



## USING YOUR RESUME

Again, employers may receive hundreds of resumes for one position, so it is crucial that you modify your resume for each job to which you apply.

Don't make the mistake of submitting an identical resume with every application, especially for different roles or companies. It is very important that you think of this document as a template that you can alter to satisfy the following:

- 1** **ROLE MATCH:** First, you want the hiring manager to recognize you as a match. Give your resume a focus with a headline that contains the exact same Target Job Title from the ad. The headline will be the first thing to capture the reader's attention if it is positioned on a separate line immediately below your contact information.
- 2** **SKILL MATCH:** The reality of the process is that many companies use computerized screening systems programmed to scan resumes for certain keywords and rank them by relevance. Create a section in your resume that can act as a keyword bank – this will help your resume pass the computer's screening system. A Core Competencies section can house the abilities and expertise that were listed as requirements in the job ad.
- 3** **VALUE MATCH:** In order to win the reader's interest it is necessary to directly relate what you offer and what problems you solve to the company's particular needs and business challenges. Describe how you meet those needs with bulleted descriptions of your achievements in a Summary of Qualifications section.

### JOB AD ALIGNMENT:

Now, how do you modify your resume to address and incorporate the listed job requirements so the employer will recognize you as an exact match for this position? Let's follow a few steps to sharpen your resume so it will hit the bull's-eye of your next job target.

1. Find one job ad in your target area. Print it out or paste it into a document on your computer.
2. Highlight the job ad. What you highlight will become your resume's Target Job Title, Core Competencies, and Summary of Qualifications sections.
3. Give your resume a headline with the target job title. Use the exact title from the ad.
4. Add core competencies to match keywords in the ad. List your relevant skills, abilities and expertise.
5. Align your value with the employer's advertised needs. Share accomplishments or work experience stories in the Summary of Qualifications section of your resume. Ask yourself, "What kinds of problems does this employer face?" From an employer's perspective, the most important part of a work experience story is the result of the action you took or the challenge you faced. If you need help understanding what these challenges are, ask people in your network, look for more information online or have an informational interview with someone in the industry.

**Example of how to put this in action: CHALLENGE + ACTION = RESULT.**

**Potential employer's job requirement (CHALLENGE):** "Our ideal candidate will successfully recruit, develop, and motivate staff."

**+ Your work experience story (ACTION):** "Stimulated employee engagement through relationship-building and idea-sharing on team assignments."

**= Your business impact (RESULT):** This enabled junior business partners greater ownership over development and implementation of new projects quarterly.

6. Add any other relevant projects or results to your Professional Experience section. Use the space in your Work History section if your Summary of Qualifications section is getting too long.



## A SAMPLE RESUME

YOUR NAME

Address | City, State Zip | (xxx) xxx-xxxx | email@email.com | social media URL

### HEADLINE/TARGET JOB

#### SUMMARY OF QUALIFICATIONS

- Years of relevant experience; types of companies and/or industries in which you have worked.
- Summarize 2-4 job-specific skills: These are skills learned through education and/or on-the job training relevant to the target jobs and/or employers.
- Summarize 2-4 transferable skills: These are skills that illustrate your work and behavioral style.
- Summarize factors that set you apart from the competition: Specific degree, certification and/or credentials; internship experience; bilingual or multilingual; willingness to travel and/or relocate.

#### CORE COMPETENCIES

- |                  |                  |                  |
|------------------|------------------|------------------|
| • Relevant Skill | • Relevant Skill | • Relevant Skill |
| • Relevant Skill | • Relevant Skill | • Relevant Skill |
| • Relevant Skill | • Relevant Skill | • Relevant Skill |

#### PROFESSIONAL EXPERIENCE

**Job Title, Company Name,** City, State

Month/Year to Present

Overview of what this job entails: Job scope and function within the company; key tasks/areas of accountability; quantify size of department, number of people on team and/or supervised, number/type of customers served. This description would essentially describe anyone who would hold this job title with this company. No more than five lines total.

- Achievement, contribution, problem solved. Quantify when possible.
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Month/Year to Month/Year

Overview of what this job entails: Job scope and function within the company; key tasks/areas of accountability; quantify size of department, number of people on team and/or supervised, number/type of customers served. This description would essentially describe anyone who would hold this job title with this company. No more than five lines total.

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#### EDUCATION

**Degree, Major, College,** Location—year completed

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