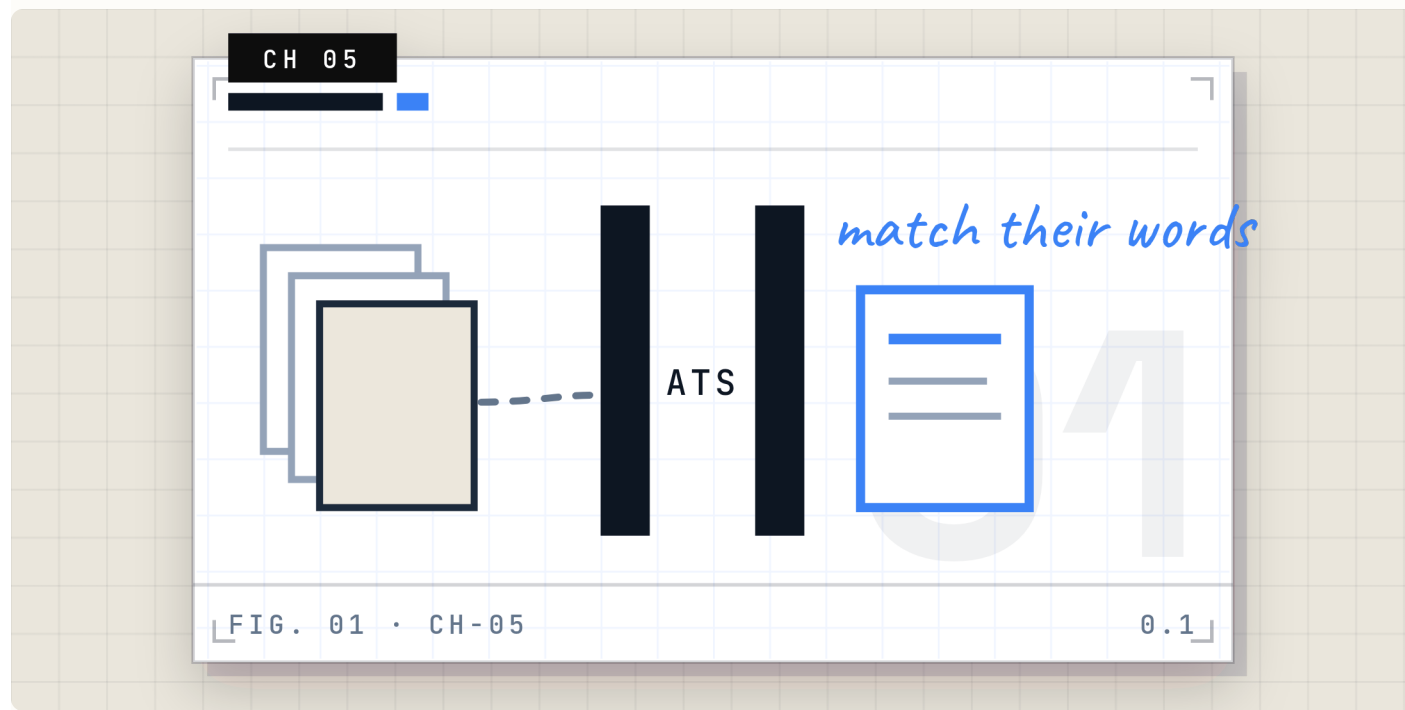


How do I get my resume past the applicant tracking system?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated June 2026



SHORT ANSWER

Align your resume directly with the nouns and verbs in the job posting to clear the automated filters. Stop trying to trick the software with hidden keywords. Instead, write for the human who reads it next by showing exactly how you will solve their immediate team problems on day one.

You are sending dozens of applications into a black hole, wondering if a human ever sees them. I will show you how to get your resume past the ats by turning the job description itself into your unfair advantage. You will walk away with a concrete strategy to make your experience impossible for a hiring manager to ignore.

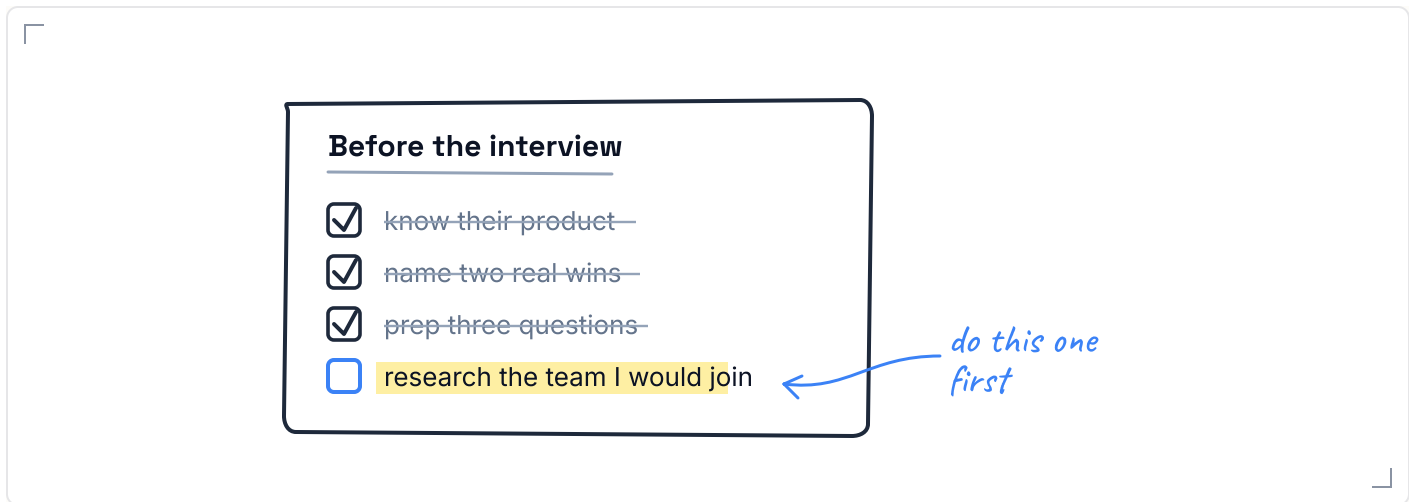


FIG. 02 My real prep note has three things done and one still open, with the company research highlighted, because it is the item that actually changes the conversation.

§ 01

Why is my resume getting rejected instantly?

Applicant tracking systems reject your resume because you are writing a generic history instead of matching the specific language of the job posting. The software looks for exact noun matches. If the post asks for client acquisition and you wrote sales growth, you get filtered out.

ATS software is not complex. It is a simple database search tool. Most career coaches tell you to format your resume with fancy columns. That is terrible advice. It actually scrambles the parser.

Keep it simple. Use a single column. Match their vocabulary exactly. I see too many candidates lose great roles because they wanted to sound creative instead of being clear.

§ 02

How do I match the job description without lying?

Translate your past achievements into the exact operational framework of the target role by mapping your skills to their stated problems. You do not invent new experience. You simply frame your actual history using the precise vocabulary the hiring manager used to write the job description.

I call this translation, not fabrication. If you managed a budget, and they want fiscal oversight, use their term. It is the same work.

This is where most people get stuck. They feel like they are cheating. You are not. You are making it easy for a tired recruiter to see that you can do the job. Do not make them guess.

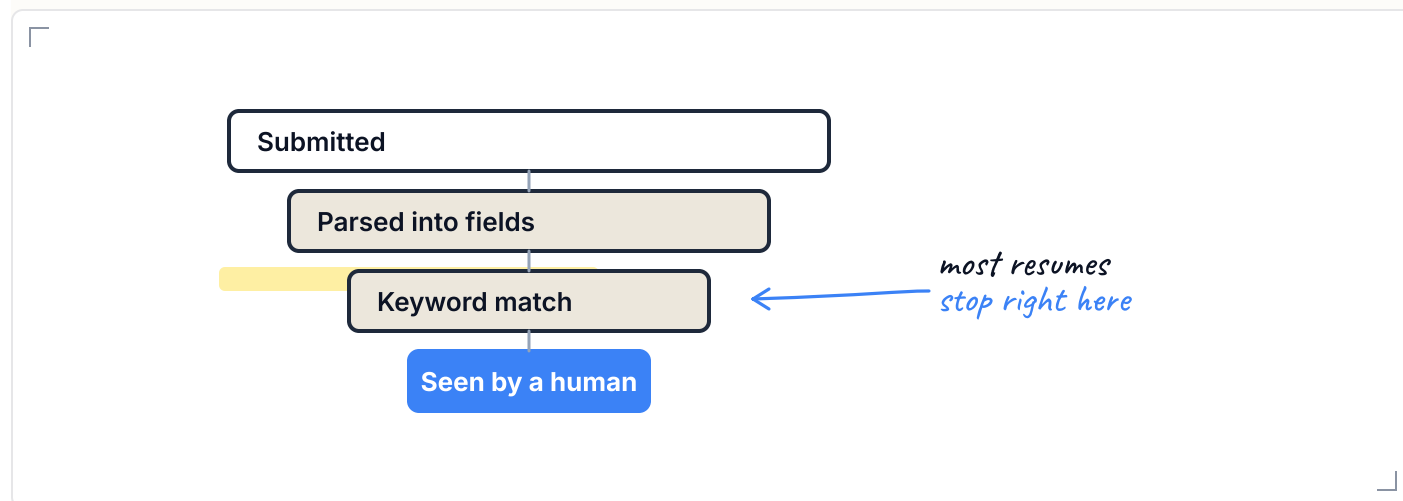


FIG. 03 Your resume passes through a few quiet gates before a person ever sees it. It gets submitted, parsed into fields, matched against keywords, and only then surfaced to a human. Most of the drop happens at the keyword gate.

Build this for your role.

Paste a real posting, get the 12 page plan. First draft free.

Start free

§ 03

Is keyword stuffing the secret to beating the system?

Keyword stuffing will get you past the initial software scan only to face immediate rejection by the hiring manager who reads it. A human quickly spots a list of disconnected terms. You must integrate these critical terms naturally into real stories of your past professional impact.

Most resume advice is useless because it treats the software like the final boss. It is not. The human manager is the real hurdle.

If your resume looks like a word cloud, you look desperate. I hate seeing good talent do this. Here is the honest caveat. If you do not have the core skills, no amount of keyword matching will save you. You cannot bypass a lack of basic capability.

§ 04

What should I do once my resume gets through?

Shift your focus from surviving the filter to winning the actual interview by preparing a strategic analysis of their business needs. You need to show up with a clear plan of action. This demonstrates that you understand their challenges and are ready to execute immediately.

This is why I built Baldwin Blueprint. We turn the job posting and your resume into a 12 page strategic document. You get an Impact Memo, an Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan.

Do not just show up to answer questions. Walk in with the strategy. It changes the entire dynamic of the room. The first draft is free, and we do not even ask for a card.

WORKED EXAMPLE • RESUME BULLET

BEFORE

Responsible for managing the local marketing budget and running various ad campaigns.

AFTER

Managed a fifty thousand dollar marketing budget, aligning spend to the strategic goal of client acquisition through targeted digital campaigns.

What most people do	What actually works
Use creative job titles to stand out	Use standard industry titles that match the posting
Write a long list of skills at the bottom	Weave key terms directly into accomplishment statements
Send the same generic PDF to fifty companies	Tailor the vocabulary for every single application

The takeaways

- 01 Match the exact nouns used in the job description.
- 02 Avoid complex multi column layouts that scramble software.
- 03 Prepare a strategic plan for the human interview.

Questions people ask

Is Baldwin Blueprint just a fancy cover letter generator?

No, it is a complete 12 page strategic kit. It includes an Impact Memo, an Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan. It does not write generic letters. It analyzes the actual posting to build a real operational plan.

Will this guarantee I get past the ATS?

No tool can guarantee a hire because human bias and internal candidates still exist. However, matching the exact nouns in the posting maximizes your mathematical chance of passing the automated scan. It gets your materials in front of human eyes.

Do I need to pay to see my blueprint?

No, the first draft is completely free. You do not even need to enter a credit card. You upload the job posting and your resume, and we build the initial strategic document for you to review immediately.

SOURCES

- U.S. Bureau of Labor Statistics Career Outlook

BUILD SHEET

This is the plan a Blueprint drafts for your exact role.

Paste in a real job posting and your resume. Get a tailored 12 page Blueprint in minutes.
Your first draft is free.

Start your free Blueprint

Free, no card. No account needed to draft.

Or [read a real finished Blueprint](#) first. Free, no signup.

The Hiring Field Manual by Chris Baldwin, founder of Baldwin Blueprint. [About](#) · [All chapters](#) · [The tool](#)