

What to Include in a Resume to Pass ATS Screening

Description

What to Include in a Resume to Pass ATS Screening (2025 Guide)

Are you sending resumes and hearing nothing back? You might be hitting a wall known as the **Applicant Tracking System (ATS)** — software that filters resumes before a human ever sees them.

In 2025, **over 95% of large companies use ATS** to screen applicants. If your resume isn't formatted right or lacks key elements, it'll end up in the digital trash.

This guide breaks down **exactly what to include** in your resume to pass the ATS screening — and get noticed by real hiring managers.

? What is an ATS and Why It Matters?

An **Applicant Tracking System (ATS)** is software used by companies to scan, filter, and rank job applications. It scans for:

- Keywords related to the job
- Proper structure and formatting
- Relevance of skills and experience

If your resume isn't ATS-friendly, it never reaches a recruiter.

? What to Include in an ATS-Friendly Resume

1. A Clear, Keyword-Rich Job Title

Start your resume with the job title you're applying for.

? Example:

Digital Marketing Specialist — not just “Marketing Guru”

Use the exact title from the job description. ATS bots search for matches.

2. Professional Summary with Keywords

Add a short paragraph (3–4 lines) that includes your top skills, experience, and the exact phrases from the job ad.

? Example:

Results-driven digital marketing specialist with 5+ years of experience in SEO, PPC, and content strategy. Proven track record in increasing traffic and lead generation. Skilled in Google Ads, HubSpot, and SEMrush.

3. Skills Section (Both Hard and Soft Skills)

Create a dedicated **Skills** section with **keywords** pulled directly from the job posting.

Example Format:

- Search Engine Optimization (SEO)
- Google Analytics
- Project Management
- Communication Skills
- Microsoft Excel

? **Tip:** Use bullet points — not paragraphs.

4. Professional Work Experience (Reverse Chronological)

List jobs in order from most recent to oldest. Each job should include:

- Job title
- Company name + location
- Dates (Month/Year format)
- 3–6 bullet points with **action verbs** and measurable results

Example:

Marketing Manager | ABC Corp | Ljubljana, Slovenia
Jan 2021 – Present

- Increased organic traffic by 120% in 12 months
- Managed €50K/month in paid ad spend with 3.5x ROI
- Led team of 5 marketers on SEO and social campaigns

? ATS bots scan for **numbers, titles, and keywords** — use them!

5. Education Section

Include:

- Degree (e.g., B.A. in Business Administration)
- Institution
- Graduation year (optional in some cases)

? If you're a recent graduate, move Education **above** Work Experience.

6. Certifications & Training (If Relevant)

Especially useful in tech, marketing, finance, or healthcare. Examples:

- Google Ads Certification
- Certified Project Manager (PMP)
- HubSpot Inbound Marketing

Put them in their own section if you have 2+.

7. No Tables, Columns, or Graphics

? ATS systems cannot reliably read text inside tables, graphics, logos, or multi-column layouts.

Stick with **clean, linear formatting** using headings and bullet points.

? Bonus: Use Standard Section Headings

Use **common labels** that ATS systems recognize, like:

- Summary
 - Skills
 - Work Experience
 - Education
 -
-

Certifications

Avoid fancy replacements like “*Where I’ve Been*” or “*My Journey*” — ATS bots won’t understand them.

? What to Leave Out of Your Resume (for ATS)

- Images or headshots
 - Charts, graphs, or infographics
 - Headers and footers
 - Unusual fonts or colors
 - Fancy resume templates (unless ATS-tested)
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? Want to Make an ATS-Friendly Resume Instantly?

Try our **free resume builder** at [Resucover], built specifically to **pass ATS screening** and impress real recruiters.

?? Final Thoughts

Writing a resume in 2025 isn’t just about looking good — it’s about **being read**. If you follow these ATS rules and include the right sections, keywords, and structure, you’ll increase your chances of landing interviews dramatically.

? Format smart. Use keywords. Focus on clarity.
That’s how you beat the bots — and get hired.

Category

1. Uncategorized

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