

Name:

Aligned to the following standards:

CS.05, FFA.PL-A, FFA.PG-J, FFA.CS-M, FFA.CS-N, AG5, AGC08.01, AGC09.01, AGC09.02, CCSS.RI.9-10.2, CCSS.RI.9-10.4, CCSS.W.9-10.1, CCSS.W.9-10.2, CCSS.SL.9-10.1, CCSS.RST.9-10.8, CCSS.RST.9-10.9, CCSS.WHST.9-10.1, CCSS.WHST.9-10.2, CCSS.WHST.9-10.4, CCSS.WHST.9-10.6, CRP.02, CRP.04, CRP.07, CRP.08, CRP.10, CRP.11

Finding the Right Words

Directions:

Using the article "Keywords: How to Use Them and Adjust for Success" (<https://www.agcareers.com/ag-and-food-career-guide/2024/US/5/>), complete the activity below.

Pre-Reading

Answer these questions before reading the article.

1. List five characteristics you have heard others use to describe you.	2. Do you feel those characteristics could help you obtain a career one day? Why?
❖ ❖ ❖ ❖ ❖	

Post-Reading

Answer these questions after reading the article.

1. What is the main topic of this article?

2. What are key words?

3. List the key words you would need to use in a Google search for the following topics:

<i>Apple Pie Recipe</i>	<i>Local Prom Photographers</i>	<i>Pumpkin Farm Field Trip</i>

4. Define an ATS system.

5. How does an ATS system work?

6. Why do you think it's important for your application to rise to the top in an ATS system?

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7. List one overarching tip for each of the following topics:

1. Have your general resume saved	
2. Absorb the job description	
3. Tailor your resume	
4. Perfect it and make it legit	
5. Saving your resume	

Dig Deeper

Job Ad: <i>Farm Store Retail Associate</i> The retail associate is responsible for interacting with customers and other team members, supporting the selling initiatives and performing assigned tasks while delivering quality customer experience. <i>Essential Duties and Responsibilities:</i> As a member of our team, it is important that you be available, flexible, adaptable and service-oriented as well as be able to do the following: ❖ Maintain regular attendance. ❖ Deliver a quality customer experience, greeting the customer and meeting their needs/wants. ❖ Recommend product solutions to customers. ❖ Operate cash register/computer. ❖ Assemble merchandise. ❖ Perform janitorial duties as needed. ❖ Execute price changes/markdowns. ❖ Assist customers with loading purchases. ❖ Ensure the safety and well-being of birds. <i>Preferred Knowledge, Skills or Abilities:</i> ❖ Farming, ranching, pet/equine or welding knowledge is strongly preferred. ❖ Ability to read, write and count accurately ❖ Strong communication and problem-solving skills ❖ Basic computer skills ❖ Strong interpersonal skills <i>Experience and Education</i> ❖ No experience required ❖ High school diploma or equivalent is preferred but not required.	Resume: Simon Jones 395 East Street, Marigold, VA 54204 (523) 436-5587 sjones@marigold.com Education: Marigold High School Diploma, 2023 Previous Work Experience: ❖ Flowers Afterschool Program ○ Counselor, tutoring ❖ Marigold Coffee Shop ○ Barista, customer service, baker ❖ Farm Fresh Dairy Farm ○ Barn manager, morning milking Skills: ❖ Working with youth ❖ Truck maintenance ❖ Negotiation ❖ Debate ❖ Communication ❖ Social media ❖ Livestock knowledge ❖ Problem-solving ❖ Scuba-diving File Name: Resume_Number_Six_the_best.pdf
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1. Rate this resume 1 to 5 based on the job advertisement (1 being poor and 5 being the best).

1	2	3	4		5
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2. What improvements would you make to the "Previous Work Experience" section? Why?

3. What improvements would you make to the "Skills" section? Why? Using a red color, add those improvements to the resume.

4. Like the scale above, with 1 being poor and 5 being the best, rate the file name that Simon has his resume saved under. Explain your rating below and using a blue color, create a file name that is better on the sample resume.

1	2	3	4	5
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Explanation:

5. Why do you think the resume as it is will not rise to the top of an ATS system for this business?

6. How will you apply what you have learned from this article to your future?