

# INDUSTRY BUZZWORDS

Employers use scanning software programs that search for buzzwords or keywords to identify promising applicants. Read the job description and pull terms from there; but only include keywords that accurately describe your background.

## Engineering

- Benchmark
- Computer-Aided
- Efficiency
- Ergonomic
- Experimental
- Methods
- Optics
- Prototype
- Quality
- Reliability
- Software
- Systems
- Turnkey

## Finance & Accounting

- Accounts Payable
- Asset Management
- Capital Budget
- Corporate Tax
- Cost Reduction
- Feasibility
- Foreign Exchange
- International Finance
- Leveraged Buyout
- Margin Improvement
- Merger
- Profit Gains
- Return on Assets
- Risk Management
- Shareholder Relations
- Strategic Planning
- Trust Accounting
- Workpapers

## Management

- Acting Executive
- Capital Projects
- Corporate Vision
- Crisis Communication
- Cross-Functional
- Global Market
- Infrastructure
- Long-Range Planning
- Matrix
- Reengineering
- Return-On-Investment
- Strategic
- Turnaround

## Health Care

- Ambulatory
- Grant
- Home Health
- Multi-Hospital
- Quality of Care
- Rehabilitation
- Wellness

## Human Resources

- Career Pathing
- College Recruitment
- Cross-Culture
- Diversity
- Incentive Planning
- International
- Merit Promotion
- Needs Assessment
- Regulatory
- Safety Training
- Staffing
- Union Negotiations

## Business

- Acquisition
- Barter
- Channel
- Competitive
- Consumer Behavior
- Cross-Cultural
- Diplomatic
- E-Commerce
- Emerging Markets
- Feasibility Analysis
- Foreign Investment
- Global
- Intellectual Property
- International
- Joint Venture
- Licensing
- Marketing
- Merger
- Multi-Channel
- Promotional
- Start-Up Venture
- Strategic Alliance
- Technology

## PR/Communications

- Brand Strategy
- Community
- Corporate Vision
- Crisis
- Investor
- Media Relations
- Publications
- Strategic
- Tactical

## Teaching/Education

- Accreditation
- Alumni Relations
- Career Counseling
- Course Design
- Grant Administration
- Intercollegiate
- Public Speaking
- Residential Life
- Standards
- Student Retention
- Textbook Review

## Sales & Marketing

- Account Management
- Branding
- Competitive
- Customer Loyalty
- E-Business
- Key Account
- Multimedia
- New Market
- Profit Growth
- Public Relations
- Sales Presentations
- Trend Analysis

## Law

- Acquisition
- Adjudicate
- Antitrust
- Copyright
- Due Diligence
- Fraud
- Probate
- SEC Affairs
- Trademark
- Workers' Compensation

## Film & Television

- Box Office Research
- Casting
- Cinematography
- Digital Cinema
- Media Trends
- Multi-Channel
- Popular Culture
- Production
- Program Scheduling
- Prop Master
- Screenings
- Script Writing
- Sponsors
- Theatrical Release

## English/Journalism

- Blog
- Credible
- Content Planning
- Copyediting
- Digital Media
- Exclusive
- Internet Publishing
- Objective Viewpoint
- Photo Editing
- Search Engine
- Social Media

## Counseling

- Academic Advising
- Assessment
- Career Counseling
- Child Development
- Confidentiality
- Crisis Counseling
- Cross-Collaboration
- In-Service Training
- Multicultural
- Special Needs

## Studio Arts

- 2D/3D Art
- Animation
- Electronic Media
- Freelance
- Innovative Design
- Illustration
- Methodology
- Web-Based Graphics

\* Source: *The Job Hunter's Word Finder*, James Bluemond, 1996.  
*Best KeyWords for Resumes, Cover Letters, and Interviews*, Wendy S. Enelow, 2003.

## Important Tips About Keywords

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- Under usage of buzzwords may not spark the interest of an employer or be selected by a computer search
- Over using buzzwords may put off a recruiter if it does not sound genuine
- Weave the right mix of buzzwords into your resume, cover letter, and interview to make it sound interesting
- Study job postings in your desired position and create your own list of industry words that are repeated
- Fortify these words in your resume, cover letter, and interview with accomplishments
- Realizing buzzwords in your industry allows you to focus your energy towards gaining the right experiences
- Do not “plant” buzzwords in sentences where they do not belong
- Occupations are fluid and dynamic so revisit your buzzword list often
- Supplement your list with additional skills and qualifications that you uniquely offer

## Industry Examples

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### Engineering

Performed **benchmarks** comparing the performance of Macintosh and PC platforms in Hardware Engineering Lab

### Finance and Accounting

Led the student management team in a simulated **leveraged buyout** from inception to completion

### Management

Authored a document describing a common **corporate vision** across worldwide divisions and **strategic** business units

### Health Care

Researched existing **rehabilitation** programs for paraplegics, quadriplegics, and other disabled patients for term paper

### Human Resources

Proposed a performance driven **merit promotion** program to reward the most efficient workers at the fitness center

### Business

Negotiated a **strategic alliance** between 12 campus sororities to benefit underprivileged children

### PR/Communications

Researched trends to formulate a **brand strategy** that incorporates the social networking websites

### Teaching/Education

Increased **student retention** by 30% despite the increase in tutoring fees

### Sales and Marketing

Provided upper management with the vision to enter into **e-business**

### Law

**Adjudicated** student claims alleging unfair teaching practices in a peer ombudsperson role

### Film and Television

Researched trends in **popular culture** and related technology and use knowledge to recommend business initiatives

### English/Journalism

Crafted daily ideas into a **blog** post on the company website, consistently generating hundreds of comments

### Counseling

Conducted an **in-service** workshop on **Multiculturalism** on high school campuses from a student perspective

### Studio Arts

Enhanced **3D animation** skills through intensive training at the Animation Company summer program