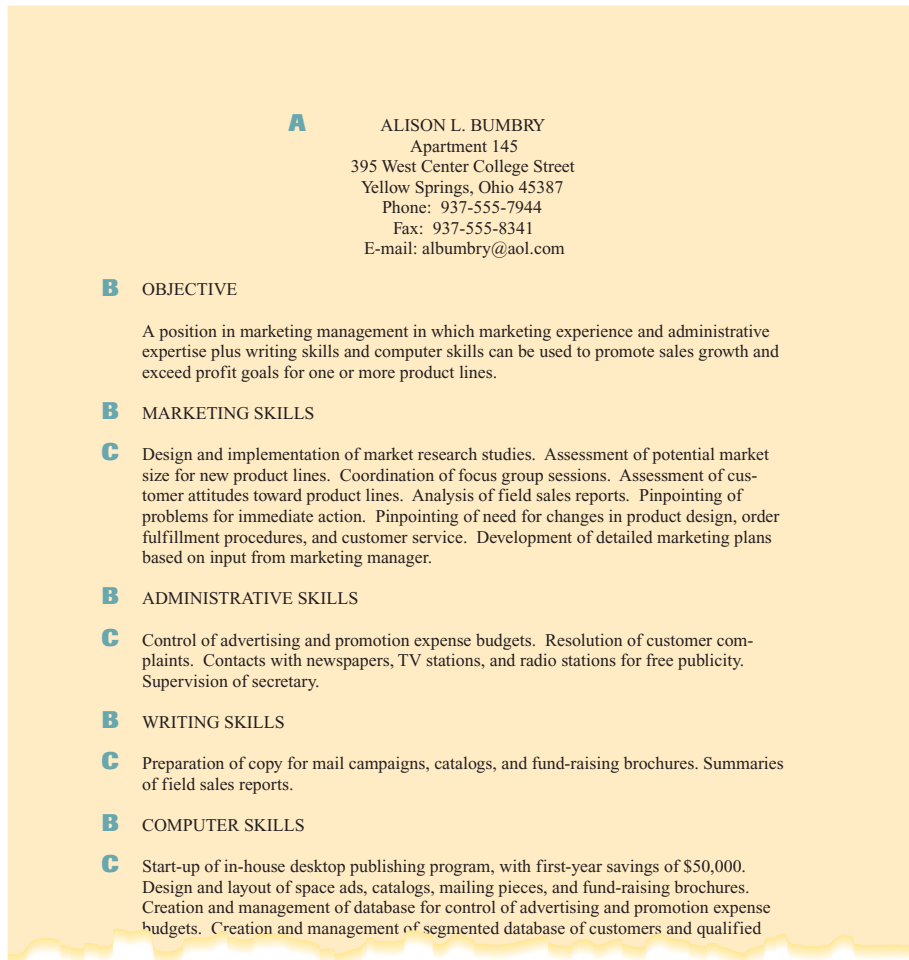


## Scannable Résumé



- A Heading.** On separate single-spaced lines centered in a block, provide your name, address, and phone number, plus a fax number and an e-mail address if these are available. Use all-caps only for your name. Do not use boldface, italics, or any graphic device to highlight the information in this heading block.
- B Side Headings.** Identify each section of a scannable résumé with an all-cap side heading. Leave 1 blank line above and below each heading. Do not use boldface, italics, or any graphic device to highlight these sideheads.
- C Skills.** Note how the copy in these sections (drawn from the functional-style résumé on pages 638–639) shifts the wording away from action verbs to keyword nouns. Also note that the copy under each side heading is organized as one paragraph consisting of phrases, each ending with a period. This arrangement, which takes less space, is not as readable as listing these items on separate lines, but remember that a scannable résumé is designed to be read by an OCR and not by a human pair of eyes.

**H** ALISON L. BUMBRY Page 2

**B** EMPLOYMENT HISTORY

**D** \* Administrative coordinator for director of marketing, Zimmer and Boyle Inc., Dayton, Ohio, July 2007–Present. |  
 \* Administrative assistant to sales manager, Zimmer and Boyle Inc., Dayton, Ohio, February 2005–June 2007. |  
 \* Secretary to marketing manager, Crouch and Cowar Incorporated, Toledo, Ohio, May 2003–January 2005.  
 \* Assistant to director of public relations, the Toledo Museum of Art, Toledo, Ohio, September 2001–April 2003.

**B** EDUCATION

**E** B.S. in marketing, 2001, minor in English, Arizona State University, Tempe, Arizona.

Writer of feature articles for *The Arizona Sundial* during sophomore and junior years. |  
 Cofounder and manager of on-campus birthday service. Testing of various direct marketing techniques to solicit orders.

**B** CONTINUING EDUCATION

**F** Courses in copywriting, telemarketing techniques, niche marketing, and computer graphics, Wright State University, Dayton, Ohio, 2007–2009.

**B** COMMUNITY SERVICE

**G** Writing, design, and layout of annual fund-raising brochures for the Dayton Homeless Shelter Coalition.

- D Employment History.** Note that the jobs are listed in reverse chronological order, starting with the most recent job. You may use an asterisk to introduce each job listing (as in the illustration above), but do not use bullets or any other graphic device for this purpose. Because the duties of each job have already been summarized in the Skills sections in the illustration on page 644, there is no reason to repeat them here.
- E Education.** List your educational experience in reverse order, starting with the most recent college or graduate program for which you have received (or expect to receive) a degree. List your secondary education only if you cannot cite enrollment in or completion of a college degree program.
- F Continuing Education.** Under this heading cite courses you have taken or are now taking but not as part of a formal degree program.
- G Optional Sections.** Use such headings as *Community Service*, *Professional Affiliations*, *Professional Activities* (including honors and awards), *Military Service*, and *Special Interests* to cover any activities that involve job-related skills or that show your involvement in addressing the needs of others.
- H Continuation Heading.** Provide a heading that gives your name and the page number.
- I Elimination of Graphic Elements.** Because some OCRs cannot properly scan ampersands, note that the ampersand in *Zimmer & Boyle* has been replaced by *and*. Moreover, because some OCRs cannot cope with italics or underlining, the title of the university newspaper—*The Arizona Sundial*—appears without any special display.