

KEYWORDS

Using the right keywords is the secret to your success. Select the right words and the results can be powerful. When it comes to your resume and LinkedIn profile, knowing which keywords to include can be a challenge. Select words that convey your unique talents and experience. Be careful not to “oversell” yourself by selecting traits or skills that you can’t validate. Below are some general and functional terms that will differentiate you from the competition.

General Keywords & Areas to Highlight

Acquisitions	IPO	Promotions
Business Development	JD Edwards	Region-Specific (e.g. Asia, Latin America)
Business Process Improvement	Leadership	Raising Capital
Leader	Long-Range Planning	Revenue Generating
Change Management	M&A	Specific Industries
Cost Reduction	MBA	Specific Software (e.g. SAP, Oracle)
Customer Retention	Mergers	Strategic Planning
Decision-Making	MRP	Succession Planning
E-Commerce	Multi/Bi-Lingual	System Implementation
Growth-Oriented	Problem-Solving	Team-Building
Infrastructure Development	Process Improvement	Turn Around
International	Productivity Improvement	
Internet	Project Management	

FINANCE/ ACCOUNTING

10k	Business Valuations	Director of Investor Relations
10Q	Cash Flow Management	Expense Analysis
A/P	CFA	Finance Manager
A/R	CFO	Financial & Strategic Planning
Accounting	Chief Financial Officer	Financial Analyst
Accounts Payable Clerk	CMA	Financial Assistant
Accounts Receivable Clerk	Collections Specialist	Financial Planner
Assistant Controller	Cost Accountant	Financial Projections
Auditing & Compliance	CPA	Financial Reporting Analyst
Bank Reconciliations	Credit Analyst	Financial Statements
Book Keeper	Cross Functional Team Leadership	Fixed Asset
Budget Management	Crystal Reports & Spreadsheets	FP&A
Business Process Re-Engineering	Data Warehouse Reporting	GAAP

General Ledger
 Internal Audit
 International Controller
 Mergers & Acquisitions /M&A
 Modeling
 Month End
 MS Excel
 Mutual Fund Analyst
 Operating & Working Capital

P & L Management
 Payroll
 Payroll Clerk
 Payroll Manager
 Portfolio Management
 Portfolio Manager
 Regulatory Accounting
 Risk Management
 SAP

SEC
 SOX/Sarbanes Oxley
 Staff Accountant
 Tax Planning
 Tax Reporting
 Treasurer
 Trial Balance
 Value Added Analysis
 VP of Finance

HUMAN RESOURCES

Affirmative Action / EEO Regulations
 Assessment
 Benefits
 Benefits Coordinator
 Cobra
 Compensation
 Compensation Analyst
 Compliance
 Director of Recruiting
 EDD
 Employee Orientation
 Employee Relations
 Executive Recruiter
 HR
 HRIS
 HRIS Analyst

Human Resources Benefits Analyst
 Human Resources Director
 Human Resource Specialist
 Human Resources Assistant
 Human Resources Coordinator
 Human Resources Generalist
 Human Resources Manager
 Human Resources Program
 Development
 Human Resources Representative
 Labor Relations
 Mediation
 OD/Organizational Development
 Payroll Supervisor
 Performance Development
 Personnel Representative

Personnel Supervisor
 Personnel Training
 Pre-Employment Screening
 Recruiter
 Recruitment Programs
 Risk Management
 Staffing Manager
 Staffing/Scheduling Requirements
 State & Federal Rules & Regulations
 Succession Planning
 Tax
 Training/Orientation
 VP of Human Resources
 Workman's Comp

IT/IS

Administrators
 Advisors
 Analysts
 Applications
 Architects
 Audit
 CIO
 Client/Server Environment
 Compliance

Consultants
 Database Management Systems
 Designers
 Developers
 Development Managers
 Distribution
 Editors
 End-User Software Applications
 Engineers

Estimators
 Hardware & Software
 Help Desk
 Help Desk Assistance
 Implementation
 Information Security
 Infrastructure
 Integrators
 Internet/Intranet

IT
IT Director
IT Manager
IT Quality Assurance Management
IT Support
Migration
Network Admin
Planners
Programmers
Programming
Project Management

Project Managers
Risk
Servers
Software & Network Operations
Sox/Sarbanes Oxley Compliance
Specialists
System Maintenance & Upgrades
System Operators
Systems Engineering
Systems Integration
Technical Support

Technicians
Technology
Technology Portfolio
Troubleshooting
User Support
VP of Information Technology
VP of Technology
Web Applications
Web Server Administration
Writers

MARKETING

Advertising
Brand Equity
Brand Management
Business to Business
Business to Consumer
Community Marketing
Competitive Market Analysis
Consumer Packaged Goods
Consumer Panel
Consumer Product Marketing
Customer Relationship Management
Demand Generation
Direct Marketing

Distribution Channels
Entrepreneurial Marketing
Focus Group
Global Marketing
Market Analysis
Market Research
Market Segmentation Analysis
Market Share
Marketing Communications
Marketing Initiatives
Marketing Model
Marketing Plan
Marketing Research

Marketing Strategy
Media Planning
Negotiation
New Product Development
Product Innovation
Product Launch
Product Mapping
Product Marketing
Project Management
Promotion Strategy
Relationship Marketing
Services Marketing
Target Marketing

OPERATIONS

Backorders
Bidnet Interface
Business Management
Buyers
Cost Reduction & Avoidance
ERP
General Management
Improvement Strategies
Inventory Control
Kanban

Leadership & Team Building
Lean Manufacturing
Manufacturing Principles
MRP
Operation Management
Operations Implementation
PMP
Procurement & Purchasing
Production Control
Production Schedule

Productivity Management
Project Planning
Purchasing Procedures & Techniques
QA
Quality Assessment & Assurance
Six/6 Sigma
Sourcing
Strategic Operations Development
Supply Chain
Tactical Execution

SALES

Accounts Executive
Accounts Manager
Channel Sales
Channel Sales Manager
Client Relations
Client Relationship Building
Communication Skills
Consultative Sales
Customer Relations
Customer Service
Director of Sales
District Sales Manager
E-Business Sales Manager
Event Marketing
Forecasting

Investment Representative
IT Sales Solution Selling
Manufacturer Representative
Marketing Strategies
Medical Sales Representative
Negotiating & Closing
Networking
New Business Development
One-Call Sale
Outside Sales
Outside/Inside Sales
Pharmaceutical Sales
Product Marketing
Promotional Tactics
Regional Sales Manager

Relationship Building
Relationship Sales
Relationship Selling
Sales Engineer
Sales Executive
Sales Expansion
Sales Presentations
Sales Professional
Sales Representative
Sales Support Manager
Selling Strategies
Technical Sales
Territory Manager
Territory Sales Representative
VP of Sales