



ATS KEYWORD CHEATSHEET

Get Past the Robot. Land the Interview.

75% of resumes are eliminated by ATS before a human ever reads them.

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POWER ACTION VERBS

- ◆ Achieved, Accelerated, Built, Collaborated
- ◆ Delivered, Designed, Developed, Drove
- ◆ Engineered, Executed, Generated, Implemented
- ◆ Launched, Led, Managed, Optimized
- ◆ Produced, Reduced, Scaled, Transformed

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UNIVERSAL KEYWORDS BY ROLE

- ◆ Marketing: ROI, KPI, Campaign, Conversion, Analytics
- ◆ Tech: Agile, API, Full-Stack, DevOps, Cloud
- ◆ Finance: P&L, Budget, Forecasting, Compliance, Audit
- ◆ Sales: Revenue, Pipeline, Quota, CRM, Prospecting
- ◆ HR: Talent Acquisition, HRIS, L&D, Retention, Culture

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ATS FORMATTING RULES

- ◆ Use standard section headers: Experience, Skills, Education
- ◆ No tables, graphics, or text boxes — they break parsing
- ◆ Spell out acronyms first: Search Engine Optimization (SEO)
- ◆ Match job description keywords EXACTLY — copy the exact phrasing
- ◆ Use .docx or PDF, never image-based files

PRO TIP: Paste the job description into a word cloud tool. The biggest words = your most important keywords.

Get Your Free ATS Score at BarcaProduction.com

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