

WHY YOUR COLLEGE STUDENT'S ONLINE JOB SEARCH IS NOT WORKING



MORE THAN A RESUMÉ

UNFORTUNATELY, MUCH OF WHAT IS WRITTEN ABOUT
THE PERFECT RESUMÉ AND THE *IDEAL* JOB SEARCH
APPROACH IS SIMPLY WRONG.

RESUMES FACE A LOT OF COMPETITION.

- On average 250 resumes are received for each job opening
- Over 50% of applicants for a typical job fail to meet the basic qualifications for that job but apply anyway
- The first resume is received within 200 seconds after a position is posted



THERE'S A HIRING FUNNEL.

- On average, 1,000 individuals will see a job post—100 will complete the application and apply online
- 75 of those 100 resumes will be screened out by either the ATS, a hiring manager or a recruiter
- 25 resumes will be seen by the hiring manager and viewed on a computer screen
- 4 to 6 will be invited for an interview
- 1 to 3 of them will be invited back for the final interview



1 WILL BE OFFERED THAT JOB



YOU HAVE SIX 6 SECONDS TO CAPTURE A RESUMÉ READER'S ATTENTION.

- 4 seconds is spent looking exclusively at:
 - Job titles
 - Company names
 - Start and end dates
 - Education
- This leaves only 2 seconds to impress



A SINGLE RESUMÉ ERROR CAN INSTANTLY DISQUALIFY.



- 61% of recruiters will automatically dismiss a resume because it contains typos
- 43% of hiring managers will disqualify a candidate from consideration because of spelling errors
- The use of an unprofessional email address will get a resume rejected 76% of the time—for graduates this includes school email address

THE FORMAT OF THE RESUMÉ MATTERS A GREAT DEAL.



- A resum  that is not scannable cuts the odds of being read by 60%
- ATS does not read PDFs

COLLEGE STUDENTS HAVE AN ADDITIONAL DISADVANTAGE.

A full 66% of hiring managers report that they view new college grads “as unprepared for the workplace”



A RESUMÉ NEEDS TO BE SUBMITTED ONLINE, BUT THAT IS ONLY ONE STEP IN THE JOB SEARCH PROCESS.