



Department of  
Job and Family Services

TO STRENGTHEN OHIO'S FAMILIES THROUGH THE DELIVERY OF INTEGRATED SOLUTIONS TO TEMPORARY CHALLENGES

# What's in a Word?

## Maybe your next job!



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## Table of Contents

Selecting Keywords for Your Résumé— <i>Find the Word</i> .....	2
Management.....	3
Business and Financial Operations.....	6
Computer and Mathematical.....	9
Architecture and Engineering .....	12
Life, Physical, and Social Science .....	14
Community and Social Services .....	17
Legal .....	20
Education, Training, and Library.....	22
Arts, Design, Entertainment, Sports, and Media .....	25
Healthcare Practitioners and Technical .....	27
Healthcare Support .....	30
Protective Service.....	32
Food Preparation and Serving Related .....	34
Building and Grounds Cleaning and Maintenance.....	37
Personal Care and Service.....	40
Sales and Related.....	43
Office and Administrative Support .....	46
Farming, Fishing, and Forestry .....	49
Construction and Extraction .....	51
Installation, Maintenance, and Repair .....	55
Production.....	59
Transportation and Material Moving.....	62
Tips for Successful Résumés— <i>Write the Word</i> .....	65
Tips for a Successful Job Search— <i>Know the Word</i> .....	66
Tips for Successful Interviews— <i>Speak the Word</i> .....	68
OhioMeansJobs.com and One-Stop Services— <i>Place the Word</i> .....	69
Technical Notes.....	70
Occupational Index .....	71

## **Selecting Keywords for Your Résumé: *Find the Word!***

The first part of this guide is meant to help you select keywords for your résumé. We have found certain key words used in résumés that were viewed by employers on America's Job Bank.<sup>1</sup> We have presented these keywords here as a guide to which words best express the knowledge, skills, experiences, and tasks that are important to your occupation and potential employers.

There are 23 different occupational families in this guide. Choose the family that best matches your career goals:

- Management (p. 3)
- Business and Financial Operations (p. 6)
- Computer and Mathematical (p. 9)
- Architecture and Engineering (p. 12)
- Life, Physical, and Social Science (p. 14)
- Community and Social Services (p. 17)
- Legal (p. 20)
- Education, Training, and Library (p. 22)
- Arts, Design, Entertainment, Sports, and Media (p. 25)
- Healthcare Practitioners and Technical (p. 27)
- Healthcare Support (p. 30)
- Protective Service (p. 32)
- Food Preparation and Serving Related (p. 34)
- Building and Grounds Cleaning and Maintenance (p. 37)
- Personal Care and Service (p. 40)
- Sales and Related (p. 43)
- Office and Administrative Support (p. 46)
- Farming, Fishing, and Forestry (p. 49)
- Construction and Extraction (p. 51)
- Installation, Maintenance, and Repair (p. 55)
- Production (p. 59)
- Transportation and Material Moving (p. 62)

Once you've made your choice, flip to your section to find the following for help in writing your résumé:

1. A list of primary keywords for your occupational family.
2. Special additional keywords for selected specific occupations.
3. A table showing the percentage of résumés viewed by employers, divided by educational level.

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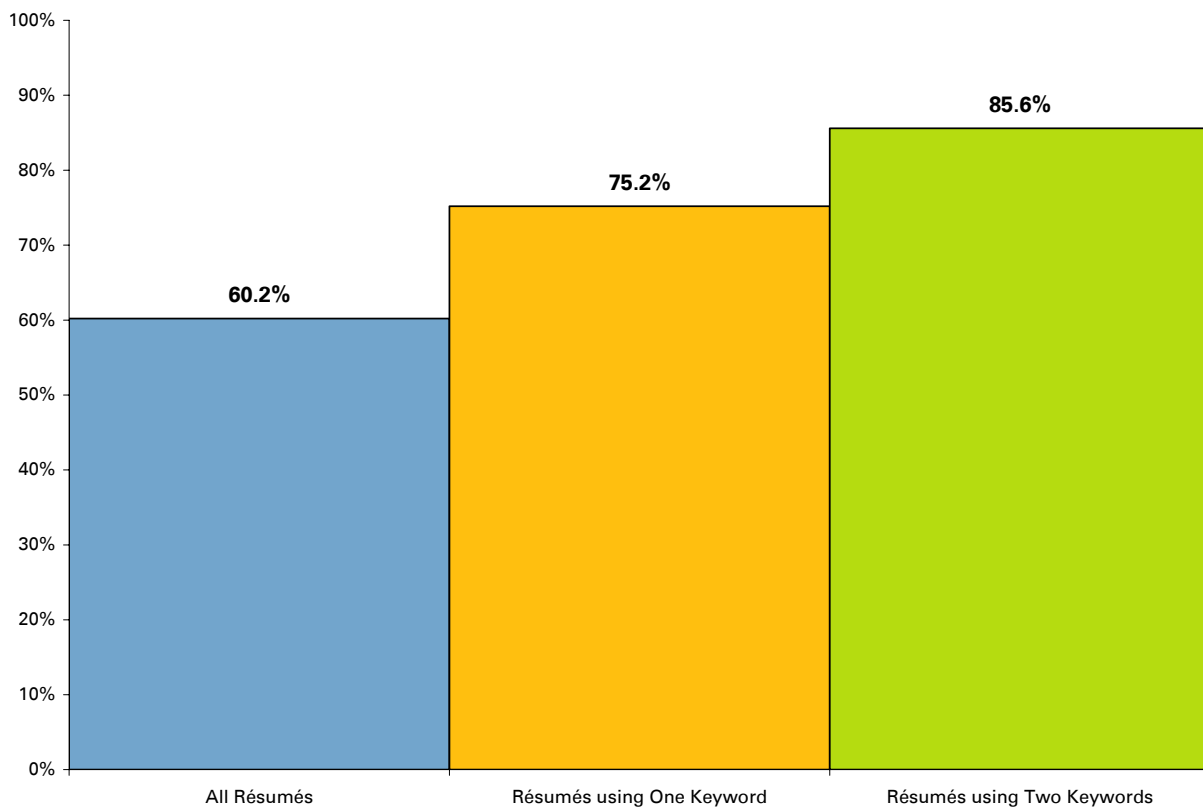
<sup>1</sup> America's Job Bank shut down in 2007; today, job seekers and employers in Ohio can use [OhioMeansJobs.com](http://OhioMeansJobs.com). See pages 66 and 69 for more information.

## Management

### Primary Keywords for this Occupational Family:

automotive	center	construction
engineer	health	logistics
maintenance	manufacturing	plant
quality	real	regional
resources	safety	shop

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	1.5%	40.2%
High School Diploma or GED	16.3%	49.7%
Some College or Vocational	35.3%	60.1%
Bachelor's Degree	34.4%	63.7%
Graduate Degree	12.5%	63.5%

## **Sales Managers (11-2022)**

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

**Primary Keywords:** automotive; center; real

**Secondary Keywords:** accounting; business; construction; coordinator; customer; development; director; distribution; district; engineer; estate; food; health; human; insurance; leader; logistics; maintenance; management; manager; manufacturing; marketing; medical; nurse; operations; plant; production; project; property; purchasing; quality; regional; resources; restaurant; retail; safety; sales; service; shop; store; supervisor; warehouse

## **Construction Managers (11-9021)**

Plan, direct, coordinate, or budget, usually through subordinate supervisory personnel, activities concerned with the construction and maintenance of structures, facilities, and systems. Participate in the conceptual development of a construction project and oversee its organization, scheduling, and implementation. Include specialized construction fields, such as carpentry or plumbing. Include general superintendents, project managers, and constructors who manage, coordinate, and supervise the construction process.

**Primary Keyword:** construction

**Secondary Keywords:** accounting; assistant; automotive; business; center; coordinator; customer; development; director; distribution; district; engineer; food; health; human; insurance; leader; logistics; maintenance; management; manager; manufacturing; marketing; medical; nurse; operations; plant; production; project; property; purchasing; quality; real; regional; resources; restaurant; retail; safety; sales; service; shop; store; supervisor; warehouse

## **Medical and Health Services Managers (11-9111)**

Plan, direct, or coordinate medicine and health services in hospitals, clinics, managed care organizations, public health agencies, or similar organizations.

**Primary Keyword:** health

**Secondary Keywords:** accounting; assistant; automotive; business; center; construction; coordinator; customer; development; director; distribution; district; engineer; estate; human; insurance; leader; logistics; maintenance; management; manager; manufacturing; marketing; medical; nurse; operations; plant; production; project; property; purchasing; quality; real; regional; resources; retail; safety; sales; service; shop; store; supervisor; warehouse

## **Managers, all other (11-9199)**

All managers not listed separately.

**Primary Keywords:** engineer; logistics; maintenance; manufacturing; plant; quality; regional; resources; safety; shop

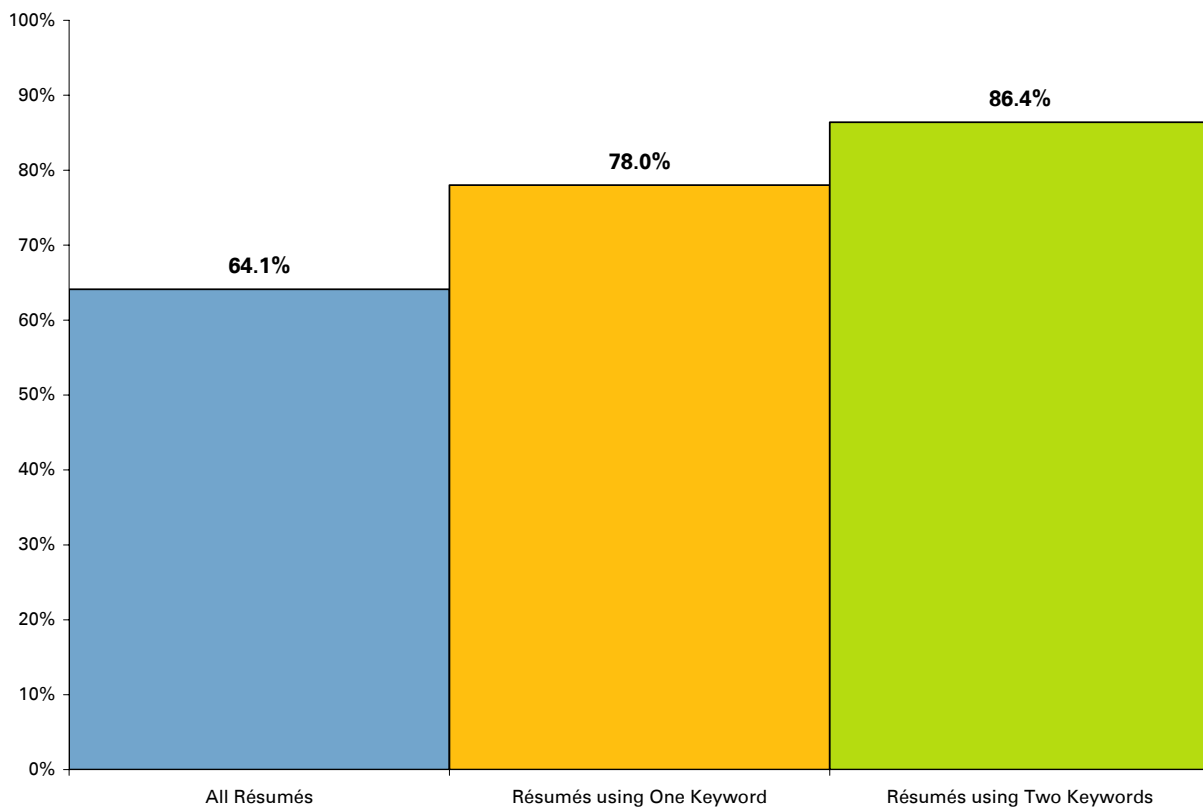
**Secondary Keywords:** accounting; assistant; automotive; business; center; construction; coordinator; customer; development; director; distribution; district; estate; food; health; human; insurance; leader; management; manager; marketing; medical; nurse; operations; production; project; property; purchasing; real; restaurant; retail; sales; service; store; supervisor; warehouse

## Business and Financial Operations

### Primary Keywords for this Occupational Family:

commercial	contracts	cost
CPA	credit	estate
loan	marketing	mortgage
officer	processor	property
QuickBooks	real	staff

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	0.9%	39.8%
High School Diploma or GED	12.2%	53.6%
Some College or Vocational	33.9%	62.8%
Bachelor's Degree	41.3%	66.9%
Graduate Degree	11.7%	68.4%

## **Business Operations Specialists, all other (13-1199)**

All business operations specialists not listed separately.

**Primary Keywords:** contracts; marketing

**Secondary Keywords:** accountant; accounting; analysis; analyst; auditor; bank; bookkeeper; business; buyer; CPA; collections; commercial; controller; cost; credit; customer; estate; finance; human; insurance; loan; management; manager; mortgage; officer; payable; payroll; processor; property; purchasing; QuickBooks; real; receivable; resources; sales; series; service; staff; tax; teller

## **Accountants and Auditors (13-2011)**

Examine, analyze, and interpret accounting records for the purpose of giving advice or preparing statements. Install or advise on systems of recording costs or other financial and budgetary data.

**Primary Keywords:** CPA; cost; credit; QuickBooks; staff

**Secondary Keywords:** accountant; analysis; analyst; audit; auditor; bank; business; buyer; clerk; collections; commercial; contracts; controller; customer; estate; finance; financial; human; insurance; loan; management; manager; marketing; mortgage; officer; payable; payroll; processor; property; purchasing; real; receivable; resources; sales; series; service; tax; teller

## **Insurance Underwriters (13-2053)**

Review individual applications for insurance to evaluate degree of risk involved and determine acceptance of applications.

**Primary Keywords:** commercial; property

**Secondary Keywords:** account; accountant; accounting; analysis; analyst; audit; auditor; bank; bookkeeper; business; buyer; CPA; clerk; collections; contracts; controller; cost; credit; customer; estate; finance; financial; human; insurance; loan; management; manager; marketing; mortgage; officer; payable; payroll; processor; purchasing; QuickBooks; real; receivable; resources; sales; series; service; staff; tax



## **Loan Officers (13-2072)**

Evaluate, authorize, or recommend approval of commercial, real estate, or credit loans. Advise borrowers on financial status and methods of payments. Include mortgage loan officers and agents, collection analysts, loan servicing officers, and loan underwriters.

**Primary Keywords:** estate; loan; mortgage; officer; processor; real

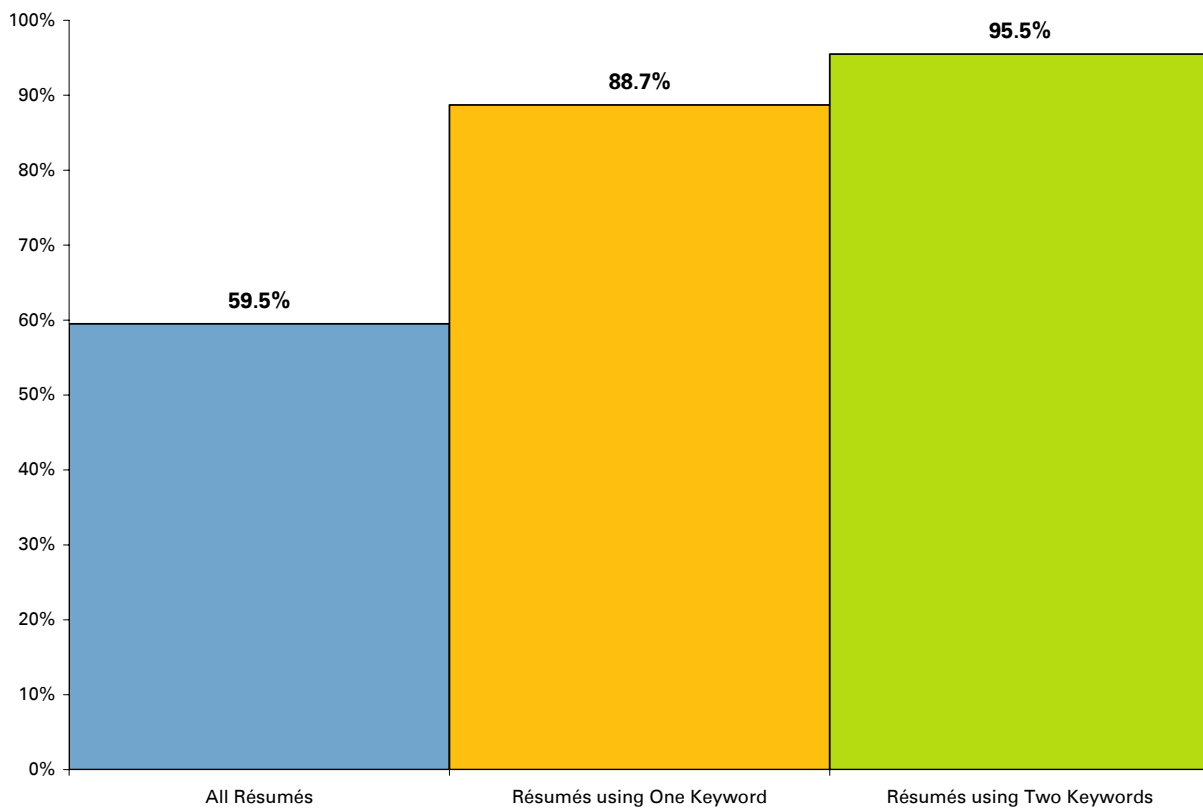
**Secondary Keywords:** account; accountant; accounting; analysis; analyst; audit; auditor; bank; bookkeeper; business; buyer; CPA; clerk; collections; commercial; contracts; controller; cost; credit; customer; finance; financial; human; insurance; management; manager; marketing; payable; payroll; property; purchasing; QuickBooks; receivable; resources; sales; series; service; staff; tax

## Computer and Mathematical

### Primary Keywords for this Occupational Family:

C#	clearance	DBA
J2EE	Java	Linux
Oracle	PeopleSoft	SAP
secret	security	SQL
VB	Visual	WebSphere

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	0.9%	35.1%
High School Diploma or GED	10.3%	43.4%
Some College or Vocational	44.8%	60.0%
Bachelor's Degree	33.6%	63.0%
Graduate Degree	10.3%	59.3%

## Computer Programmers (15-1021)

Convert project specifications and statements of problems and procedures to detailed logical flow charts for coding into computer language. Develop and write computer programs to store, locate, and retrieve specific documents, data, and information. May program web sites.

**Primary Keywords:** C#; J2EE; Java; Oracle; SQL; VB; Visual; WebSphere

**Secondary Keywords:** ASP; administrator; analyst; Basic; business; C++; COBOL; Cisco; clearance; DBA; data; database; desk; developer; engineer; hardware; help; information; Linux; MCSE; manager; net; network; PeopleSoft; project; SAP; SCI; secret; security; server; software; support; system; TS; tech; technical; technician; technology; test; UNIX; web; Windows

## Computer Software Engineers, Systems Software (15-1032)

Research, design, develop, and test operating systems-level software, compilers, and network distribution software for medical, industrial, military, communications, aerospace, business, scientific, and general computing applications. Set operational specifications and formulate and analyze software requirements. Apply principles and techniques of computer science, engineering, and mathematical analysis.

**Primary Keywords:** clearance; Linux; secret

**Secondary Keywords:** ASP; administrator; analyst; Basic; business; C#; C++; COBOL; Cisco; DBA; data; database; desk; developer; engineer; hardware; help; information; J2EE; Java; MCSE; manager; net; network; Oracle; PeopleSoft; programmer; project; SAP; SCI; SQL; security; server; software; support; system; TS; tech; technical; technician; technology; test; UNIX; VB; Visual; web; WebSphere; Windows

## Computer Systems Analysts (15-1051)

Analyze science, engineering, business, and all other data processing problems for application to electronic data processing systems. Analyze user requirements, procedures, and problems to automate or improve existing systems and review computer system capabilities, workflow, and scheduling limitations. May analyze or recommend commercially available software. Exclude persons working primarily as *Engineers*, *Mathematicians*, or *Scientists*. May supervise computer programmers.

**Primary Keywords:** PeopleSoft; SAP

**Secondary Keywords:** ASP; administrator; analyst; Basic; business; C#; C++; COBOL; Cisco; clearance; DBA; data; database; desk; developer; engineer; hardware; help; J2EE; Java; Linux; MCSE; manager; net; network; Oracle; programmer; project; SCI; SQL; secret; security; server; software; support; system; TS; tech; technical; technician; technology; test; UNIX; VB; Visual; web; WebSphere; Windows

## Database Administrators (15-1061)

Coordinate changes to computer databases, test and implement the database applying knowledge of database management systems. May plan, coordinate, and implement security measures to safeguard computer databases.

**Primary Keyword:** DBA

**Secondary Keywords:** ASP; administrator; analyst; Basic; business; C#; C++; COBOL; Cisco; clearance; data; database; desk; developer; engineer; hardware; help; J2EE; Java; Linux; manager; net; network; Oracle; PeopleSoft; project; SAP; SCI; SQL; secret; security; server; software; support; system; TS; tech; technical; technician; technology; test; UNIX; VB; Visual; web; WebSphere; Windows

## Network and Computer Systems Administrators (15-1071)

Install, configure, and support an organization's local area network (LAN), wide area network (WAN), and Internet system or a segment of a network system. Maintain network hardware and software. Monitor network to ensure network availability to all system users and perform necessary maintenance to support network availability. May supervise other network support and client server specialists and plan, coordinate, and implement network security measures. Exclude *Computer Support Specialists*.

**Primary Keyword:** security

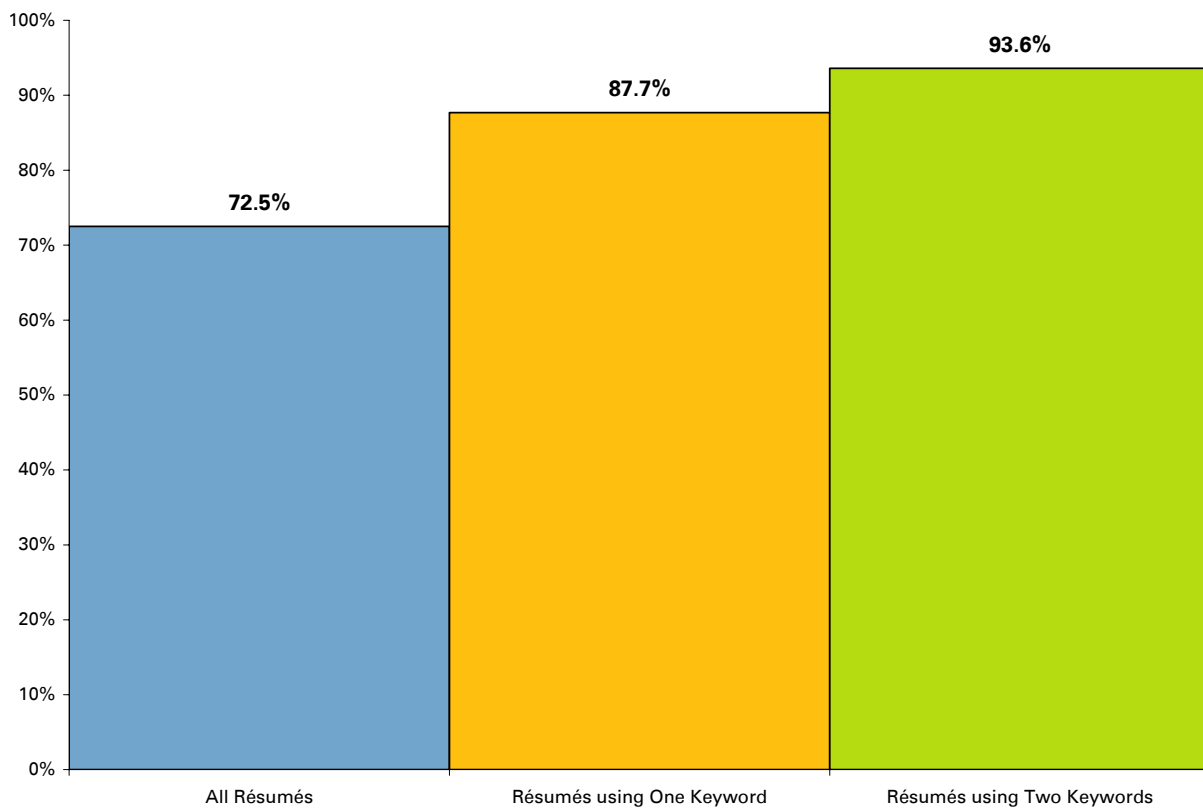
**Secondary Keywords:** ASP; administrator; analyst; Basic; business; C#; C++; COBOL; Cisco; clearance; DBA; data; database; desk; developer; engineer; hardware; help; information; J2EE; Java; Linux; MCSE; manager; net; network; Oracle; PeopleSoft; programmer; project; SAP; SCI; SQL; secret; server; software; support; system; TS; tech; technical; technician; technology; test; UNIX; VB; Visual; web WebSphere; Windows

## Architecture and Engineering

### Primary Keywords for this Occupational Family:

AutoCAD	civil	controls
designer	development	environmental
HVAC	land	manufacturing
power	project	structural
survey	wastewater	

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	1.1%	50.2%
High School Diploma or GED	9.5%	57.2%
Some College or Vocational	39.8%	70.5%
Bachelor's Degree	36.9%	77.4%
Graduate Degree	12.6%	75.1%

## **Surveyors (17-1022)**

Make exact measurements and determine property boundaries. Provide data relevant to the shape, contour, gravitation, location, elevation, or dimension of land or land features on or near the earth's surface for engineering, mapmaking, mining, land evaluation, construction, and other purposes.

**Primary Keyword:** survey

**Secondary Keywords:** architect; AutoCAD; CAD; chemical; civil; construction; controls; design; development; drafting; electrical; engineer; environmental; HVAC; industrial; land; manager; manufacturing; mechanical; power; project; quality; RF; software; structural; systems; technician; wastewater

## **Civil Engineers (17-2051)**

Perform engineering duties in planning, designing, and overseeing construction and maintenance of building structures, and facilities, such as roads, railroads, airports, bridges, harbors, channels, dams, irrigation projects, pipelines, power plants, water and sewage systems, and waste disposal units. Include architectural, structural, traffic, ocean, and geo-technical engineers. Exclude *Hydrologists*.

**Primary Keywords:** AutoCAD; civil; land; structural; wastewater

**Secondary Keywords:** architect; CAD; chemical; construction; controls; design; development; drafting; electrical; engineer; environmental; HVAC; industrial; manager; manufacturing; mechanical; PE; power; process; project; quality; RF; sales; software; survey; systems; technician

## **Engineers, all other (17-2199)**

All engineers not listed separately.

**Primary Keywords:** controls; designer; development; environmental; HVAC; manufacturing; power; project

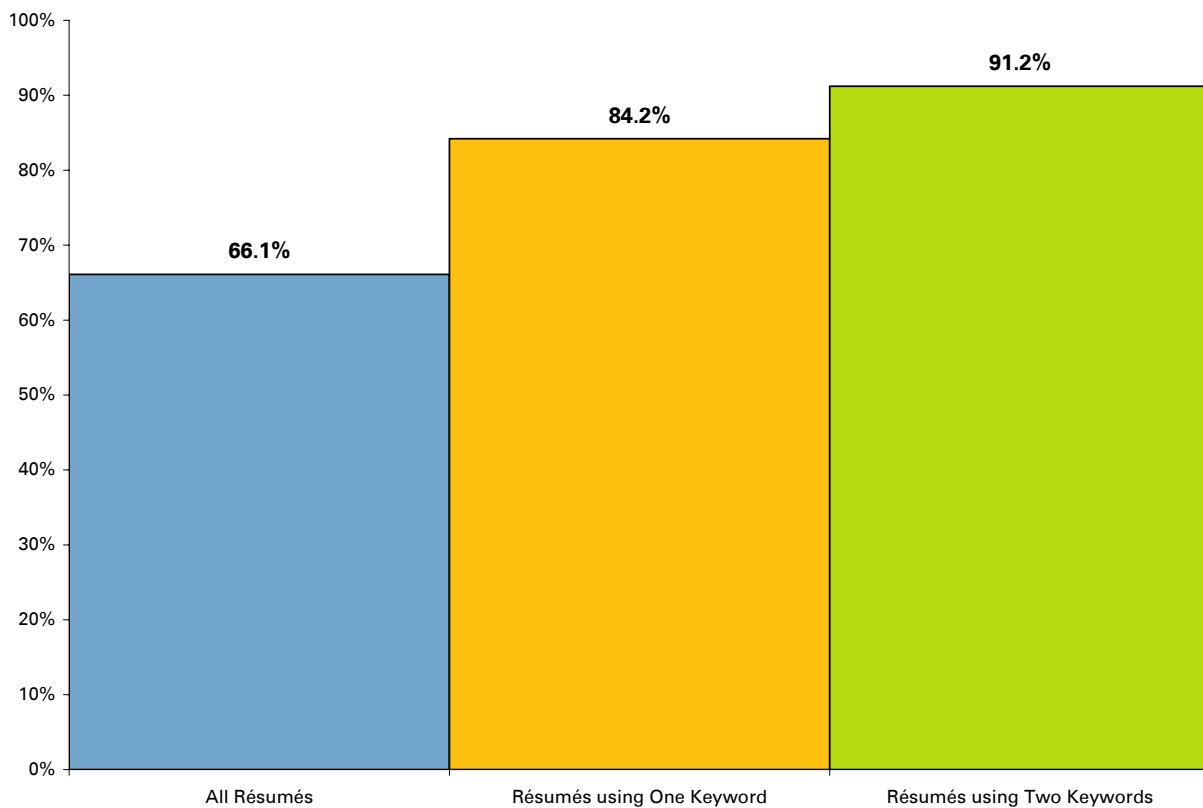
**Secondary Keywords:** architect; AutoCAD; CAD; chemical; civil; construction; design; drafting; electrical; engineer; industrial; land; manager; mechanical; PE; process; quality; RF; sales; software; structural; survey; systems; technician; wastewater

## Life, Physical, and Social Science

### Primary Keywords for this Occupational Family:

analytical	coatings	device
engineer	FDA	formulation
geologist	geology	nuclear
quality	regulatory	response
validation	wastewater	

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	1.2%	36.6%
High School Diploma or GED	6.5%	48.0%
Some College or Vocational	17.9%	62.0%
Bachelor's Degree	50.7%	68.3%
Graduate Degree	23.8%	70.3%

### **Biological Scientists, all other (19-1029)**

All biological scientists not listed separately.

**Primary Keywords:** response; validation

**Secondary Keywords:** analytical; biology; chemical; chemist; environmental; FDA; formulation; GIS; lab; laboratory; manager; materials; medical; pharmaceutical; physical; quality; regulatory; science; scientist; wastewater

### **Life Scientists, all other (19-1099)**

All life scientists not listed separately.

**Primary Keywords:** device; engineer; FDA

**Secondary Keywords:** analytical; biology; chemical; chemist; clinical; data; environmental; formulation; GIS; geology; lab; laboratory; manager; materials; medical; nuclear; pharmaceutical; quality; regulatory; research; science; scientist; service; technician; validation; wastewater

### **Chemists (19-2031)**

Conduct qualitative and quantitative chemical analyses or chemical experiments in laboratories for quality or process control or to develop new products or knowledge. Exclude *Geoscientists, Except Hydrologists and Geographers* and *Biochemists and Biophysicists*.

**Primary Keywords:** analytical; coatings; formulation; quality

**Secondary Keywords:** biology; chemical; chemist; clinical; computer; data; device; engineer; environmental; FDA; GIS; geologist; lab; laboratory; manager; materials; medical; nuclear; pharmaceutical; physical; physics; regulatory; research; response; science; scientist; service; technician; testing; validation; wastewater

### **Environmental Scientists and Specialists, including Health (19-2041)**

Conduct research or perform investigation for the purpose of identifying, abating, or eliminating sources of pollutants or hazards that affect either the environment or the health of the population. Utilizing knowledge of various scientific disciplines may collect, synthesize, study, report, and take action based on data derived from measurements or observations of air, food, soil, water, and other sources. Exclude *Zoologists and Wildlife Biologists, Conservation Scientists, Forest and Conservation Technicians, Fish and Game Wardens, and Forest and Conservation Workers*.

**Primary Keyword:** wastewater

**Secondary Keywords:** engineer; manager; materials; regulatory; response; service



## **Geoscientists, except Hydrologists and Geographers (19-2042)**

Study the composition, structure, and other physical aspects of the earth. May use geological, physics, and mathematics knowledge in exploration for oil, gas, minerals, or underground water; or in waste disposal, land reclamation, or other environmental problems. May study the earth's internal composition, atmospheres, oceans, and its magnetic, electrical, and gravitational forces. Include mineralogists, crystallographers, paleontologists, stratigraphers, geodesists, and seismologists.

**Primary Keywords:** geologist; geology

**Secondary Keywords:** chemist; engineer; laboratory; research; science; service

## **Nuclear Technicians (19-4051)**

Assist scientists in both laboratory and production activities by performing technical tasks involving nuclear physics, primarily in operation, maintenance, production, and quality control support activities.

**Primary Keyword:** nuclear

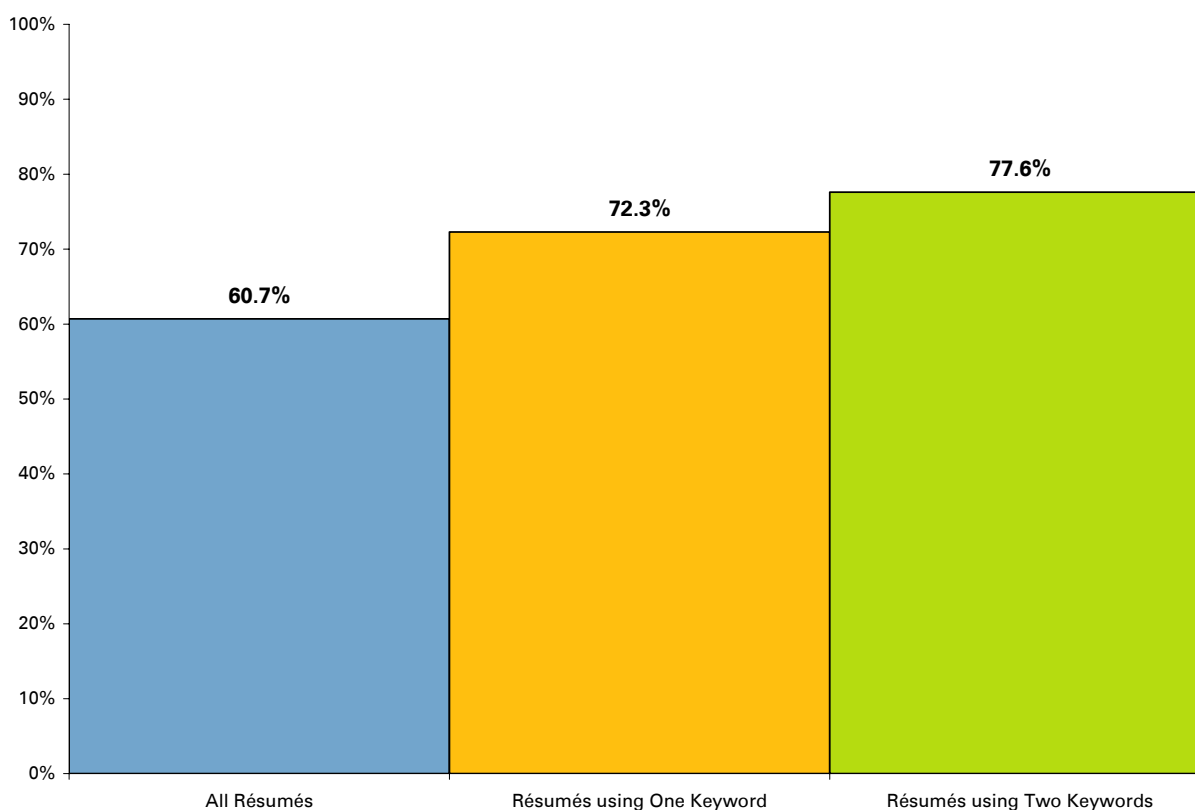
**Secondary Keywords:** biology; chemist; engineering; lab; laboratory; materials; medical; physical; quality; research; science; scientist

## Community and Social Services

### Primary Keywords for this Occupational Family:

abuse	assistant	bilingual
case	community	health
management	manager	mental
program	services	Spanish
substance	therapist	therapists

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	1.8%	39.4%
High School Diploma or GED	11.4%	52.4%
Some College or Vocational	30.7%	59.6%
Bachelor's Degree	41.1%	62.4%
Graduate Degree	15.1%	65.4%

### **Substance Abuse and Behavioral Disorder Counselors (21-1011)**

Counsel and advise individuals with alcohol, tobacco, drug, or other problems, such as gambling and eating disorders. May counsel individuals, families, or groups or engage in prevention programs. Exclude *Social Workers, Psychologists, and Mental Health Counselors* providing these services.

**Primary Keywords:** abuse; substance

**Secondary Keywords:** assistant; bilingual; care; case; community; health; job; management; manager; mental; program; residential; services; skills; social; Spanish; therapist; work; youth

### **Mental Health Counselors (21-1014)**

Counsel with emphasis on prevention. Work with individuals and groups to promote optimum mental health. May help individuals deal with addictions and substance abuse; family, parenting, and marital problems; suicide; stress management; problems with self-esteem; and issues associated with aging and mental and emotional health. Exclude *Social Workers, Psychiatrists, and Psychologists*.

**Primary Keywords:** health; therapist

**Secondary Keywords:** abuse; assistant; bilingual; care; case; community; counselor; job; management; manager; program; residential; services; skills; social; Spanish; substance; work; youth

### **Child, Family, and School Social Workers (21-1021)**

Provide social services and assistance to improve the social and psychological functioning of children and their families and to maximize the family well-being and the academic functioning of children. May assist single parents, arrange adoptions, and find foster homes for abandoned or abused children. In schools, they address such problems as teenage pregnancy, misbehavior, and truancy. May also advise teachers on how to deal with problem children.

**Primary Keywords:** case; therapists

**Secondary Keywords:** abuse; assistant; bilingual; community; health; job; management; manager; mental; program; residential; services; skills; social; Spanish; substance; work; youth

### **Social and Human Services Assistants (21-1093)**

Assist professionals from a wide variety of fields, such as psychology, rehabilitation, or social work, to provide client services, as well as support for families. May assist clients in identifying available benefits and social and community services and help clients obtain them. May assist social workers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse, human relationships, rehabilitation, or adult daycare. Exclude *Rehabilitation Counselors, Personal and Home Care Aides, Eligibility Interviewers, Government Programs, and Psychiatric Technicians*.

**Primary Keywords:** assistant; mental

**Secondary Keywords:** abuse; bilingual; care; case; community; health; job; management; manager; program; services; skills; social; Spanish; substance; therapist; work; youth

### **Community and Social Service Specialists, all other (21-1099)**

All community and social service specialists not listed separately.

**Primary Keywords:** bilingual; community; management; manager; program; services; Spanish

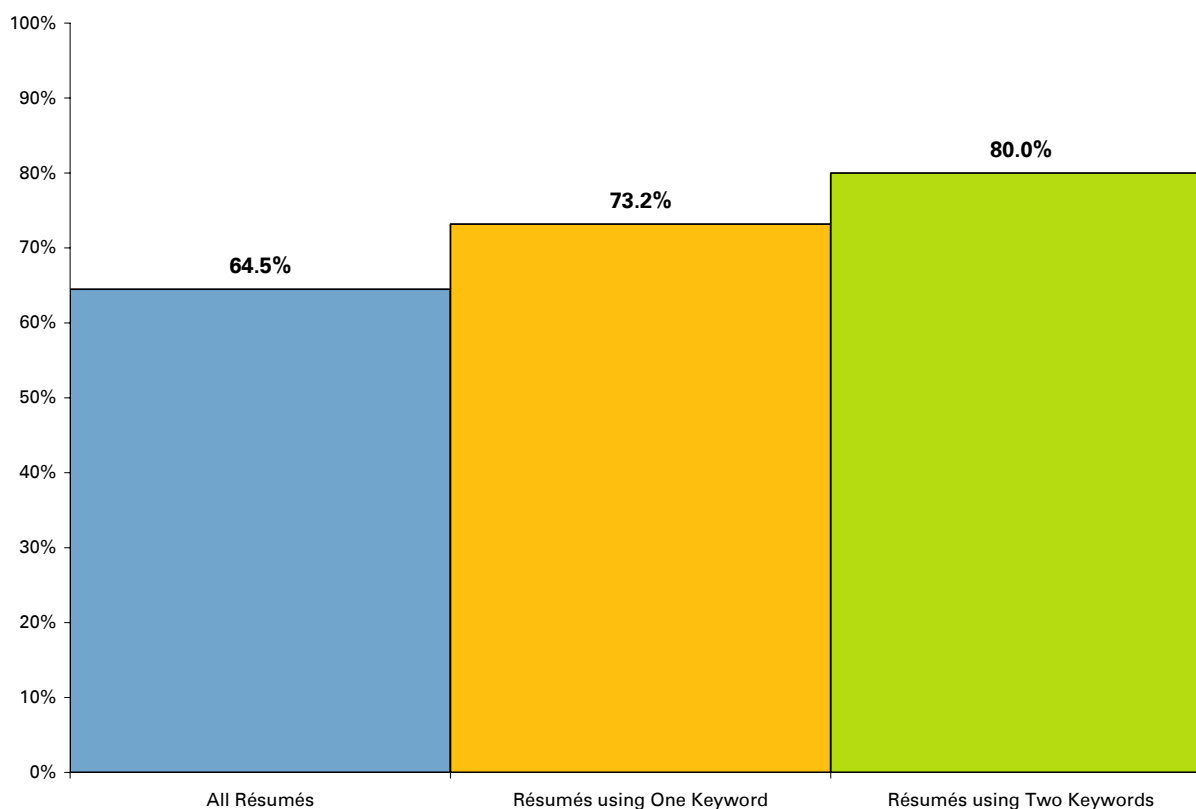
**Secondary Keywords:** abuse; assistant; care; case; counselor; health; job; mental; residential; skills; social; substance; therapist; work; youth

## Legal

### Primary Keywords for this Occupational Family:

assistant	attorney	bilingual
estate	insurance	legal
litigation	paralegal	real
secretary	title	

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	1.1%	46.0%
High School Diploma or GED	9.9%	58.1%
Some College or Vocational	40.0%	64.0%
Bachelor's Degree	30.9%	65.7%
Graduate Degree	18.1%	64.8%

### **Lawyers (23-1011)**

Represent clients in criminal and civil litigation and other legal proceedings, draw up legal documents, and manage or advise clients on legal transactions. May specialize in a single area or may practice broadly in many areas of law.

**Primary Keywords:** attorney; insurance; litigation

**Secondary Keywords:** assistant; bilingual; estate; lawyer; legal; paralegal; real; secretary; title

### **Paralegals and Legal Assistants (23-2011)**

Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

**Primary Keywords:** assistant; bilingual; estate; legal; paralegal; real

**Secondary Keywords:** attorney; insurance; lawyer; litigation; secretary; title

### **Legal Support Workers, all other (23-2099)**

All legal support workers not listed separately.

**Primary Keywords:** secretary; title

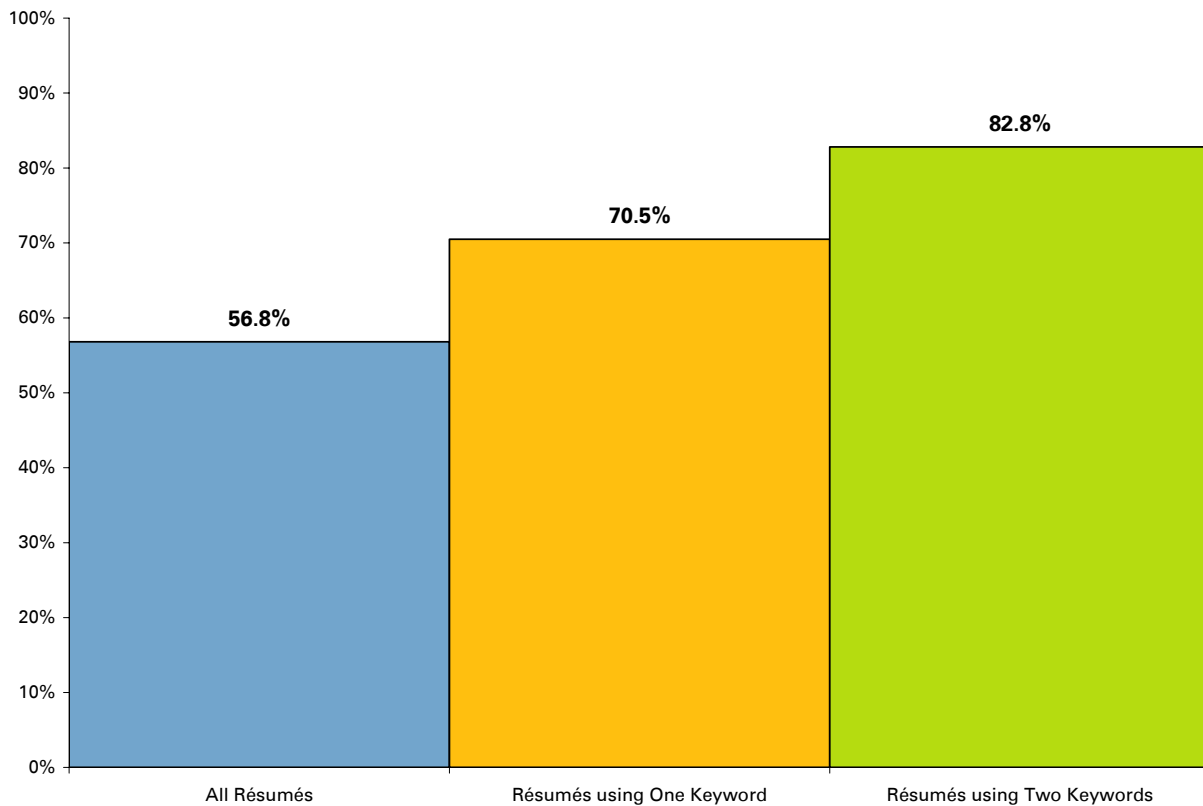
**Secondary Keywords:** assistant; attorney; insurance; lawyer; litigation; paralegal; real

## Education, Training, and Library

### Primary Keywords for this Occupational Family:

admissions	dean	director
education	head	instructor
special	technician	trainer
training	tutor	

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	2.9%	37.8%
High School Diploma or GED	15.3%	45.8%
Some College or Vocational	27.5%	57.3%
Bachelor's Degree	35.4%	59.6%
Graduate Degree	18.9%	61.3%

### **Preschool Teachers, except Special Education (25-2011)**

Instruct children (normally up to 5 years of age) in activities designed to promote social, physical, and intellectual growth needed for primary school in preschool, day care center, or other child development facility. May be required to hold State certification. Exclude *Child Care Workers* and *Special Education Teachers*.

**Primary Keyword:** head

**Secondary Keywords:** care; director; early; instructional; instructor; pre; sales; special; technician; trainer; training

### **Teachers and Instructors, all other (25-3099)**

All teachers and instructors not listed separately.

**Primary Keywords:** instructor; training; tutor

**Secondary Keywords:** aide; assistant; bilingual; care; child; dean; director; early; education; elementary; English; head; instructional; high; math; pre; preschool; sales; school; science; special; technician; trainer

### **Library Technicians (25-4031)**

Assist librarians by helping readers in the use of library catalogs, databases, and indexes to locate books and other materials; and by answering questions that require only brief consultation of standard reference. Compile records; sort and shelve books; remove or repair damaged books; register patrons; check materials in and out of the circulation process. Replace materials in shelving area (stacks) or files. Include bookmobile drivers who operate bookmobiles or light trucks that pull trailers to specific locations on a predetermined schedule and assist with providing services in mobile libraries.

**Primary Keyword:** technician

**Secondary Keywords:** care; director; education; head; instructional; instructor; pre; special; trainer; training

### **Teacher Assistants (25-9041)**

Perform duties that are instructional in nature or deliver direct services to students or parents. Serve in a position for which a teacher or another professional has ultimate responsibility for the design and implementation of educational programs and services.

**Primary Keyword:** education; special

**Secondary Keywords:** admissions; assistant; bilingual; care; childhood; director; early; English; head; instructional; instructor; math; pre; sales; school; science; technician; trainer; training; tutor



## **Education, Training, and Library Workers, all other (25-9099)**

All education, training, and library workers not listed separately.

**Primary Keywords:** admissions; dean; director; trainer

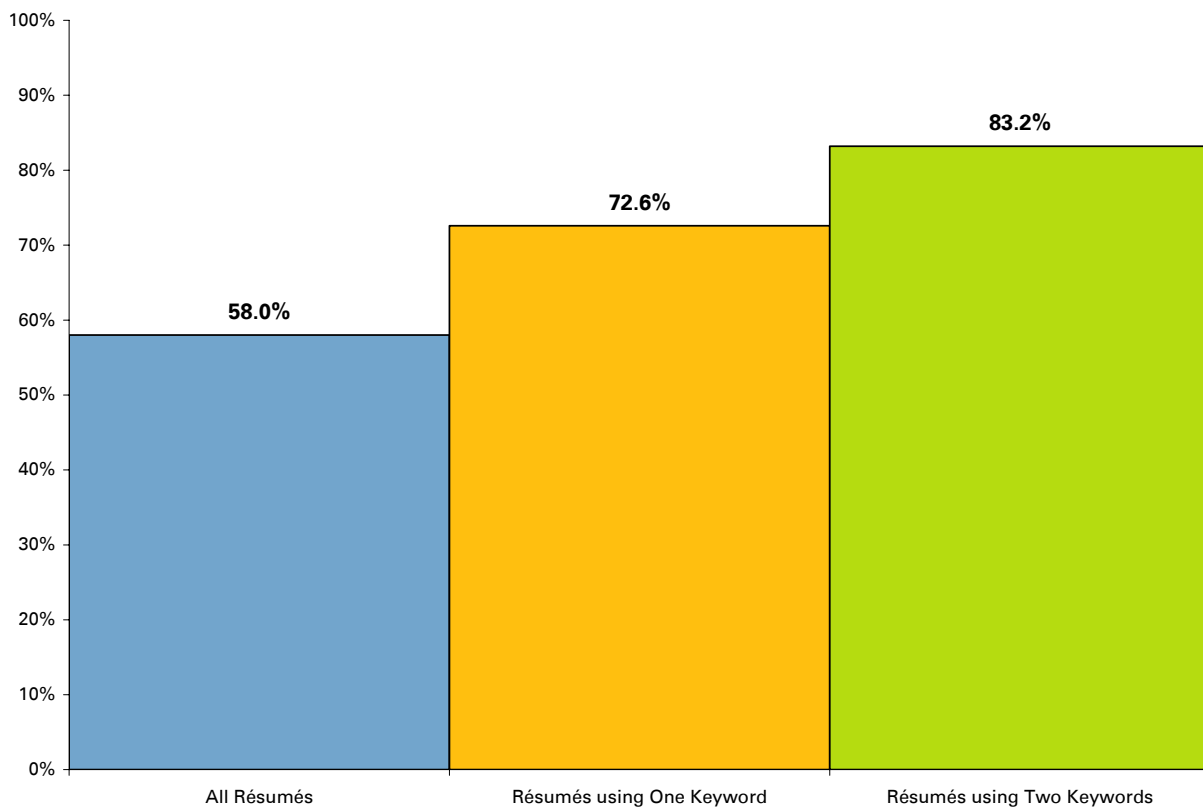
**Secondary Keywords:** assistant; care; early; education; English; head; high; instructional; instructor; math; pre; sales; school; science; special; technician; training; tutor

## Arts, Design, Entertainment, Sports, and Media

### Primary Keywords for this Occupational Family:

Adobe	advertising	CAD
development	graphics	illustrator
industrial	Internet	management
manager	marketing	media
Photoshop	web	website

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	2.4%	35.9%
High School Diploma or GED	13.3%	47.7%
Some College or Vocational	34.9%	57.8%
Bachelor's Degree	41.9%	61.4%
Graduate Degree	7.5%	59.8%

### **Graphic Designers (27-1024)**

Design or create graphics to meet a client's specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

**Primary Keywords:** Adobe; advertising; graphics; illustrator; Internet; marketing; Photoshop; web; website

**Secondary Keywords:** art; artist; assistant; CAD; design; development; editor; graphic; industrial; interior; management; manager; media; photographer; public; Quark; relations; sales; visual; writer

### **Designers, all other (27-1029)**

All designers not listed separately.

**Primary Keywords:** CAD; industrial

**Secondary Keywords:** Adobe; advertising; art; assistant; design; development; graphic; illustrator; interior; Internet; management; manager; marketing; media; Photoshop; public; relations; sales; visual; web; website; writer

### **Producers and Directors (27-2012)**

Produce or direct stage, television, radio, video, or motion picture productions for entertainment, information, or instruction. Responsible for creative decisions, such as interpretation of script, choice of guests, set design, sound, special effects, and choreography.

**Primary Keywords:** development; management; manager; media

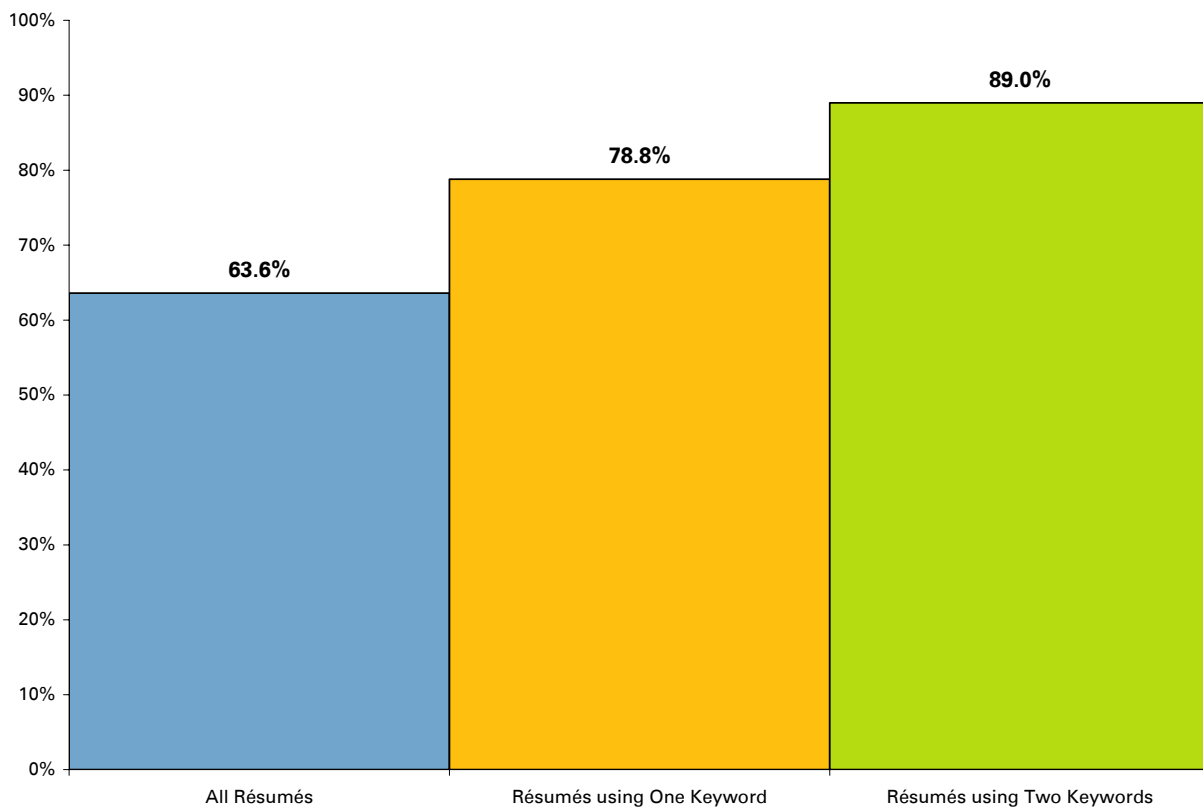
**Secondary Keywords:** Adobe; advertising; art; artist; assistant; CAD; design; editor; graphic; illustrator; industrial; interior; Internet; marketing; photographer; Photoshop; public; Quark; relations; sales; visual; web; website; writer

## Healthcare Practitioners and Technical

### Primary Keywords for this Occupational Family:

director	healthcare	licensed
LPN	manager	occupational
pharmacist	physical	physician
practitioner	radiology	registered
RN	therapist	therapy

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	4.3%	45.5%
High School Diploma or GED	23.2%	52.0%
Some College or Vocational	49.1%	64.1%
Bachelor's Degree	16.4%	71.0%
Graduate Degree	7.1%	74.4%

### **Pharmacists (29-1051)**

Dispense drugs prescribed by physicians and other health practitioners and provide information to patients about medications and their use. May advise physicians and other health practitioners on the selection, dosage, interactions, and side effects of medications.

**Primary Keyword:** pharmacist

**Secondary Keywords:** care; health; licensed; manager; nurse; physician; RN; registered; therapy

### **Registered Nurses (29-1111)**

Assess patient health problems and needs, develop and implement nursing care plans, and maintain medical records. Administer nursing care to ill, injured, convalescent, or disabled patients. May advise patients on health maintenance and disease prevention or provide case management. Licensing or registration required. Include advance practice nurses such as: nurse practitioners, clinical nurse specialists, certified nurse midwives, and certified registered nurse anesthetists. Advanced practice nursing is practiced by RNs who have specialized formal, post-basic education and who function in highly autonomous and specialized roles.

**Primary Keywords:** director; healthcare; manager; physician; practitioner; RN; registered

**Secondary Keywords:** assistant; billing; CNA; care; caregiver; certified; dental; health; home; LPN; licensed; medical; nurse; nursing; occupational; office; pharmacist; pharmacy; physical; radiology; tech; technician; technologist; therapist; therapy

### **Occupational Therapists (29-1122)**

Assess, plan, organize, and participate in rehabilitative programs that help restore vocational, homemaking, and daily living skills, as well as general independence, to disabled persons.

**Primary Keyword:** occupational

**Secondary Keywords:** billing; care; director; healthcare; home; licensed; manager; medical; nursing; physical; physician; RN; registered; therapist; therapy

### **Physical Therapists (29-1123)**

Assess, plan, organize, and participate in rehabilitative programs that improve mobility, relieve pain, increase strength, and decrease or prevent deformity of patients suffering from disease or injury.

**Primary Keywords:** therapist; therapy

**Secondary Keywords:** aide; assistant; care; certified; director; health; healthcare; home; licensed; manager; medical; nurse; nursing; occupational; office; pharmacist; pharmacy; physical; physician; practitioner; RN; radiology; registered; tech; technician

### **Radiologic Technologists and Technicians (29-2034)**

Take X-rays and CAT scans or administer non-radioactive materials into patient's blood stream for diagnostic purposes. Include technologists who specialize in other modalities, such as computed tomography and magnetic resonance. Include workers whose primary duties are to demonstrate portions of the human body on X-ray film or fluoroscopic screen.

**Primary Keyword:** radiology

**Secondary Keywords:** care; certified; health; healthcare; manager; physical; RN; registered; technologist; therapy

### **Licensed Practical and Licensed Vocational Nurses (29-2061)**

Care for ill, injured, convalescent, or disabled persons in hospitals, nursing homes, clinics, private homes, group homes, and similar institutions. May work under the supervision of a registered nurse. Licensing required.

**Primary Keywords:** LPN; licensed

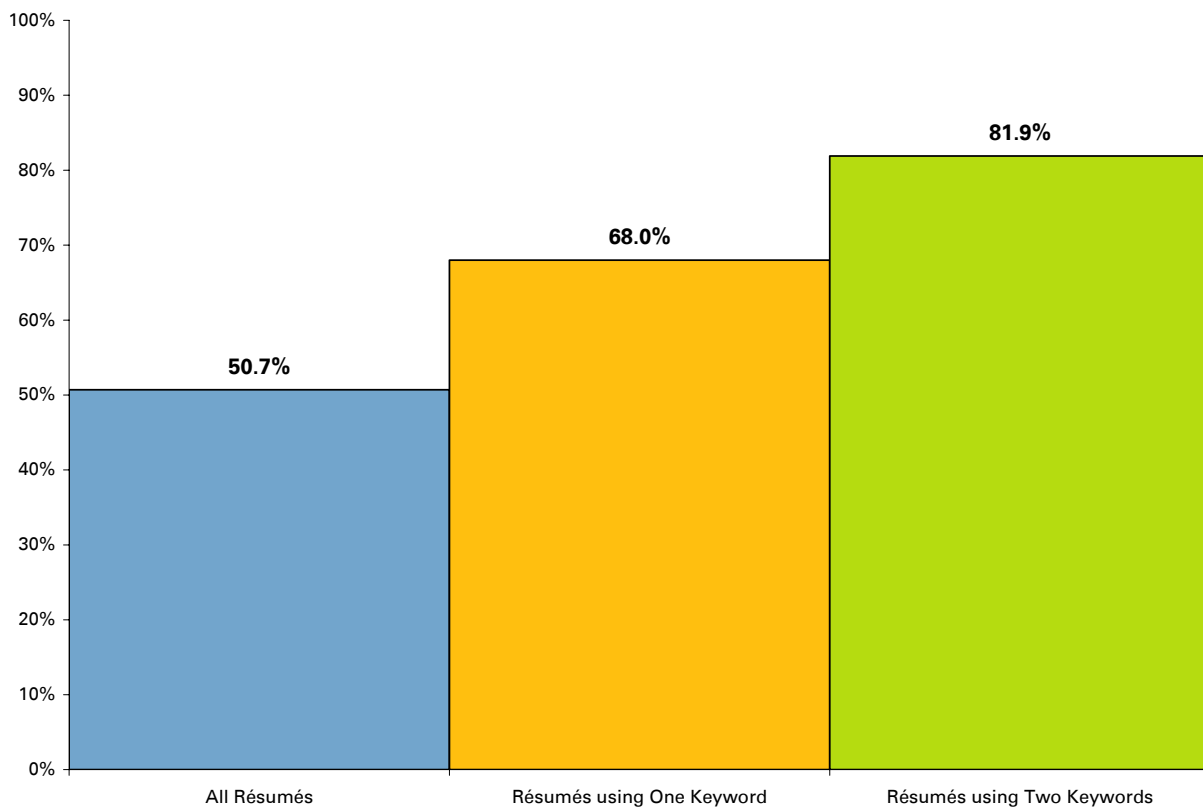
**Secondary Keywords:** assistant; billing; care; certified; director; health; healthcare; home; manager; medical; nurse; nursing; occupational; office; pharmacist; pharmacy; physical; physician; RN; registered; tech; technician; therapist; therapy

## Healthcare Support

### Primary Keywords for this Occupational Family:

delivery	dialysis	director
ICU	labor	licensed
long	manager	operating
practitioner	psychiatric	registered
RN	room	term

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	13.3%	39.9%
High School Diploma or GED	39.5%	44.2%
Some College or Vocational	41.0%	57.5%
Bachelor's Degree	5.1%	63.7%
Graduate Degree	1.1%	69.6%

### **Nursing Aides, Orderlies, and Attendants (31-1012)**

Provide basic patient care under direction of nursing staff. Perform duties, such as feed, bathe, dress, groom, or move patients, or change linens. Exclude *Home Health Aides* and *Psychiatric Aides*.

**Primary Keywords:** licensed; long; registered; room

**Secondary Keywords:** assistant; care; delivery; director; health; ICU; labor; manager; med; operating; practical; psychiatric; RN; term

### **Healthcare Support Workers, all other (31-9099)**

All healthcare support workers not listed separately.

**Primary Keywords:** delivery; dialysis; director; ICU; labor; manager; operating; psychiatric; RN; term

**Secondary Keywords:** assistant; CNA; care; health; home; LPN; licensed; long; med; practical; nurse; registered; room

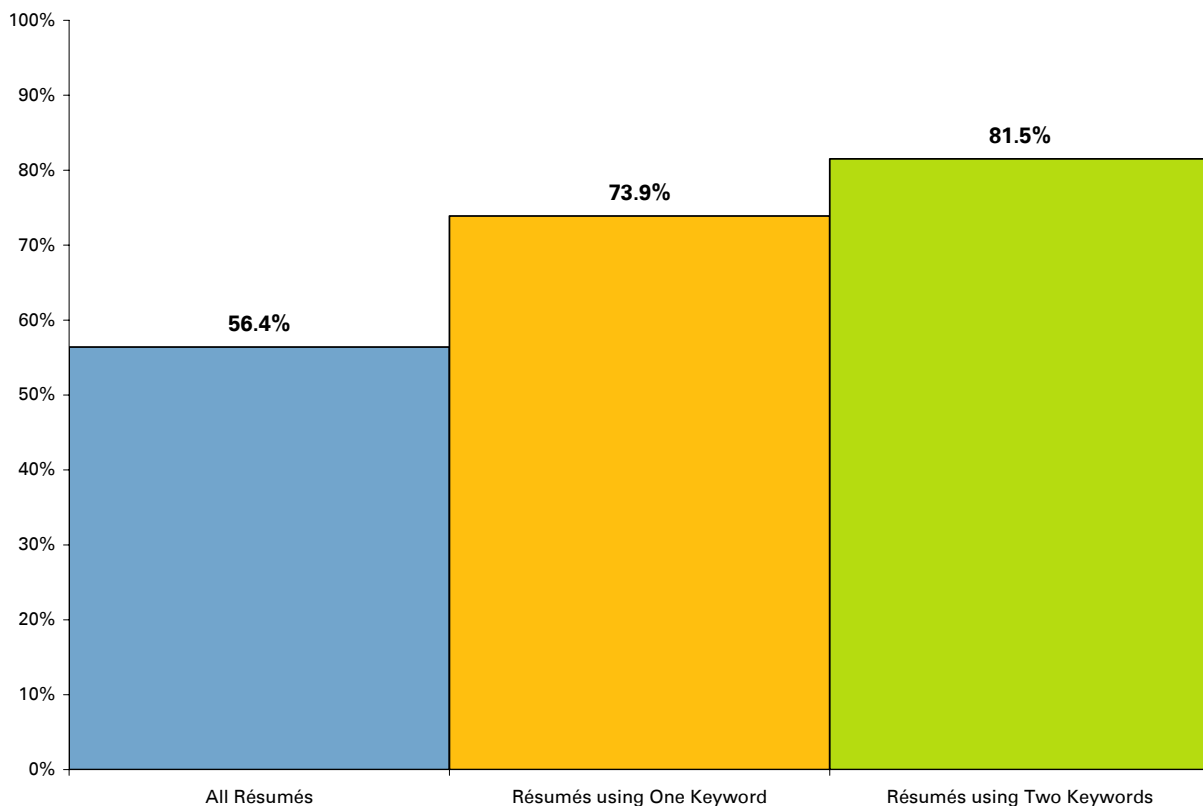


## Protective Service

### Primary Keywords for this Occupational Family:

alarm	armed	card
CCTV	dispatcher	legal
licensed	male	military
officers	protection	safety
secret	system	traffic

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	7.4%	37.6%
High School Diploma or GED	39.2%	59.1%
Some College or Vocational	39.4%	60.8%
Bachelor's Degree	12.0%	63.0%
Graduate Degree	2.0%	68.0%

### **Correctional Officers and Jailers (33-3012)**

Guard inmates in penal or rehabilitative institution in accordance with established regulations and procedures. May guard prisoners in transit between jail, courtroom, prison, or other point. Include deputy sheriffs and police who spend the majority of their time guarding prisoners in correctional institutions.

**Primary Keyword:** male

**Secondary Keywords:** enforcement; safety; service; system

### **Police and Sheriff's Patrol Officers (33-3051)**

Maintain order, enforce laws and ordinances, and protect life and property in an assigned patrol district. Perform combination of following duties: patrol a specific area on foot or in a vehicle; direct traffic; issue traffic summonses; investigate accidents; apprehend and arrest suspects; or serve legal processes of courts.

**Primary Keywords:** legal; traffic

**Secondary Keywords:** age; alarm; armed; card; clean; criminal; customer; dispatcher; driver; enforcement; event; fire; investigator; law; licensed; loss; manager; military; officer; operator; patrol; police; prevention; private; protection; protective; safety; secret; security; service; store; supervisor; system

### **Security Guards (33-9032)**

Guard, patrol, or monitor premises to prevent theft, violence, or infractions of rules.

**Primary Keywords:** alarm; armed; CCTV; card; dispatcher; licensed; military; officers; protection; safety; secret; system

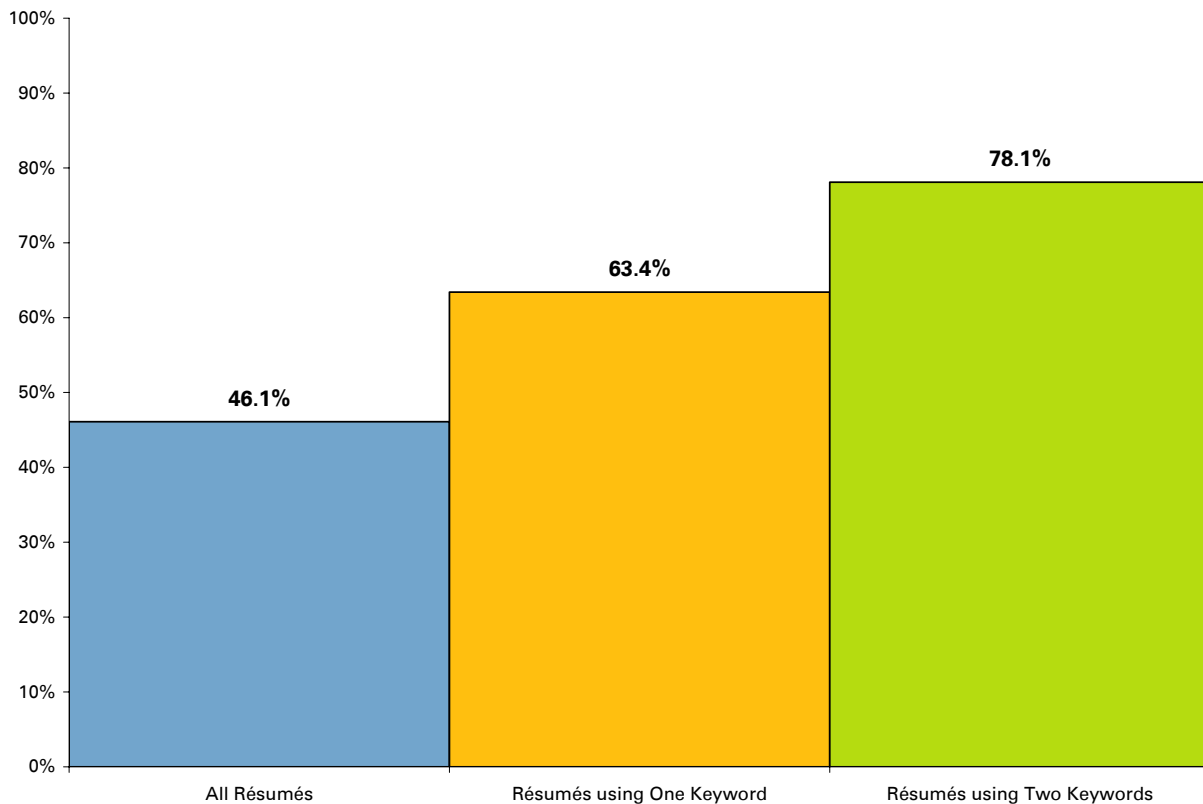
**Secondary Keywords:** age; clean; criminal; customer; detective; driver; enforcement; event; fire; guard; investigator; law; legal; loss; male; manager; operator; patrol; police; prevention; private; protective; security; service; services; store; supervisor; traffic

## Food Preparation and Serving Related

### Primary Keywords for this Occupational Family:

assistant	chef	customer
desk	front	general
hotel	management	manager
pizza	restaurant	service
sous	supervisor	

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	20.3%	35.3%
High School Diploma or GED	47.5%	45.1%
Some College or Vocational	27.9%	53.4%
Bachelor's Degree	3.9%	54.5%
Graduate Degree	0.5%	48.6%

### **Chefs and Head Cooks (35-1011)**

Direct the preparation, seasoning, and cooking of salads, soups, fish, meats, vegetables, desserts, or other foods. May plan and price menu items, order supplies, and keep records and accounts. May participate in cooking.

**Primary Keywords:** chef; sous

**Secondary Keywords:** assistant; cashier; customer; dishwasher; fast; food; front; general; hotel; kitchen; management; manager; prep; restaurant; server; service; supervisor

### **First-Line Supervisors/Managers of Food Preparation and Serving Workers (35-1012)**

Supervise workers engaged in preparing and serving food.

**Primary Keywords:** assistant; management; manager; supervisors

**Secondary Keywords:** cashier; chef; cook; customer; desk; fast; food; front; general; hotel; kitchen; pizza; prep; restaurant; server; service; sous

### **Cooks, Restaurant (35-2014)**

Prepare, season, and cook soups, meats, vegetables, desserts, or other foodstuffs in restaurants. May order supplies, keep records and accounts, price items on menu, or plan menu.

**Primary Keyword:** restaurant

**Secondary Keywords:** assistant; bartender; cashier; chef; customer; desk; dishwasher; fast; food; front; general; hotel; kitchen; management; manager; pizza; prep; service; sous; supervisor

### **Combined Food Preparation and Serving Workers, including Fast Food (35-3021)**

Perform duties which combine both food preparation and food service.

**Primary Keyword:** front

**Secondary Keywords:** assistant; chef; customer; desk; general; hotel; kitchen; management; manager; prep; restaurant; service; sous; supervisor

### **Waiters and Waitresses (35-3031)**

Take orders and serve food and beverages to patrons at tables in dining establishment. Exclude *Counter Attendants, Cafeteria, Food Concession, and Coffee Shop*.

**Primary Keywords:** customer; desk; hotel; service

**Secondary Keywords:** assistant; bartender; cashier; chef; cook; fast; food; front; general; kitchen; management; manager; pizza; prep; restaurant; server; sous; supervisor

## **Dishwashers (35-9021)**

Clean dishes, kitchen, food preparation equipment, or utensils.

**Primary Keyword:** general

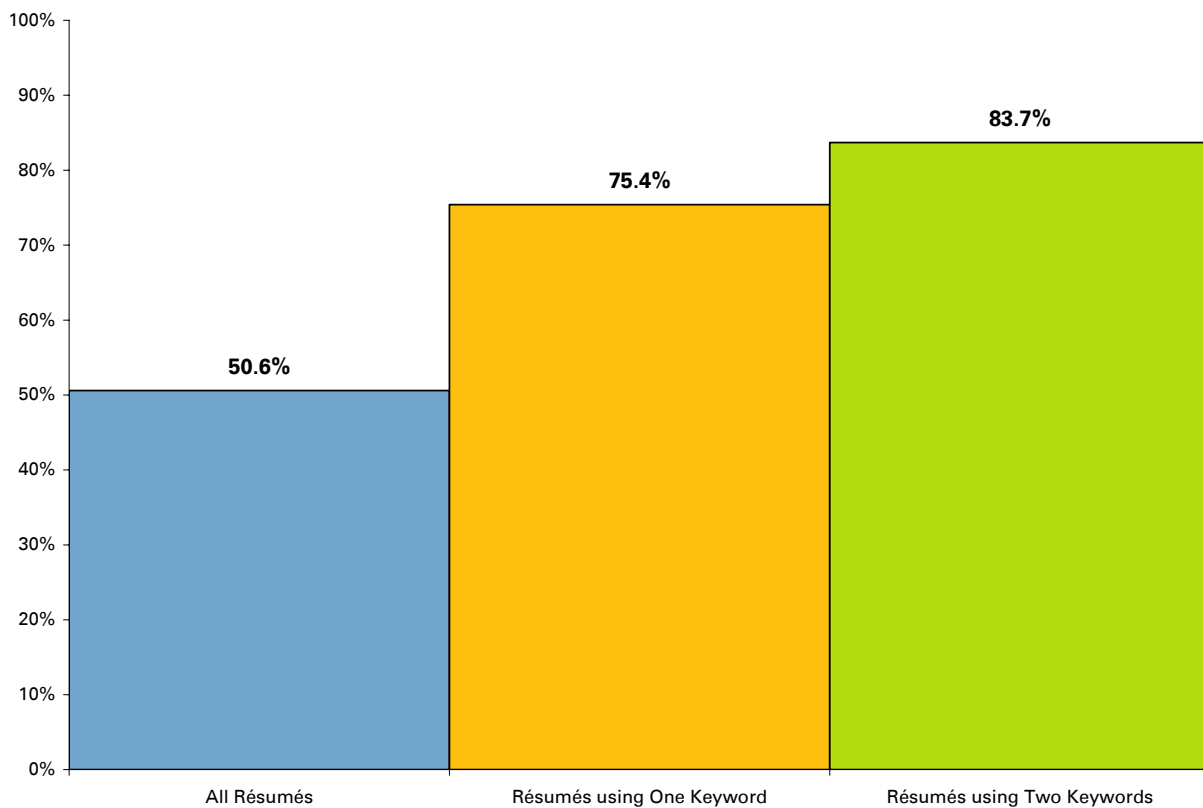
**Secondary Keywords:** assistant; bartender; cashier; chef; cooks; customer; fast; food; front; hotel; kitchen; management; manager; prep; restaurant; server; service; sous; supervisor

## Building and Grounds Cleaning and Maintenance

### Primary Keywords for this Occupational Family:

apartment	carpet	control
facilities	floor	HVAC
irrigation	manager	mechanic
part	plumbing	supervisor
tech	technician	water

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	26.9%	39.2%
High School Diploma or GED	51.1%	51.3%
Some College or Vocational	20.3%	60.7%
Bachelor's Degree	2.2%	62.1%
Graduate Degree	0.3%	62.6%

## **First-Line Supervisors/Managers of Housekeeping and Janitorial Workers (37-1011)**

Supervise work activities of cleaning personnel in hotels, hospitals, offices, and other establishments.

**Primary Keywords:** manager; supervisor

**Secondary Keywords:** apartment; building; care; carpet; clean; construction; control; custodial; custodian; driver; facilities; floor; general; grounds; HVAC; house; housekeeper; irrigation; janitorial; labor; landscape; lawn; maintenance; mechanic; operator; part; pest; plumbing; service; tech; technician; time; water

## **Janitors and Cleaners, except Maids and Housekeeping Cleaners (37-2011)**

Keep buildings in clean and orderly condition. Perform heavy cleaning duties, such as cleaning floors, shampooing rugs, washing walls and glass, and removing rubbish. Duties may include tending furnace and boiler, performing routine maintenance activities, notifying management of need for repairs, and cleaning snow or debris from sidewalk.

**Primary Keywords:** apartment; carpet; facilities; floor; part; tech; technician

**Secondary Keywords:** building; care; clean; construction; control; custodial; custodian; driver; general; grounds; HVAC; house; irrigation; janitor; labor; landscape; lawn; maintenance; manager; mechanic; operator; plumbing; service; supervisor; time; water; workers

## **Pest Control Workers (37-2021)**

Spray or release chemical solutions or toxic gases and set traps to kill pests and vermin, such as mice, termites, and roaches, that infest buildings and surrounding areas.

**Primary Keyword:** control

**Secondary Keywords:** apartment; building; care; carpet; construction; custodial; custodian; driver; facilities; floor; general; grounds; HVAC; house; janitor; landscape; maintenance; manager; mechanic; operator; part; plumbing; service; supervisor; tech; technician; time; water

## **Landscaping and Groundskeeping Workers (37-3011)**

Landscape or maintain grounds of property using hand or power tools or equipment. Workers typically perform a variety of tasks, which may include any combination of the following: sod laying, mowing, trimming, planting, watering, fertilizing, digging, raking, sprinkler installation, and installation of mortarless segmental concrete masonry wall units. Exclude *Farmworkers and Laborers, Crop, Nursery, and Greenhouse*.

**Primary Keywords:** irrigation; water

**Secondary Keywords:** apartment; care; carpet; cleaners; construction; control; custodial; driver; facilities; general; HVAC; house; housekeeping; janitorial; landscape; maintenance; manager; mechanic; operator; part; pest; plumbing; service; supervisor; tech; technician; time

## **Grounds Maintenance Workers, all other (37-3019)**

All grounds maintenance workers not listed separately.

**Primary Keywords:** HVAC; mechanic; plumbing

**Secondary Keywords:** apartment; building; care; carpet; clean; construction; control; custodial; custodian; driver; facilities; floor; general; grounds; house; housekeeping; janitor; landscaping; maintenance; manager; operator; part; service; supervisor; tech; technician; time; water; workers

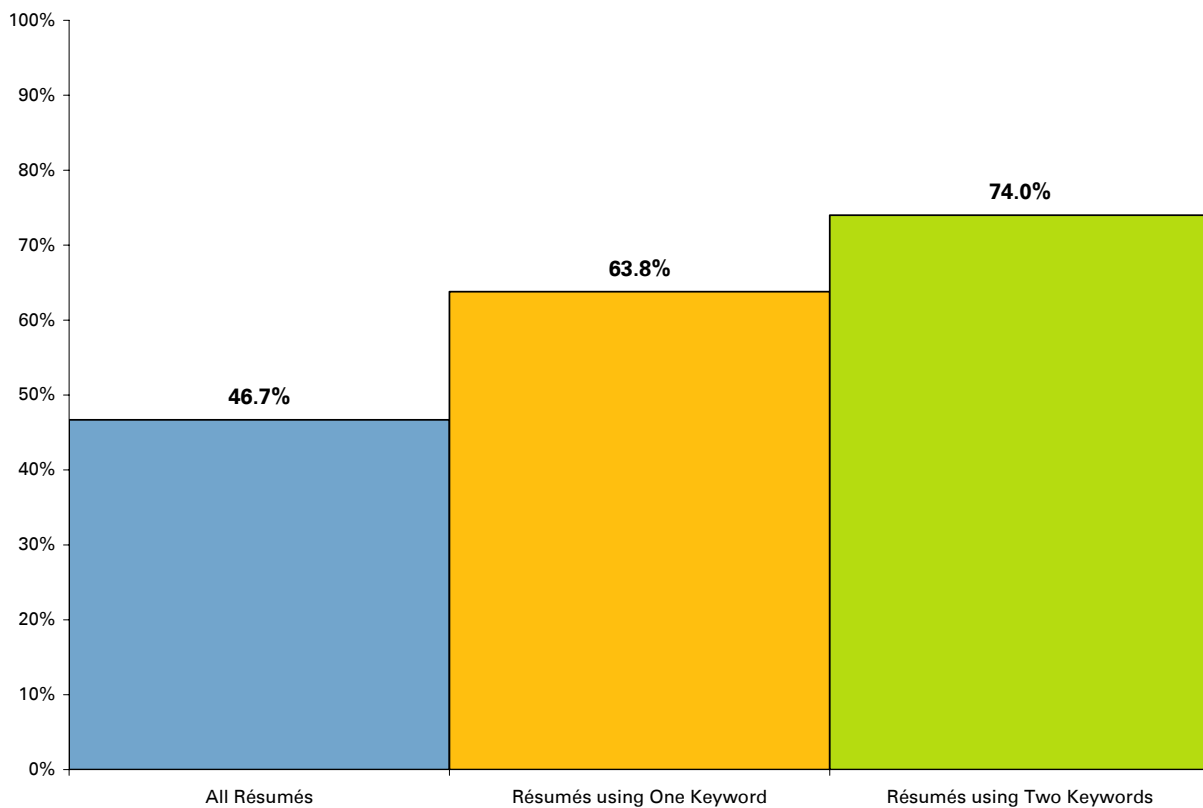


## Personal Care and Service

### Primary Keywords for this Occupational Family:

assistant	caregiver	certified
companion	domestic	esthetician
healthcare	manager	nail
nanny	PCA	sales
salon	tech	technician

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	16.8%	32.2%
High School Diploma or GED	41.8%	44.2%
Some College or Vocational	32.0%	53.9%
Bachelor's Degree	8.1%	54.5%
Graduate Degree	1.3%	55.8%

### **Amusement and Recreation Attendants (39-3091)**

Perform variety of attending duties at amusement or recreation facility. May schedule use of recreation facilities, maintain and provide equipment to participants of sporting events or recreational pursuits, or operate amusement concessions and rides.

**Primary Keyword:** sales

**Secondary Keywords:** assistant; cleaning; manager; security; service; tech

### **Hairdressers, Hairstylists, and Cosmetologists (39-5012)**

Provide beauty services, such as shampooing, cutting, coloring, and styling hair, and massaging and treating scalp. May also apply makeup, dress wigs, perform hair removal, and provide nail and skin care services.

**Primary Keyword:** salon

**Secondary Keyword:** stylist

### **Manicurists and Pedicurists (39-5092)**

Clean and shape customers' fingernails and toenails. May polish or decorate nails.

**Primary Keyword:** technician

**Secondary Keywords:** assistant; care; certified; cleaning; health; healthcare; house; security

### **Child Care Workers (39-9011)**

Attend to children at schools, businesses, private households, and child care institutions. Perform a variety of tasks, such as dressing, feeding, bathing, and overseeing play. Exclude *Preschool Teachers* and *Teacher Assistants*.

**Primary Keywords:** assistant; nanny

**Secondary Keywords:** CNA; caregiver; certified; cleaning; hair; health; healthcare; home; house; live; manager; personal; sales; security; service; spa; tech; technician

## **Personal and Home Care Aides (39-9021)**

Assist elderly or disabled adults with daily living activities at the person's home or in a daytime non-residential facility. Duties performed at a place of residence may include keeping house (making beds, doing laundry, washing dishes) and preparing meals. May provide meals and supervised activities at non-residential care facilities. May advise families, the elderly, and disabled on such things as nutrition, cleanliness, and household utilities.

**Primary Keywords:** caregiver; certified; companion; domestic; healthcare; PCA

**Secondary Keywords:** assistant; CNA; child; cleaning; health; house; live; manager; personal; sales; security; service; spa; tech; technician; trainer

## **Personal Care and Service Workers, all other (39-9099)**

All personal care and service workers not listed separately.

**Primary Keyword:** tech

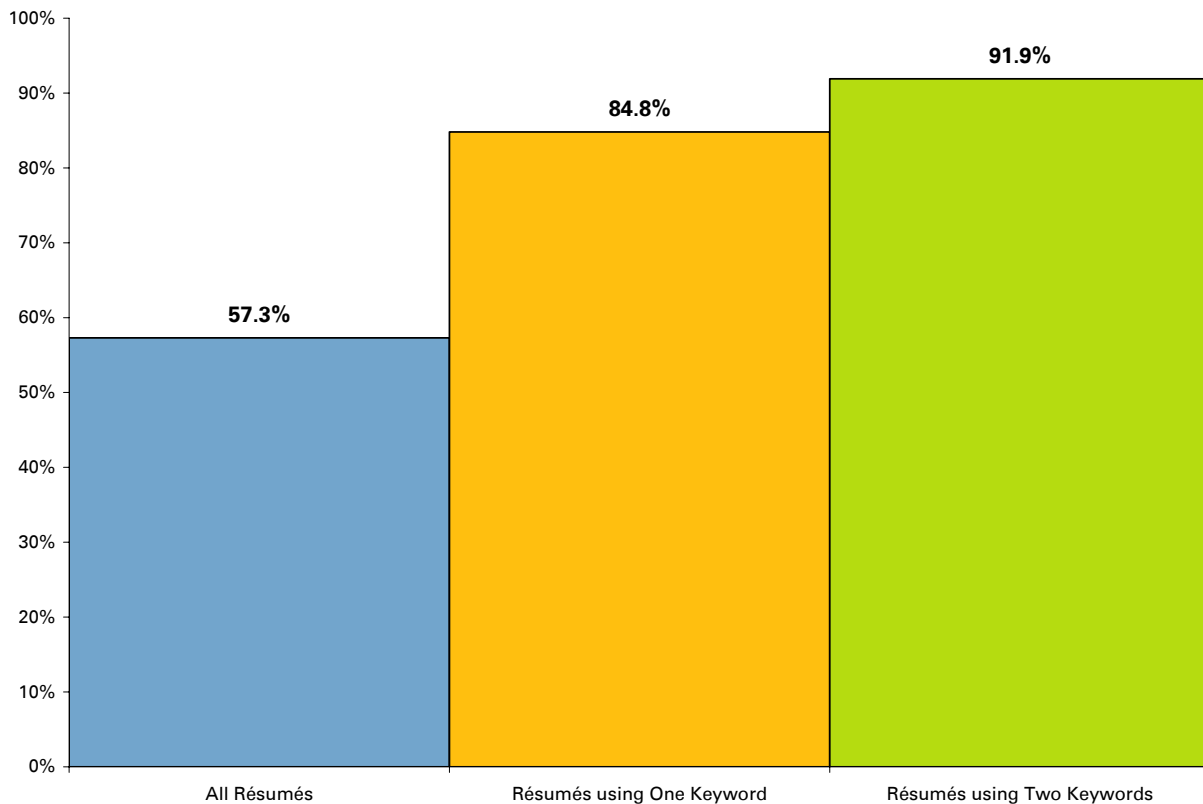
**Secondary Keywords:** aide; assistant; care; certified; cleaning; domestic; health; healthcare; home; house; instructor; manager; sales; security; service; spa; stylist; teacher; technician; trainer

## Sales and Related

### Primary Keywords for this Occupational Family:

advertising	B2B	business
call	center	cold
commission	development	executive
financial	life	loan
mortgage	officer	software

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	11.2%	37.6%
High School Diploma or GED	36.4%	51.1%
Some College or Vocational	33.7%	63.1%
Bachelor's Degree	16.3%	69.3%
Graduate Degree	2.4%	68.9%

### **Retail Salespersons (41-2031)**

Sell merchandise, such as furniture, motor vehicles, appliances, or apparel in a retail establishment. Exclude *Cashiers*.

**Primary Keywords:** call; commission

**Secondary Keywords:** account; advertising; agent; B2B; business; center; cold; customer; development; equipment; estate; executive; financial; home; industrial; inside; insurance; license; life; loan; management; marketing; mortgage; officer; outside; real; rep; representative; retail; sales; service; software; telemarketing

### **Advertising Sales Agents (41-3011)**

Sell or solicit advertising, including graphic art, advertising space in publications, custom made signs, or TV and radio advertising time. May obtain leases for outdoor advertising sites or persuade retailer to use sales promotion display items.

**Primary Keyword:** advertising

**Secondary Keywords:** account; agent; B2B; business; call; center; cold; commission; customer; development; equipment; estate; executive; financial; home; industrial; inside; insurance; license; life; loan; management; marketing; mortgage; officer; outside; real; rep; representative; sales; service; software; telemarketing

### **Insurance Sales Agents (41-3021)**

Sell life, property, casualty, health, automotive, or other types of insurance. May refer clients to independent brokers, work as independent broker, or be employed by an insurance company.

**Primary Keyword:** mortgage

**Secondary Keywords:** account; agent; business; call; center; cold; commission; customer; development; equipment; estate; executive; financial; home; inside; insurance; license; life; loan; management; marketing; officer; outside; real; rep; retail; sales; service; software

### **Securities, Commodities, and Financial Services Sales Agents (41-3031)**

Buy and sell securities in investment and trading firms, or call upon businesses and individuals to sell financial services. Provide financial services, such as loan, tax, and securities counseling. May advise securities customers about such things as stocks, bonds, and market conditions.

**Primary Keyword:** officer

**Secondary Keywords:** account; advertising; agent; business; call; center; cold; commission; customer; development; equipment; estate; executive; financial; home; industrial; inside; insurance; license; life; loan; management; marketing; mortgage; outside; real; rep; representative; retail; sales; service; software; telemarketing

### **Sales Representatives, Services, all other (41-3099)**

All services sales representatives not listed separately.

**Primary Keywords:** business; center; development; executive; financial; life; loan; software

**Secondary Keywords:** account; advertising; agent; B2B; call; cold; commission; customer; equipment; estate; home; industrial; inside; insurance; license; management; marketing; mortgage; officer; outside; real; rep; representative; retail; sales; service; telemarketing

### **Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products (41-4011)**

Sell goods for wholesalers or manufacturers where technical or scientific knowledge is required in such areas as biology, engineering, chemistry, and electronics, normally obtained from at least 2 years of post-secondary education.

**Primary Keyword:** B2B

**Secondary Keywords:** agent; business; customer; financial; home; inside; insurance; life; manager; outside; representative; retail; services; software; telemarketing

### **Sales and Related Workers, all other (41-9099)**

All sales and related workers not listed separately.

**Primary Keyword:** cold

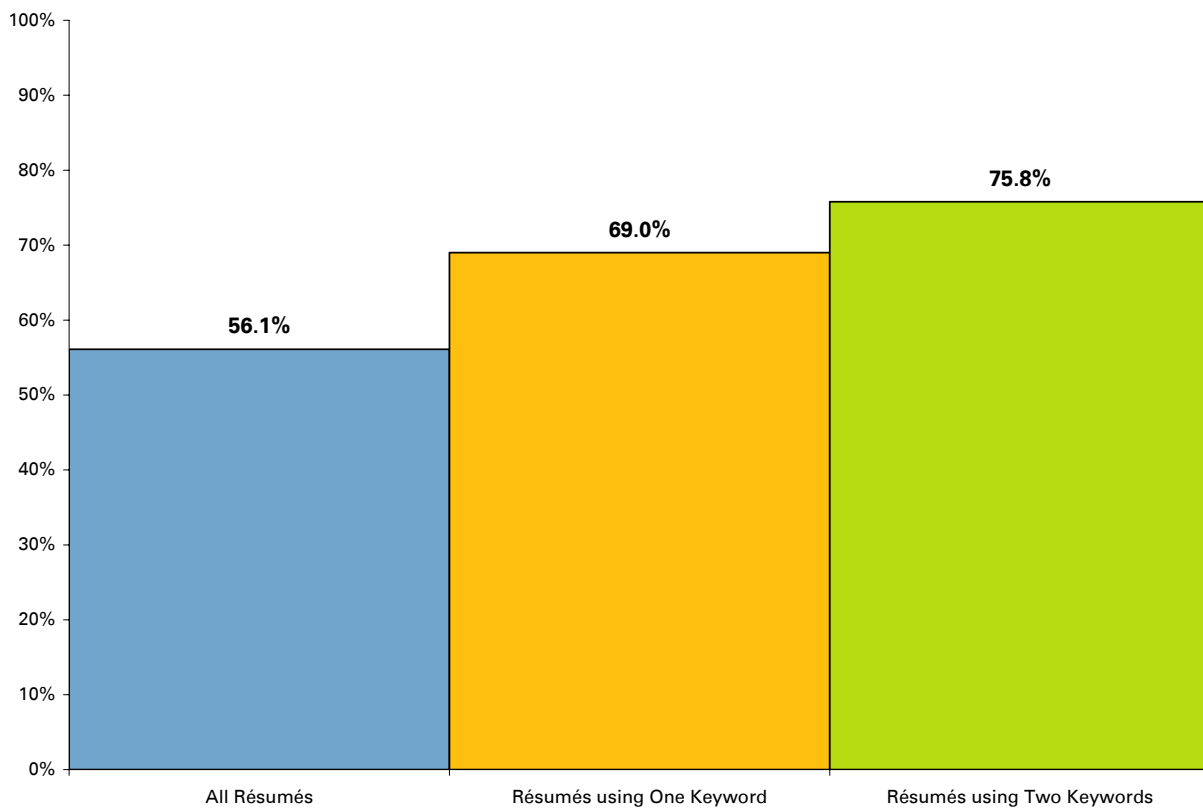
**Secondary Keywords:** account; advertising; agent; B2B; business; call; center; commission; customer; development; equipment; estate; executive; financial; home; industrial; inside; insurance; license; life; loan; management; manager; marketing; mortgage; officer; outside; real; rep; representative; retail; service; software

## Office and Administrative Support

### Primary Keywords for this Occupational Family:

accounts	call	center
Excel	human	insurance
manager	medical	part
payable	payroll	QuickBooks
resources	sales	support

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	4.8%	38.2%
High School Diploma or GED	34.6%	50.8%
Some College or Vocational	47.3%	58.9%
Bachelor's Degree	11.8%	62.0%
Graduate Degree	1.5%	63.0%

### **Bookkeeping, Accounting, and Auditing Clerks (43-3031)**

Compute, classify, and record numerical data to keep financial records complete. Perform any combination of routine calculating, posting, and verifying duties to obtain primary financial data for use in maintaining accounting records. May also check the accuracy of figures, calculations, and postings pertaining to business transactions recorded by other workers.

**Primary Keywords:** accounts; payable; payroll; QuickBooks

**Secondary Keywords:** accounting; administrative; assistant; bilingual; call; center; clerk; computer; customer; data; entry; Excel; executive; human; insurance; manager; medical; office; part; receptionist; resources; sales; secretary; service; Spanish; support; time; Word

### **Customer Service Representatives (43-4051)**

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Exclude individuals whose duties are primarily sales or repair.

**Primary Keywords:** call; center; insurance; sales

**Secondary Keywords:** accounting; administrative; assistant; bilingual; bookkeeper; clerk; computer; customer; data; entry; Excel; executive; human; insurance; manager; medical; office; part; payable; payroll; QuickBooks; receptionist; resources; secretary; service; Spanish; support; time; Word

### **Human Resources Assistants, except Payroll and Timekeeping (43-4161)**

Compile and keep personnel records. Record data for each employee, such as address, weekly earnings, absences, amount of sales or production, supervisory reports on ability, and date of and reason for termination. Compile and type reports from employment records. File employment records. Search employee files and furnish information to authorized persons.

**Primary Keywords:** human; resources

**Secondary Keywords:** accounting; administrative; assistant; bilingual; call; center; clerk; computer; customer; data; entry; Excel; executive; insurance; manager; medical; office; part; payable; payroll; QuickBooks; receptionist; sales; secretary; service; Spanish; support; time; Word



## **Executive Secretaries and Administrative Assistants (43-6011)**

Provide high-level administrative support by conducting research, preparing statistical reports, handling information requests, and performing clerical functions such as preparing correspondence, receiving visitors, arranging conference calls, and scheduling meetings. May also train and supervise lower-level clerical staff. Exclude other *Secretaries*.

**Primary Keywords:** Excel; manager; support

**Secondary Keywords:** accounting; administrative; assistant; bilingual; bookkeeper; call; center; clerk; computer; customer; data; entry; executive; human; insurance; medical; office; part; payable; payroll; QuickBooks; receptionist; resources; sales; secretary; service; Spanish; time; Word

## **Medical Secretaries (43-6013)**

Perform secretarial duties utilizing specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Duties include scheduling appointments, billing patients, and compiling and recording medical charts, reports, and correspondence.

**Primary Keyword:** medical

**Secondary Keywords:** accounting; administrative; assistant; bilingual; bookkeeper; call; center; clerk; computer; customer; data; entry; Excel; executive; human; insurance; manager; office; part; payable; payroll; QuickBooks; receptionist; resources; sales; service; Spanish; support; time; Word

## **Office and Administrative Support Workers, all other (43-9199)**

All office and administrative support workers not listed separately.

**Primary Keyword:** part

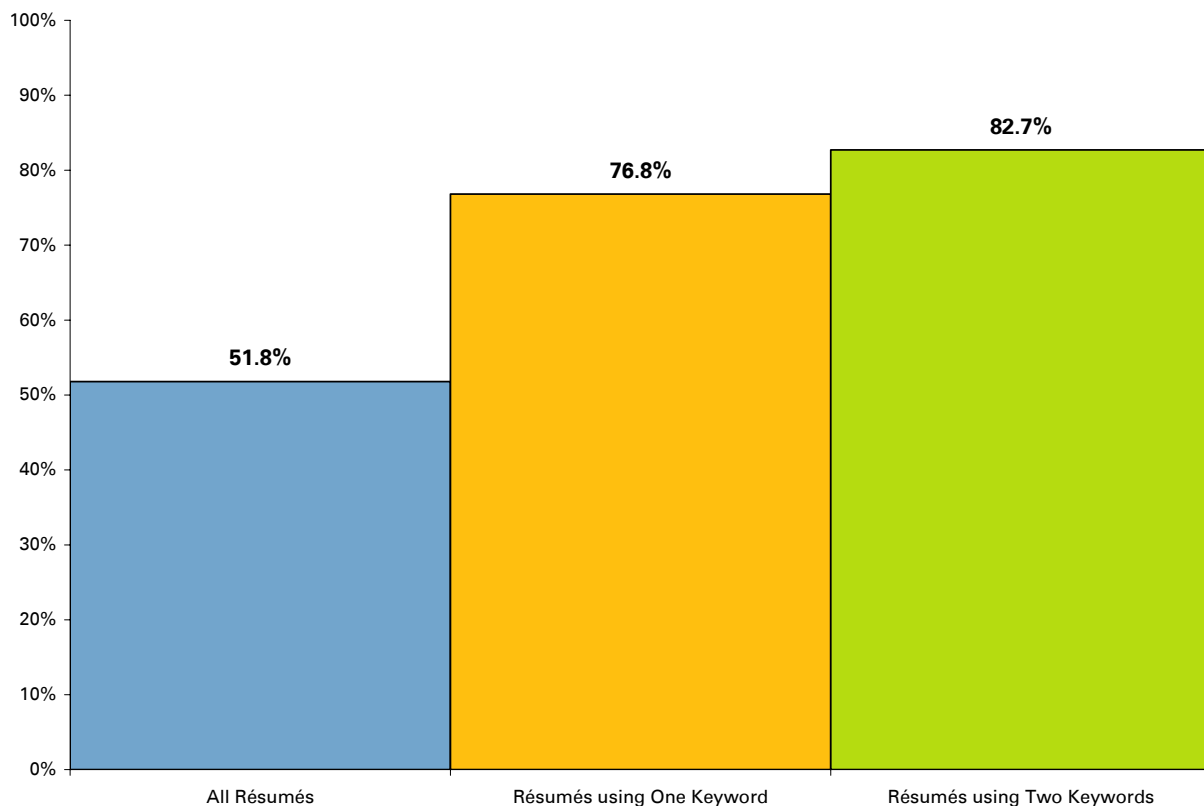
**Secondary Keywords:** accounting; administrative; assistant; bilingual; call; center; clerk; customer; data; entry; Excel; executive; human; insurance; manager; medical; office; payable; payroll; QuickBooks; receptionist; resources; sales; secretary; service; Spanish; support; time; Word

## Farming, Fishing, and Forestry

### Primary Keywords for this Occupational Family:

biology	career	cattle
foreman	irrigation	manager
mechanic	milker	poultry
ranch	service	supervisor
technician	timber	travel

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	18.4%	39.5%
High School Diploma or GED	41.6%	48.8%
Some College or Vocational	27.3%	58.9%
Bachelor's Degree	11.1%	68.2%
Graduate Degree	1.5%	68.9%

## **First-Line Supervisors/Managers of Farming, Fishing, and Forestry Workers (45-1011)**

Directly supervise and coordinate the activities of agricultural, forestry, aquacultural, and related workers. Exclude *First-Line Supervisors/Managers of Landscaping, Lawn Service, and Groundskeeping Workers*.

**Primary Keywords:** manager; supervisor

**Secondary Keywords:** animal; career; driver; equipment; farm; hand; labor; mechanic; service; worker

## **Farmworkers and Laborers, Crop, Nursery, and Greenhouse (45-2092)**

Manually plant, cultivate, and harvest vegetables, fruits, nuts, horticultural specialties, and field crops. Use hand tools, such as shovels, trowels, hoes, tampers, pruning hooks, shears, and knives. Duties may include tilling soil and applying fertilizers; transplanting, weeding, thinning, or pruning crops; applying pesticides; cleaning, grading, sorting, packing and loading harvested products. May construct trellises, repair fences and farm buildings, or participate in irrigation activities. Exclude *Graders and Sorters, Agricultural Products and Forest, Conservation, and Logging Workers*.

**Primary Keywords:** career; mechanic; technician; travel

**Secondary Keywords:** equipment; ranch; service; supervisor; truck

## **Farmworkers, Farm and Ranch Animals (45-2093)**

Attend to live farm, ranch, or aquacultural animals that may include cattle, sheep, swine, goats, horses and other equines, poultry, finfish, shellfish, and bees. Attend to animals produced for animal products, such as meat, fur, skins, feathers, eggs, milk, and honey. Duties may include feeding, watering, herding, grazing, castrating, branding, de-beaking, weighing, catching, and loading animals. May maintain records on animals; examine animals to detect diseases and injuries; assist in birth deliveries; and administer medications, vaccinations, or insecticides as appropriate. May clean and maintain animal housing areas. Include workers who shear wool from sheep, and collect eggs in hatcheries.

**Primary Keywords:** cattle; ranch

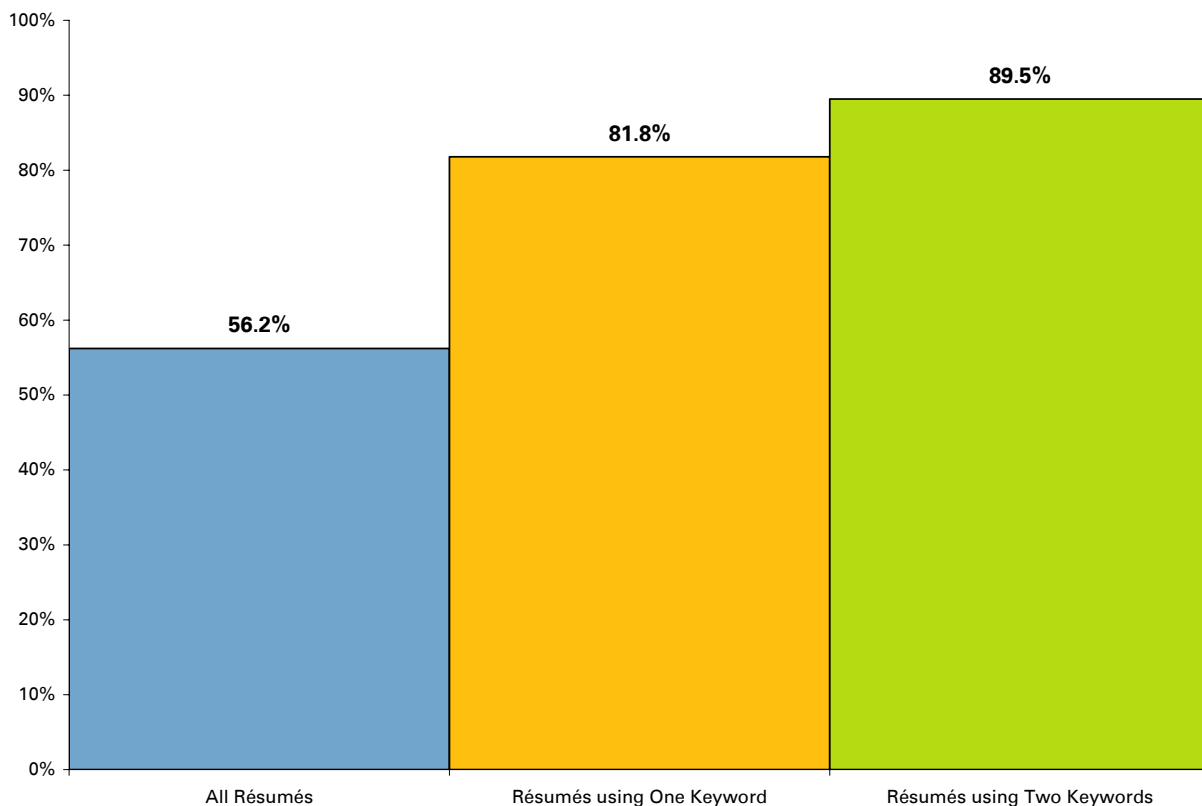
**Secondary Keywords:** mechanic; service

## Construction and Extraction

### Primary Keywords for this Occupational Family:

crane	electrical	electrician
engineer	estimator	fitter
HVAC	inspector	journeyman
management	manager	project
remodel	residential	superintendent

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	15.5%	44.0%
High School Diploma or GED	51.1%	53.7%
Some College or Vocational	28.7%	63.8%
Bachelor's Degree	4.0%	68.3%
Graduate Degree	0.7%	74.2%

## **First-Line Supervisors/Managers of Construction Trades and Extraction Workers (47-1011)**

Directly supervise and coordinate activities of construction or extraction workers.

**Primary Keywords:** engineer; estimator; manager; project; superintendent

**Secondary Keywords:** CDL; cabinet; carpenter; concrete; construction; crane; driver; drywall; electrician; equipment; finish; fitter; foreman; framing; HVAC; heavy; inspector; installer; journeyman; labor; mechanic; metal; operator; painter; pipe; plumber; remodel; residential; roofing; sheet; supervisor; tile; welder

## **Carpenters (47-2031)**

Construct, erect, install, or repair structures and fixtures made of wood, such as concrete forms; building frameworks, including partitions, joists, studding, and rafters; wood stairways, window and door frames, and hardwood floors. May also install cabinets, siding, drywall and batt or roll insulation. Include brattice builders who build doors or brattices (ventilation walls or partitions) in underground passageways to control the proper circulation of air through the passageways and to the working places.

**Primary Keywords:** remodel; residential

**Secondary Keywords:** cabinet; carpenters; concrete; construction; drywall; electrical; electrician; engineer; equipment; estimator; finish; foreman; framing; HVAC; inspector; installer; journeyman; management; mechanic; metal; operator; pipe; plumber; project; sheet; superintendent; supervisor; tile

## **Operating Engineers and Other Construction Equipment Operators (47-2073)**

Operate one or several types of power construction equipment, such as motor graders, bulldozers, scrapers, compressors, pumps, derricks, shovels, tractors, or front-end loaders to excavate, move, and grade earth, erect structures, or pour concrete or other hard surface pavement. May repair and maintain equipment in addition to other duties. Exclude *Crane and Tower Operators* and equipment operators who work in extraction or other non-construction industries.

**Primary Keyword:** crane

**Secondary Keywords:** CDL; concrete; construction; driver; electrician; engineer; equipment; finish; fitter; foreman; heavy; labor; management; mechanic; metal; pipe; project; sheet; supervisor

## **Electricians (47-2111)**

Install, maintain, and repair electrical wiring, equipment, and fixtures. Ensure that work is in accordance with relevant codes. May install or service street lights, intercom systems, or electrical control systems. Exclude *Security and Fire Alarm Systems Installers*.

**Primary Keywords:** electrician; journeyman

**Secondary Keywords:** CDL; cabinet; carpenter; concrete; construction; crane; drywall; engineer; equipment; estimator; finish; fitter; foreman; framing; HVAC; heavy; helper; inspector; installer; labor; management; mechanic; metal; operator; painter; pipe; plumbing; project; remodel; residential; roofing; sheet; superintendent; supervisor; tile; welder

## **Plumbers, Pipefitters, and Steamfitters (47-2152)**

Assemble, install, alter, and repair pipelines or pipe systems that carry water, steam, air, or other liquids or gases. May install heating and cooling equipment and mechanical control systems.

**Primary Keyword:** fitter

**Secondary Keywords:** carpenter; construction; crane; engineer; equipment; finish; foreman; HVAC; heavy; journeyman; management; mechanic; metal; painter; plumbing; project; sheet; supervisor; welder

## **Sheet Metal Workers (47-2211)**

Fabricate, assemble, install, and repair sheet metal products and equipment, such as ducts, control boxes, drainpipes, and furnace casings. Work may involve any of the following: setting up and operating fabricating machines to cut, bend, and straighten sheet metal; shaping metal over anvils, blocks, or forms using hammer; operating soldering and welding equipment to join sheet metal parts; inspecting, assembling, and smoothing seams and joints of burred surfaces. Include sheet metal duct installers who install prefabricated sheet metal ducts used for heating, air conditioning, or other purposes.

**Primary Keyword:** HVAC

**Secondary Keywords:** carpenter; concrete; construction; driver; drywall; electrician; engineer; equipment; finish; fitter; foreman; installer; journeyman; management; mechanic; metal; operator; plumbing; project; residential; sheet; supervisor

## **Construction and Building Inspectors (47-4011)**

Inspect structures using engineering skills to determine structural soundness and compliance with specifications, building codes, and other regulations. Inspections may be general in nature or may be limited to a specific area, such as electrical systems or plumbing.

**Primary Keyword:** inspector

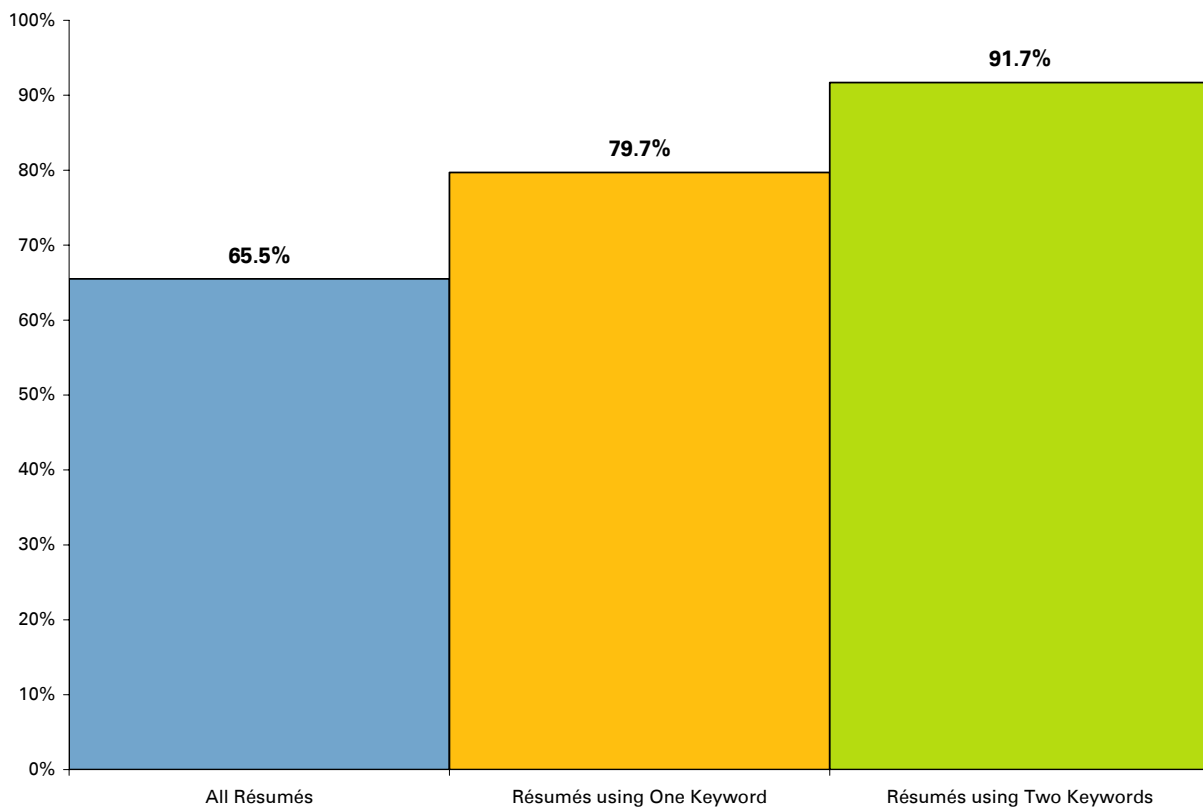
**Secondary Keywords:** concrete; construction; electrical; engineer; equipment; finish; foreman; heavy; management; mechanic; pipe; plumbing; project; residential; roofing; sheet; superintendent; supervisor

## Installation, Maintenance, and Repair

### Primary Keywords for this Occupational Family:

alarm	conditioning	diesel
electrical	electrician	electronics
engine	fire	HVAC
machinist	mechanical	PLC
plumbing	refrigeration	security

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	6.7%	48.6%
High School Diploma or GED	38.9%	60.3%
Some College or Vocational	47.9%	69.8%
Bachelor's Degree	5.7%	71.2%
Graduate Degree	0.8%	72.8%



## **Electrical and Electronics Repairers, Commercial and Industrial Equipment (49-2094)**

Repair, test, adjust, or install electronic equipment, such as industrial controls, transmitters, and antennas. Exclude *Avionics Technicians, Electronic Equipment Installers and Repairers, Motor Vehicles, and Electrical and Electronics Installers and Repairers, Transportation Equipment*.

**Primary Keywords:** electrician; electronics

**Secondary Keywords:** air; alarm; auto; automotive; cable; conditioning; diesel; electrical; electronic; engine; equipment; field; fire; HVAC; heating; industrial; installation; machine; maintenance; mechanic; PLC; plumbing; refrigeration; repair; security; service; tech; technician; truck

## **Security and Fire Alarm Systems Installers (49-2098)**

Install, program, maintain, and repair security and fire alarm wiring and equipment. Ensure that work is in accordance with relevant codes. Exclude *Electricians* who do a broad range of electrical wiring.

**Primary Keywords:** alarm; fire; security

**Secondary Keywords:** air; auto; automotive; cable; conditioning; diesel; electrical; electrician; electronic; engine; equipment; field; HVAC; heating; industrial; installation; machine; machinist; maintenance; mechanic; PLC; plumbing; refrigeration; repair; service; tech; technician; telecommunications; truck

## **Automotive Service Technicians and Mechanics (49-3023)**

Diagnose, adjust, repair, or overhaul automotive vehicles. Exclude *Automotive Body and Related Repairers, Bus and Truck Mechanics and Diesel Engine Specialists, and Electronic Equipment Installers and Repairers, Motor Vehicles*.

**Primary Keyword:** engine

**Secondary Keywords:** air; alarm; auto; cable; conditioning; diesel; electrical; electrician; electronic; equipment; field; fire; HVAC; heating; industrial; installation; machine; machinist; maintenance; mechanic; PLC; plumbing; refrigeration; repair; security; service; tech; technician; truck

## **Bus and Truck Mechanics and Diesel Engine Specialists (49-3031)**

Diagnose, adjust, repair, or overhaul trucks, buses, and all types of diesel engines. Include mechanics working primarily with automobile diesel engines.

**Primary Keyword:** diesel

**Secondary Keywords:** air; auto; automotive; cable; condition; electrical; electrician; electronic; engine; equipment; field; fire; HVAC; heating; industrial; installation; machine; machinist; maintenance; mechanical; PLC; plumbing; refrigeration; repair; security; service; tech; technician

## **Heating, Air Conditioning, and Refrigeration Mechanics and Installers (49-9021)**

Install or repair heating, central air conditioning, or refrigeration systems, including oil burners, hot-air furnaces, and heating stoves.

**Primary Keywords:** conditioning; HVAC; refrigeration

**Secondary Keywords:** air; alarm; auto; automotive; cable; diesel; electrical; electrician; electronic; engine; equipment; field; fire; industrial; installation; machine; machinist; maintenance; mechanic; PLC; plumber; plumbing; repair; security; service; tech; technician; truck

## **Industrial Machinery Mechanics (49-9041)**

Repair, install, adjust, or maintain industrial production and processing machinery or refinery and pipeline distribution systems. Exclude *Millwrights*, *Mobile Heavy Equipment Mechanics*, *Except Engines*, and *Maintenance Workers, Machinery* who perform only routine tasks.

**Primary Keywords:** machinist; PLC

**Secondary Keywords:** air; auto; automotive; cable; conditioning; diesel; electrical; electrician; electronic; engine; equipment; field; fire; HVAC; heating; industrial; installation; maintenance; mechanic; plumbing; refrigeration; repair; security; service; tech; technician; truck

## **Maintenance and Repair Workers, General (49-9042)**

Perform work involving the skills of two or more maintenance or craft occupations to keep machines, mechanical equipment, or the structure of an establishment in repair. Duties may involve pipe fitting; boiler making; insulating; welding; machining; carpentry; repairing electrical or mechanical equipment; installing, aligning, and balancing new equipment; and repairing buildings, floors, or stairs. Exclude *Maintenance Workers, Machinery*.

**Primary Keywords:** electrical; mechanical; plumbing

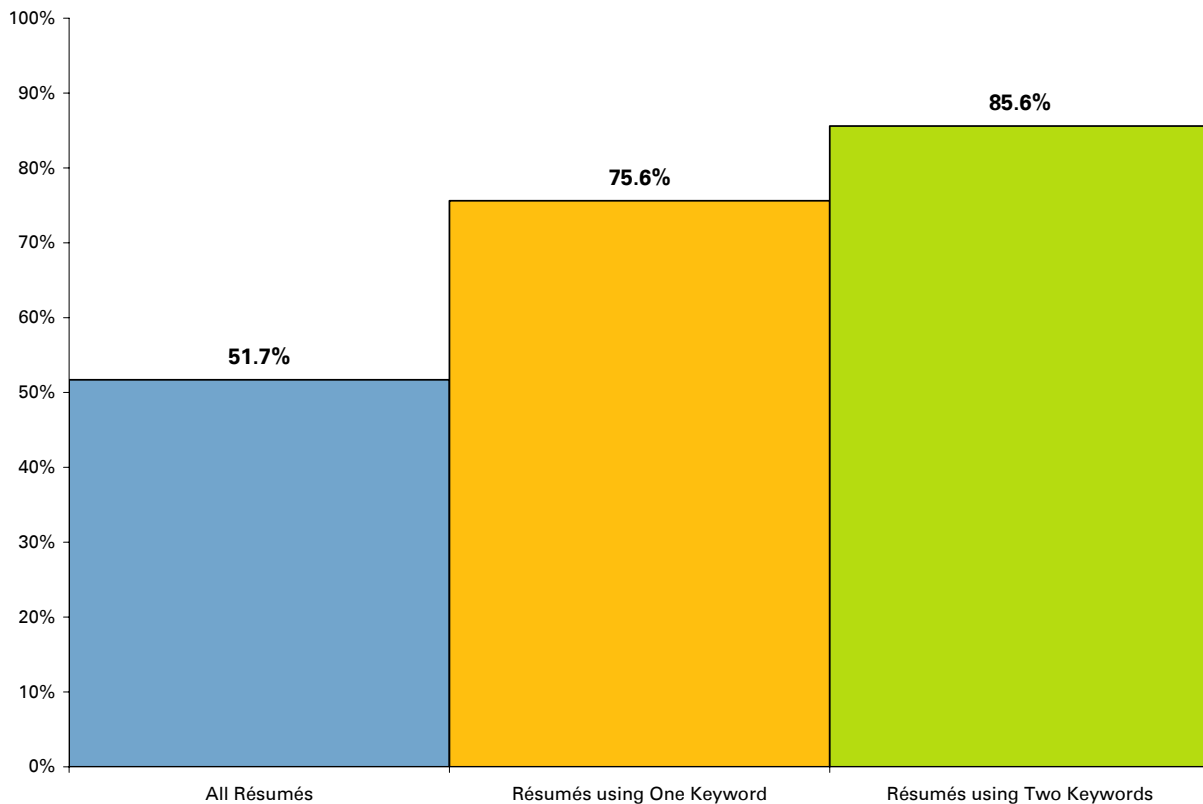
**Secondary Keywords:** air; alarm; auto; automotive; cable; conditioning; diesel; electric; electrician; electronic; engine; equipment; field; fire; HVAC; heating; industrial; installation; machine; machinist; maintenance; mechanic; PLC; plumber; refrigeration; repair; security; service; tech; technician; truck

## Production

### Primary Keywords for this Occupational Family:

brake	CNC	engineer
fabrication	injection	lathe
machinist	maintenance	mechanic
mechanical	MIG	mill
sheet	technician	TIG

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	13.4%	36.9%
High School Diploma or GED	51.3%	49.1%
Some College or Vocational	29.2%	59.7%
Bachelor's Degree	5.1%	62.1%
Graduate Degree	0.9%	64.8%

## **First-Line Supervisors/Managers of Production and Operating Workers (51-1011)**

Supervise and coordinate the activities of production and operating workers, such as inspectors, precision workers, machine setters and operators, assemblers, fabricators, and plant and system operators. Exclude team or work leaders.

**Primary Keywords:** engineer; maintenance

**Secondary Keywords:** assembly; brake; CNC; die; electronic; fabrication; fabricator; forklift; injection; inspector; lathe; MIG; machine; machinist; maker; manager; manufacturing; mechanical; metal; mill; operator; press; printing; production; quality; receiving; set; sheet; shipping; supervisor; TIG; technician; tool; warehouse; welding

## **Assemblers and Fabricators, all other (51-2099)**

All assemblers and fabricators not listed separately.

**Primary Keywords:** mechanic; mechanical

**Secondary Keywords:** assembly; brake; CNC; die; electronic; engineer; fabricator; forklift; injection; inspector; lathe; MIG; machine; machinist; maintenance; maker; manager; manufacturing; metal; mill; operator; press; printing; production; quality; receiving; set; sheet; shipping; supervisor; TIG; technician; tool; warehouse; welder

## **Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic (51-4031)**

Set up, operate, or tend machines to saw, cut, shear, slit, punch, crimp, notch, bend, or straighten metal or plastic material.

**Primary Keyword:** brake

**Secondary Keywords:** CNC; die; electronic; engineer; fabrication; forklift; lathe; MIG; machine; machinist; maintenance; manager; manufacturing; mechanical; metal; mill; press; production; quality; set; sheet; supervisor; TIG; technician; tool; warehouse; welder

## **Machinists (51-4041)**

Set up and operate a variety of machine tools to produce precision parts and instruments. Include precision instrument makers who fabricate, modify, or repair mechanical instruments. May also fabricate and modify parts to make or repair machine tools or maintain industrial machines, applying knowledge of mechanics, shop mathematics, metal properties, layout, and machining procedures.

**Primary Keywords:** CNC; lathe; machinist; mill

**Secondary Keywords:** assembly; brake; die; electronic; engineer; fabrication; forklift; injection; inspector; MIG; machine; maintenance; maker; manager; manufacturing; mechanical; metal; operator; press; printing; production; quality; receiving; set; sheet; shipping; supervisor; TIG; technician; tool; warehouse; welding

## **Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic (51-4072)**

Set up, operate, or tend metal or plastic molding, casting, or coremaking machines to mold or cast metal or thermoplastic parts or products.

**Primary Keyword:** injection

**Secondary Keyword:** assembler; assembly; CNC; die; electronic; engineer; fabrication; forklift; lathe; machinist; maintenance; maker; manager; manufacturing; mechanical; metal; mill; press; production; quality; set; sheet; supervisor; TIG; technician; tool; welding

## **Welders, Cutters, Solderers, and Brazers (51-4121)**

Use hand-welding, flame-cutting, hand soldering, or brazing equipment to weld or join metal components or to fill holes, indentations, or seams of fabricated metal products.

**Primary Keywords:** fabrication; MIG; sheet; TIG

**Secondary Keywords:** assembly; brake; CNC; die; electronic; engineer; fabricator; forklift; injection; inspector; lathe; machine; machinist; maintenance; maker; manager; manufacturing; mechanical; metal; mill; operator; press; production; quality; receiving; set; shipping; supervisor; technician; tool; warehouse; welder

## **Inspectors, Testers, Sorters, Samplers, and Weighers (51-6091)**

Inspect, test, sort, sample, or weigh nonagricultural raw materials or processed, machined, fabricated, or assembled parts or products for defects, wear, and deviations from specifications. May use precision measuring instruments and complex test equipment.

**Primary Keyword:** technician

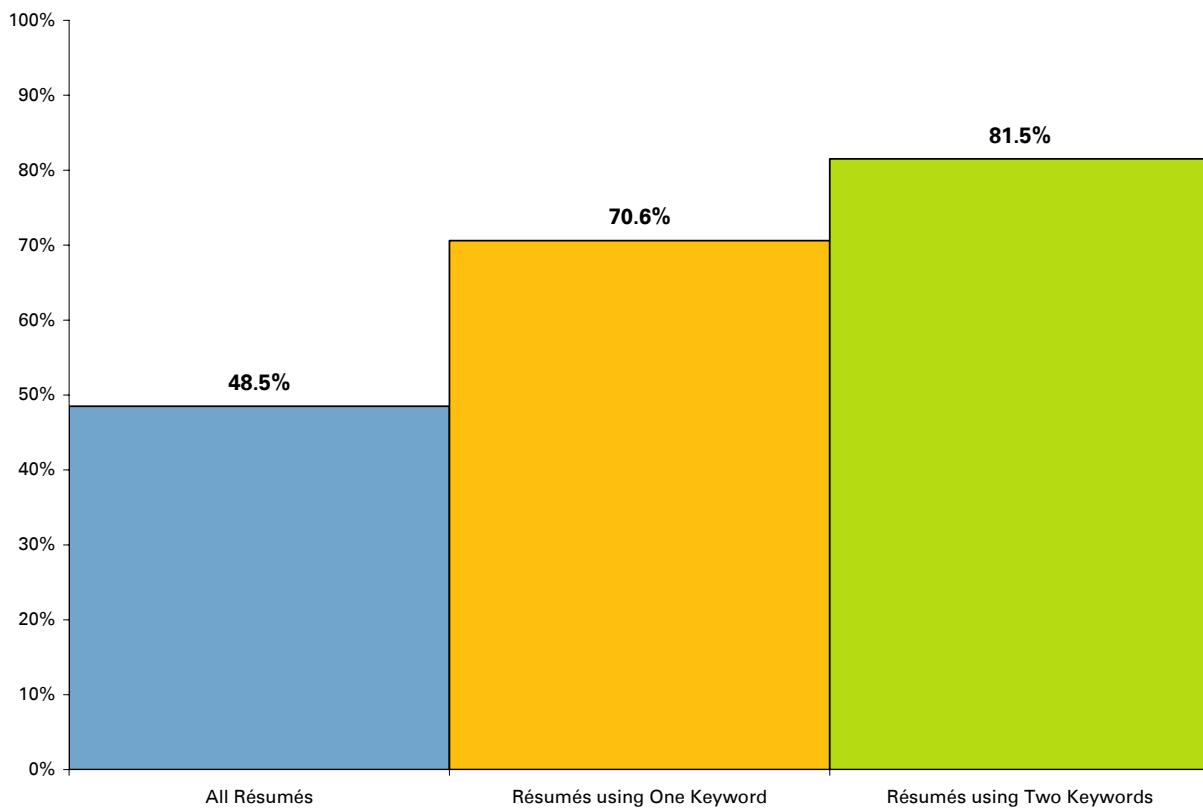
**Secondary Keywords:** assembly; brake; CNC; die; electronic; engineer; fabrication; forklift; injection; inspector; lathe; MIG; machine; machinist; maintenance; maker; manager; manufacturing; mechanical; metal; mill; operator; press; printing; production; quality; receiving; set; sheet; shipping; supervisor; TIG; tool; warehouse; welder; welding

## Transportation and Material Moving

### Primary Keywords for this Occupational Family:

bus	CDL	class
delivery	drivers	forklift
hazmat	manager	mechanic
OTR	receiving	shipping
tractor	trailer	transportation

### Percent of Résumés Viewed by Employers by Keyword Use, Calendar Year 2006



### Percent of Résumés and Percent Viewed by Employers by Educational Level, Calendar Year 2006

Education Level	Résumés	Viewed by Employers
Less than High School	19.5%	34.0%
High School Diploma or GED	51.6%	47.5%
Some College or Vocational	24.5%	59.3%
Bachelor's Degree	3.9%	59.7%
Graduate Degree	0.6%	60.2%

## **First-Line Supervisors/Managers of Transportation and Material-Moving Machine and Vehicle Operators (53-1031)**

Directly supervise and coordinate activities of transportation and material-moving machine and vehicle operators and helpers.

**Primary Keyword:** manager

**Secondary Keyword:** A; B; bus; CDL; class; delivery; driver; forklift; hazmat; mechanic; OTR; operator; receiving; shipping; tractor; trailer; transportation; truck; warehouse

## **Truck Drivers, Heavy and Tractor-Trailer (53-3032)**

Drive a tractor-trailer combination or a truck with a capacity of at least 26,000 GVW, to transport and deliver goods, livestock, or materials in liquid, loose, or packaged form. May be required to unload truck. May require use of automated routing equipment. Requires commercial drivers' license.

**Primary Keywords:** bus; CDL; class; drivers; hazmat; mechanic; OTR; tractor; trailer; transportation

**Secondary Keywords:** A; B; delivery; driver; forklift; manager; operator; receiving; shipping; truck; warehouse

## **Truck Drivers, Light or Delivery Services (53-3033)**

Drive a truck or van with a capacity of under 26,000 GVW, primarily to deliver or pick up merchandise or to deliver packages within a specified area. May require use of automatic routing or location software. May load and unload truck. Exclude *Couriers and Messengers*.

**Primary Keyword:** delivery

**Secondary Keywords:** A; B; bus; CDL; class; forklift; hazmat; manager; mechanic; OTR; operator; receiving; shipping; tractor; trailer; transportation; truck; warehouse

## **Industrial Truck and Tractor Operators (53-7051)**

Operate industrial trucks or tractors equipped to move materials around a warehouse, storage yard, factory, construction site, or similar location. Exclude *Logging Equipment Operators*.

**Primary Keyword:** forklift

**Secondary Keywords:** A; B; bus; CDL; class; delivery; driver; hazmat; manager; mechanic; receiving; shipping; tractor; trailer; transportation; truck; warehouse



## **Laborers and Freight, Stock, and Material Movers, Hand (53-7062)**

Manually move freight, stock, or other materials or perform other unskilled general labor. Include all unskilled manual laborers not elsewhere classified. Exclude *Material Moving Workers* who use power equipment, *Construction Laborers*, and *Construction Trades Helpers*.

**Primary Keywords:** receiving; shipping

**Secondary Keywords:** A; B; bus; CDL; class; delivery; driver; forklift; hazmat; manager; mechanic; OTR; operator; tractor; trailer; transportation; truck; warehouse

## **Tips for Successful Résumés: *Write the Word!***

Now that you've found the right keywords to use, you need to organize those words into a coherent document—your résumé. Different types of résumés fit different kinds of job seekers better. Depending on your experience, your field, your current job situation and the specific employer you're applying to, you might try:

- Accomplishment résumé
- Chronological résumé
- Combination résumé
- Creative résumé
- Functional or skills résumé
- Professional résumé
- Recent graduate's résumé
- Youth résumé

There are several resources you can use when drafting your résumé. Ohio has 90 One-Stop Employment Centers scattered around the state, at least one in every county. In addition to job postings and information on training opportunities, our One-Stops have trained staff who can help you draft a résumé to fit your career needs. All One-Stops also have subscriptions to the Ohio Career Information System (OCIS), a large database of detailed information on occupations and advice for choosing a career.<sup>2</sup> OCIS also has step-by-step instructions to help you draft a résumé. To find the One-Stop center nearest you, visit <http://jfs.ohio.gov/owd/wia/wiamap.stm>.

Another resource is the *Riley Guide* to job searches, at <http://www.rileyguide.com>. This free resource contains a wide selection of articles about drafting résumés and choosing the right layout. The Riley Guide recommends that job seekers keep four versions of the same basic résumé on hand: a print version to bring to interviews, a scannable version that can be quickly read by computers, a plain text version you can paste into an online job application, and an e-mail version.<sup>3</sup> You can also get help with cover letters, thank you notes, curricula vitae, and other writing for your job search.

The Riley Guide also includes articles on using the Internet as a job search resource and advice on keeping your personal information safe, deciding when it's the right time for a career change, and countless other topics for your job search.

Remember when placing keywords in your résumé, **only use keywords that accurately describe your qualifications and experience!** Many people think it is okay to exaggerate a little when applying for jobs, but remember that even a little white lie on your job application may lead to being fired.<sup>4</sup> Don't forget that even if you don't have as many skills as you'd like, if you demonstrate a willingness to learn new skills, you might still land the job.

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<sup>2</sup> Some public library systems may also have OCIS subscriptions. Call your local library to see what's available.

<sup>3</sup> Margaret F. Dikel, "Prepare Your Resume for Email and Online Posting," *The Riley Guide*, <http://www.rileyguide.com/eresume.html>.

<sup>4</sup> Eileen A.J. Connelly, "Keywords on resumes vital to getting noticed," *Columbus Dispatch*, November 23, 2008.

# **Tips for a Successful Job Search:** ***Know the Word!***

## **Research**

The first and most important step when starting a job search is to know your occupation and the industries that might hire you. You can find out more about your occupation with the *Occupational Outlook Handbook* (OOH) at <http://www.bls.gov/oco/>. The OOH has detailed information on nearly 800 occupations, including what the work is like, what kinds of training and qualifications you'll need, the employment outlook, typical earnings, and sources for additional information.

The OOH also cross-references to the *Career Guide to Industries* (available at <http://www.bls.gov/oco/cg/>) by listing some of the major sectors hiring in your field. You can find out about occupations in the industry, training and advancement opportunities, expected job prospects, and typical working conditions.

If you only want to look at career opportunities in Ohio and its communities, check out the Careers page at <http://ohiolmi.com/jobs/careers.htm> to look at average wages, skill profiles, licensing information, and other important information about the career you've chosen.

## **Search Methods**

Make no mistake: Looking for a job is a full-time job. You will need to set schedules, organize tasks, complete assignments, and track your efforts and outcomes in order to land the job you want. Once you've prepared your résumé, you need to choose your source for finding job openings. Try these methods:

- Classified newspaper ads
- Employment agencies
- Internet job banks
- Job fairs
- Internships
- Contacts from family and friends
- Contacts from past employers
- Cold-calling potential employers
- Job boards at local One-Stop Employment Centers

Many job seekers limit their search to classified ads, employment agencies, and business contacts. But there are a lot of ways to find employment. You might start with [OhioMeansJobs.com](http://OhioMeansJobs.com), Ohio's employment gateway with indexed job postings from hundreds of Internet job banks. By running a single job search on OhioMeansJobs.com, you're searching every major job site on the web! You can also post your résumé and allow employers to look at your qualifications.

Also be sure to visit your local One-Stop Employment Center. One-Stop staff will have first-hand knowledge of which local companies are hiring and which jobs are in demand. You can also browse OCIS to assist with your research. To find the Center nearest you, visit <http://jfs.ohio.gov/workforce/jobseekers/onestopmap.stm>.

Many new hires today are made without any ads or postings. In order to tap this “hidden job market,” you might want to cold-call potential employers. Since you already have an idea from your research which industries are hiring your occupation, you can use America’s Career InfoNet’s *Employer Locator* to find businesses near you who might hire. Visit <http://www.careerinfonet.org/employerlocator/employerlocator.asp> to search employers by industry, occupation, or location to get complete contact information, including phone numbers and, in some cases, names of hiring managers. You can find advice on placing cold calls on both the Ohio Career Information System and the Riley Guide.

## **Staying Organized**

You’re probably not going to land a job on your first try, so it’s important to keep track of all your applications and contact information. Every time you find a job listing or prospective employer that looks promising, be sure to take note of the job, company, address, contact name, and phone number, and keep a running diary of developments in the job lead. Some people use notebooks, day planners, or even special computer software to keep it all organized.<sup>5</sup>

Periodically, step back and see if you need to change your approach. Look at ways you can tweak your résumé, change which industry sectors you’re focusing on, and try new job search methods. If you get stuck, take a second look at your occupation and consider a different field.

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<sup>5</sup> University of Oregon, “Tips for staying organized,” *Ohio Career Information System*, <http://www.ocis.org/info2.aspx?FileID=JS&FileNum=140100&TopicNum=0>.

## **Tips for Successful Interviews: *Speak the Word!***

While every job interview is a little different, there are often common elements that can help you prepare. A hiring manager may only meet with five people for an opening with one hundred applicants,<sup>6</sup> so it's important to make a good impression. Visit <http://www.rileyguide.com/interview.html> for tips on interviewing.

### **Preparation**

Once you've scheduled your interview you need to research the company to find out as much as you can about their organization.<sup>7</sup> Try and find out what their financial condition is, whether they're preparing new projects, and basic facts about company culture and practices. You can get much of this information from your local public library, One-Stop Employment Center, and your professional contacts.

Also remember to bring a copy of your (print) résumé, a list of your references, your military record (if applicable), and samples of your prior work (if appropriate) to share with the interviewer.<sup>8</sup>

### **Common Questions**

Many interviews largely ask the same or similar questions, depending on the type of job being filled. You can find samples of many of these common questions on OCIS and the Riley Guide, along with simple strategies for answering them. With any question, be sure to take the opportunity to demonstrate your qualifications and positive traits.

At the end of most interviews, you will have the chance to ask your own questions. Use this opportunity to find out more about the company and straighten out any unclear points. Asking questions shows you are truly interested in the position and are willing to take initiative.

### **Follow-Up**

Right after you finish the interview, be sure to write a thank-you letter. This will give you one last chance to sell yourself and make a professional impression. In your letter, you can restate how your qualifications fit their needs, bring up anything you forgot at the interview, and mention some of the things you learned about the job and the company at the interview.<sup>9</sup> Don't skip this important step!

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<sup>6</sup> University of Oregon, "Prepare for a Job Interview," *Ohio Career Information System*, <http://www.ocis.org/info2.aspx?FileID=JS&FileNum=180100&TopicNum=0>.

<sup>7</sup> Susan Ireland, "Interview Preparation," *Job Interviewing Guide*, <http://www.susanireland.com/interviewing/prep/index.html>.

<sup>8</sup> University of Oregon, *op cit*.

<sup>9</sup> University of Oregon, "Write a follow-up letter," *Ohio Career Information System*, <http://www.ocis.org/info2.aspx?FileID=JS&FileNum=190100&TopicNum=0>.

## **OhioMeansJobs.com and One-Stop Services: *Place the Word!***

OhioMeansJobs.com serves as Ohio's official online portal to virtual job-matching services and many other workforce resources. It can be accessed at <http://OhioMeansJobs.com>. It is a powerful tool, created through a partnership between government and the private sector, to respond to workforce needs in our state. OhioMeansJobs.com not only assists in building a competitive workforce, but also positions our state's workforce development services to obtain the maximum economic impact.

OhioMeansJobs.com is more than just another Internet job site. This portal indexes job postings from every other major job site and gathers them into one place. A single keyword search can link you to job opportunities all over the state. You can also enter your résumé information and allow employers to search for and review your qualifications. OhioMeansJobs.com also has powerful recruiting tools, so plenty of employers search the site every day.

As a bonus, OhioMeansJobs.com also allows you to search for other job seeker events, such as job fairs and open recruitments. Additionally, you can get information on training providers and schools to enhance your qualifications.

Another important resource for job seekers are the ninety One-Stop Employment Centers around Ohio. As the name implies, these One-Stop Centers bring all of the local workforce development agencies and organizations together in one location. Every One-Stop Center has a resource room with a job board, computers, printers, telephones, fax machines, and a mini-library for you to use in your job hunt. You can also talk with counselors that can link you with job referrals, advise you about training dollars, and, if you qualify, refer you for targeted services. Other support to job seekers include career exploration, skills assessments, basic literacy education, job preparation help, mock interviews, and numerous other support services offered throughout the local community.

There is at least one One-Stop Center in every county, so you won't have to go far to get personalized help and referrals to employers. To find the Center nearest you, visit <http://jfs.ohio.gov/owd/wia/wiamap.stm>.

## Technical Notes

This report is the culmination of applied research on keywords in résumés and job orders on America's Job Bank (now defunct) during calendar year 2006. Please bear in mind that some keywords were removed from this report to eliminate redundancies. For example, if "service" and "services" were both presented as secondary keywords for an occupation, the plural form was removed.

Occupational definitions and the classifications of major occupational families are taken verbatim from the Standard Occupational Classification (SOC) system. Associated occupational codes are given in parentheses. Certain definitions may cross reference other occupations, especially when noting which occupations should be excluded from a definition. Such cross references are denoted in this report in italics. Certain occupations, especially those with codes ending in 9, are "all other" or residual categories meant to capture those occupations that cannot be classified elsewhere. Visit <http://www.bls.gov/SOC/> for a closer examination and full definitions.

## Occupational Index

Accountants and Auditors .....	7	First-Line Supervisors/Managers of Transportation and Material Moving Machine and Vehicle Operators .....	63
Advertising Sales Agents .....	44	First-Line Supervisors/Managers, Food Preparation and Serving Workers .....	35
Amusement and Recreation Attendants .....	41	Geoscientists, except Hydrologists and Geographers .....	16
Assemblers and Fabricators, all other .....	60	Graphic Designers .....	26
Automotive Service Technicians and Mechanics	56	Grounds Maintenance Workers, all other .....	39
Biological Scientists, all other .....	15	Hairdressers, Hairstylists and Cosmetologists.....	41
Bookkeeping, Accounting and Auditing Clerks.....	47	Healthcare Support Workers, all other .....	31
Bus and Truck Mechanics and Diesel Engine Specialists .....	57	Heating, Air Conditioning and Refrigeration Mechanics and Installers.....	57
Business Operations Specialists, all other .....	7	Human Resources Assistants, except Payroll and Timekeeping .....	47
Carpenters .....	52	Industrial Machinery Mechanics .....	57
Chefs and Head Cooks .....	35	Industrial Truck and Tractor Operators .....	63
Chemists .....	15	Inspectors, Testers, Sorters, Samplers and Weighers .....	61
Child Care Workers .....	41	Insurance Sales Agents .....	44
Child, Family and School Social Workers .....	18	Insurance Underwriters .....	7
Civil Engineers.....	13	Janitors and Cleaners, except Maids and Housekeeping Cleaners.....	38
Combined Food Preparation and Serving Workers, including Fast Food .....	35	Laborers and Freight, Stock and Material Movers, Hand .....	64
Community and Social Services Specialists, all other .....	19	Landscaping and Groundskeeping Workers .....	39
Computer Programmers.....	10	Lawyers.....	21
Computer Software Engineers, Systems Software .....	10	Legal Support Workers, all other .....	21
Computer Systems Analysts .....	10	Library Technicians .....	23
Construction and Building Inspectors .....	54	Licensed Practical and Licensed Vocational Nurses .....	29
Construction Managers .....	4	Life Scientists, all other.....	15
Cooks, Restaurant .....	35	Loan Officers.....	8
Correctional Officers and Jailers.....	33	Machinists.....	60
Customer Service Representatives .....	47	Maintenance and Repair Workers, General .....	58
Cutting, Punching and Press Machine Setters, Operators and Tenders, Metal and Plastic.....	60	Managers, all other .....	5
Database Administrators .....	11	Manicurists and Pedicurists.....	41
Designers, all other .....	26	Medical and Health Services Managers .....	4
Dishwashers .....	36	Medical Secretaries.....	48
Education, Training and Library Workers, all other .....	24	Mental Health Counselors .....	18
Electrical and Electronics Repairers, Commercial and Industrial Equipment.....	56	Molding, Coremaking and Casting Machine Setters, Operators and Tenders, Metal and Plastic .....	61
Electricians.....	53	Network and Computer Systems Administrators .....	11
Engineers, all other .....	13	Nuclear Technicians.....	16
Environmental Scientists and Specialists, including Health.....	15	Nursing Aides, Orderlies and Attendants.....	31
Executive Secretaries and Administrative Assistants .....	48	Occupational Therapists .....	28
Farmworkers and Laborers, Crop, Nursery and Greenhouse.....	50	Office and Administrative Support Workers, all other .....	48
Farmworkers, Farm and Ranch Animals .....	50	Operating Engineers and Other Construction Equipment Operators .....	52
First-Line Supervisors/Managers of Construction Trades and Extraction Workers .....	52	Paralegals and Legal Assistants.....	21
First-Line Supervisors/Managers of Farming, Fishing and Forestry Workers.....	50	Personal and Home Care Aides.....	42
First-Line Supervisors/Managers of Housekeeping and Janitorial Workers.....	38	Personal Care and Service Workers, all other.....	42
First-Line Supervisors/Managers of Production and Operating Workers .....	60	Pest Control Workers .....	38



Pharmacists .....	28
Physical Therapists .....	28
Plumbers, Pipefitters and Steamers .....	53
Police and Sheriff's Patrol Workers .....	33
Preschool Teachers, except Special Education....	23
Producers and Directors .....	26
Radiologic Technologists and Technicians .....	29
Registered Nurses .....	28
Retail Salespersons .....	44
Sales and Related Workers, all other .....	45
Sales Managers .....	4
Sales Representatives, Services, all other .....	45
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products .....	45

Securities, Commodities, and Financial Services	
Sales Agents .....	44
Security and Fire Alarm Systems Installers .....	56
Security Guards.....	33
Sheet Metal Workers.....	53
Social and Human Service Assistants .....	19
Substance Abuse and Behavioral Disorder Counselors .....	18
Surveyors.....	13
Teacher Assistants .....	23
Teachers and Instructors, all other .....	23
Truck Drivers, Heavy and Tractor-Trailer .....	63
Truck Drivers, Light or Delivery Services .....	63
Waiters and Waitresses .....	35
Welders, Cutters, Solderers and Brazers.....	61

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**Acknowledgements:** Labor Market Analyst Jonathan Calig was the primary author of this report. For additional information, visit <http://OhioLMI.com> or call the Ohio Bureau of Labor Market Information at 1-888-296-7541 or 614-752-9494.

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(8/2010)

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