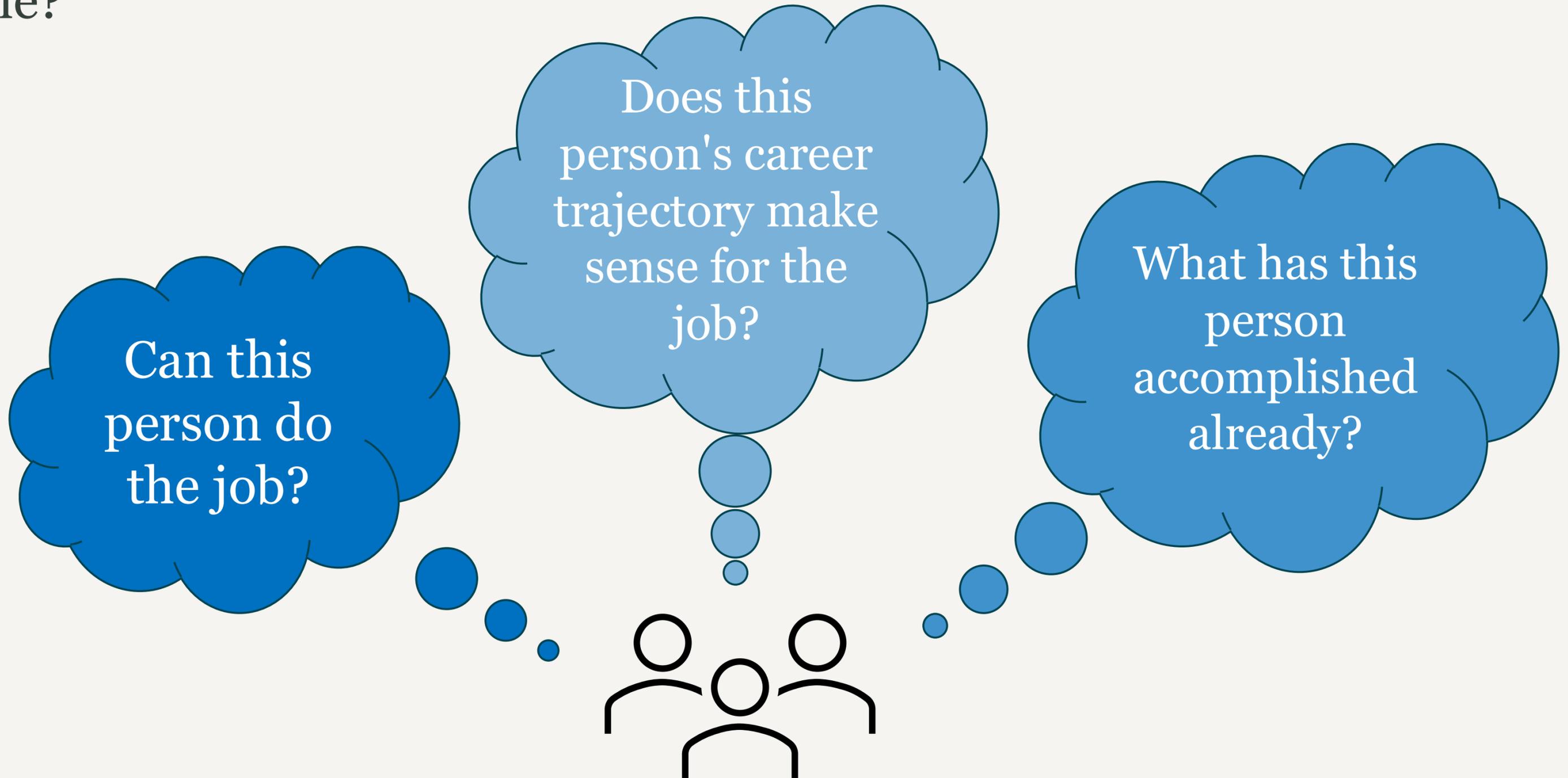


What are employers looking for when they review a resume?

Please share in the chat!



What are employers looking for when they review a resume?



#1 Resume Rule: Alignment

- Strategy: Understand the "why/need" of the position
- Positioning: Write your resume to respond to the job posting
- Value: Include unique results and impacts from your experience

Understand the "Why" of the Job Posting

- Use your favorite AI tool to analyze the job posting and identify the key problems.
 - Prompt: Analyze this job posting. What business problems is it trying to solve? Copy and paste the job posting to which you are applying.
- Read the job posting carefully, highlighting the essential keywords and skills.
- Use a word cloud generator to identify keywords included in the job posting.

Position your Experience using Keywords and Skills

- Connect the dots of your experience for the hiring team.
- Use the same verbiage or language that is used in the job posting.
- Add a summary that highlights your relevant experience in the specific pain points of the job posting.
- Tweak your bullet points and/or existing summary to match the language used in the job posting.
- Reorder your bullet points to reflect the priorities of the job posting.
- Remove any fluff that is not relevant to the job posting.

Demonstrate Your Value: Identifying Key Work Results

Job Results Worksheet

The Joyful Work Co. ✨

Complete this worksheet to track your work activities, unique contributions and achievements in your job. Take time to think through the duties listed in your job description AND the ways you've gone above and beyond in your role. I've provided an example in the first row to help you get started!

Job title:

Employer:

Job Duty	What did you do?	How did you do it?	Quantifiable result	Impact	Skills Used
Manage three social media channels through content creation and engagement	Develop creative written and visual content consistent with our brand identity and standards	I reviewed our data to understand our audience and what type of content they like. I tried some new content strategies to boost followers and engagement.	When I began in this position, we had 20,000 followers across all channels. Now, we have 40,000 followers across all channels, a 100% increase.	Traffic to our website has increased by 20% from referrals through social media.	Content strategy, Data analytics (HootSuite), Content creation

Writing Results-Oriented Bullet Points

What you did

- Start with a strong action verb
- A [list of action verbs](#) is available from the GV Career Center



How you did it

- Include adjectives and descriptors to help the reviewer understand the context of your work
- Include the tools you used, if applicable



The result/impact of your work

- Describe the outcome of your unique work or contribution



Results-Oriented Bullet Points: Customer Service Example

Before

Managed customer complaints and improved customer satisfaction scores.

After

Resolved 40+ daily customer complaints related to product experience, earning the highest customer satisfaction score on a team of 8 for 2025.



Results-Oriented Bullet Points: Education Example

Before

Led a third grade class in reading, mathematics, writing, social studies, and science curricula.

After

Developed and delivered creative lessons for 25 third grade students in core subjects, resulting in a 20% growth of students meeting state learning standards.



Results-Oriented Bullet Points: Communications Example

Before

Wrote the monthly newsletter and posted updates to social media accounts.

After

Implemented a redesign of the monthly company newsletter for 10,000 subscribers by developing engaging content, initiating audience segmenting, and collaborating on a visual redesign, resulting in increased engagement of 33%.

Let's Practice!

- If you are stuck with a bullet point on your resume, please send it via a direct message to Dani in the chat.
- We want to keep these anonymous, so we will pick one or two to share with the group and demonstrate how to amplify your work and write about the impact.

Smart Ways to Use AI to Strengthen your Resume

- Use AI as your personalized job search consultant. Ask it questions to help you research the context of the position you want to apply for and adjust your resume accordingly.
 - For example: What are the main problems this position is trying to solve? What will a recruiter look for in a candidate for this position?
- Once your resume is drafted, share it with your favorite tool, and ask it to compare your resume to the job posting. What areas do you need to strengthen?
- Recruiters are reviewing hundreds of resumes that all look and sound the same, thanks to AI. To stand out, I don't recommend using AI as the final draft of your resume. It's a great tool for the first draft, but you will want to make it your own!

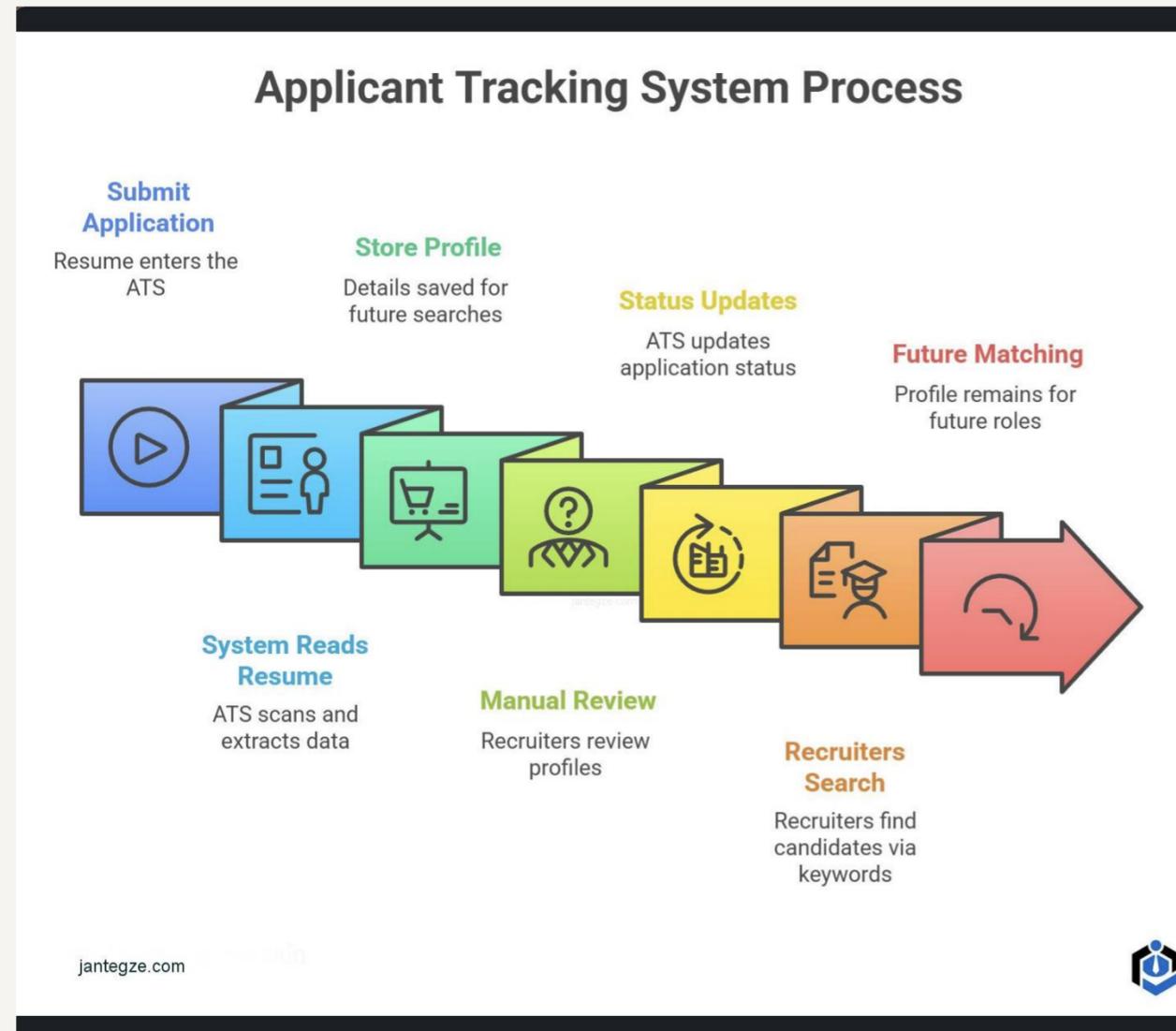
What is ATS?

- Applicant tracking system
- Used by companies to accept and process job applications
- Common examples are Workday, Ashby, and Greenhouse



What does ATS do?

- Think of it like a filing cabinet



Jan Tegze · Following
Director of Talent Acquisition | We're Hirin...
[Visit my website](#)
3mo ·

Most job seekers think the ATS decides their fate. It does not.
The ATS is not judging you. It is a digital file cabinet.
Here is how it actually works.

Step 1. You apply. The system receives your resume.

Step 2. It reads your resume. This is parsing. It pulls out your name, titles, dates, skills. It organizes data.

Step 3. It stores your profile. Even if you are not selected today, you stay in the database for future searches. ...more

187 102 comments · 23 reposts

Like Comment Repost Send

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Most relevant ▾

Mark Licke · 3rd+ 3mo ...
Process Mechanic | Diagnosing Why Syst...

I tend to argue about semantics when it comes to "autoreject". A LOT of people seem to confuse

Resume Format Tips for ATS Readability

- For the ATS, think of your resume content as *data*, not a beautifully designed piece of paper.
- When you apply, upload a .docx or .pdf with your application.
- Use a simple resume template with
 - One font type and size, preferably a font type such as Arial, Times New Roman, etc.
 - No fancy colors
 - No images, graphs, or tables
 - A single column
- Make sure your document is error free!

Resume Format: ATS Friendly?

- Head shot
- Two column format
- Graphs measuring skills
- Too colorful



Resume Format: ATS Friendly?

- Clean and simple format
- One column template
- Words describe skillset
- Easy to scan
- Legible font: color, type, and size

Sam Jones

Grand Rapids, MI 49506 | samjones@email.com | 616-555-0055

Professional Summary

- Experienced marketing and communications professional with 7+ years of success developing, implementing, and evaluating creative strategies and initiatives
- Skilled communicator with 3+ years experience in writing, editing, and crafting clear, engaging messages for diverse audiences
- Relationship-focused collaborator with a proven ability to build and maintain strong connections with clients, partners, and colleagues to advance organizational goals

Work Experience

Consulting Firm

Account Administrator

- Serve as primary point of contact for client engagements, providing strategic communication support for education-focused programs.
- Represent clients in meetings, aligning short-term project needs with long-term goals
- Create and deliver reports to communicate program updates and outcomes

Senior Copywriter

2022 – 2024

- Delivered and implemented communications strategy to support client growth and retention
- Served as primary editor on multiple projects, including proposals and marketing copy
- Recommended and implemented onboarding to new CRM systems to enhance product delivery and tracking

Educational Organization

Grand Rapids, MI

Assistant Director of Communications

2020 – 2022

- Implemented a comprehensive communications strategy that resulted in a 20% increase in web engagement
- Introduced new technology and processes to support remote learning and national outreach
- Hired and managed a cross-functional team of 10 contractors in web, design, and IT

Central Michigan University office of Admissions

Grand Rapids, MI

Communications Specialist

2017 – 2020

- Developed and executed communication strategies to enhance student recruitment and retention
- Oversaw website redesigns, publication updates, and brand guide revisions
- Develop and execute communication plans for specific campaigns, events, or university initiatives

Education

Master of Science in Communication

2017

Grand Valley State University, Allendale, MI

YOUR TURN!

I'd love to answer your questions. Please share your questions in the chat, and we'll do our best to get through as many as we can.





THANK YOU!

Abby Priebe
Career Coach
The Joyful Work Co.



thejoyfulwork.co



www.linkedin.com/in/abigailpriebe



hello@thejoyfulwork.co