

Resume Keywords & Tips



Using the right keywords can help show employers that your skills and experience match what they're looking for. Learn how to identify and use keywords from a job posting to strengthen your resume.

Finding Keywords in the Job Posting

Look for words that describe:

- Required skills and qualifications
- Education or certificates
- Software or technical skills
- Job duties and responsibilities
- Personal qualities or soft skills
- Industry-specific terminology

Tip: Pay attention to words or phrases that appear more than once in the posting, these may be especially important to the employer.

Match Your Resume to the Job

Use relevant keywords from the job posting throughout your resume **when they accurately describe your experience.**

Job Posting

"Looking for an organized customer service representative with strong communication skills and experience using POS systems."

Your Resume

"Provided customer service in a fast-paced retail environment, operated POS systems, and communicated with customers to resolve questions and concerns."

Use Different Types of Keywords

Skills: Customer Service • Microsoft Office • Cash Handling • Data Entry

Action Words: Coordinated • Processed • Assisted • Maintained • Scheduled

Job-Specific Terms: Point-of-sale (POS) • Inventory Management • Client Relations • Administrative Support

Certifications & Qualifications: First Aid • WHMIS • Food Safety • Class 5 Driver's License

Choose Strong, Specific Language

Avoid relying on generic words such as:

- Hardworking
- Organized
- Detail Oriented
- Responsible for
- Proactive

Instead, **show these qualities through your accomplishments and action verbs.**

When choosing action verbs, always keep in mind:

- 1) the duties and skills described in the job posting.
- 2) the overall language used by the organization to describe its work, its mission, and its values.

Instead of:

“Responsible for answering customer questions.”

Try:

“Resolved customer questions and provided personalized service.”

Instead of:

“Organized and hardworking employee.”

Try:

“Coordinated daily tasks and prioritized competing responsibilities in a fast-paced environment.”

Quick Tip:

- ✓ *Show, don't tell.* Use strong action verbs and specific examples to demonstrate your skills.