

Tailoring Your Resume

You've found the perfect job, but how do you ensure your resume catches the recruiter's eye? Tailoring your resume is **key to standing out in a competitive job market**. It's not just about what you've done; it's about how you present it. Here's how to maximise your chances of an interview.

Tailoring

When an employer posts a job opening, they typically include a list of responsibilities and required (or preferred) qualifications. **Tailoring your resume means adjusting it to reflect those qualifications using the same language or keywords in the job description**. This proves to the employer that you have the skills they seek and have successfully applied them to your past work to achieve optimal results.

A tailored resume allows you to stand out from the competition and **demonstrates that you understand the job and the employer's needs**.

What Are the Benefits?

It significantly improves your chances of getting noticed and landing an interview!

Here's why:

- Hiring managers are most concerned with **how well you match the job requirements**. A tailored resume shows you have the specific skills, experience, and qualifications they seek.
- Many companies use **Applicant Tracking Systems (ATS) to screen resumes**. By incorporating the right keywords from the job description, you increase your chances of passing these systems and getting your resume seen by the hiring manager.
- Tailoring your resume allows you to **emphasise the experiences and qualifications most relevant to the job**, making it easy for hiring managers to see your suitability for the position.
- A tailored resume shows that you've **taken the time to understand the company and its needs**, demonstrating your genuine interest in the position.

How to Tailor Your Resume

Follow these easy steps to create a more compelling resume by tailoring it to job descriptions:

1. Review the Job Description:

- Read the job description carefully to determine what the employer seeks. Write down or highlight significant keywords related to skills, qualifications, and responsibilities.
- Pay attention to the order in which responsibilities are listed. Responsibilities mentioned first may be more of a priority for the employer, so highlight these in your resume.

2. Update Your Summary:

- Your summary section should immediately convey your fit. Use keywords from the job description to highlight your most relevant skills and accomplishments. Include the job title you're applying for to show that your resume is personalised.

Example:

- Before: "Experienced project manager with a background in various industries."
- After: "Results-driven Project Manager with 5+ years of experience managing cross-functional teams in the tech industry, specialising in agile project management."

Remember: Always ensure the skills and experiences you include in your summary are accurate to your actual skillset. Don't overstate your expertise. Your resume should reflect what you're genuinely capable of.

3. Customise Your Work History

- Your work history is one of the first things hiring managers will notice. Ensure your job titles, responsibilities, and accomplishments align with the job you're applying for. Separate your most relevant experience into a distinct section (e.g., "Marketing Experience") and list other roles separately.
- Use keywords from the job description in the bullet points to show you have the required experience. If the job description emphasises leadership, start each list with leadership-focused responsibilities and achievements.

Example:

- Before: "Managed teams"
- After: "Led a cross-functional team of 5 to deliver projects on time, increasing efficiency by 20%."

4. Include Measurable Results

- Hiring managers are likelier to be impressed by specific achievements that show your impact. Instead of saying, "Created successful marketing campaigns," say something like, "Developed an email marketing campaign that increased sales by 10%."

5. Update Your Skills Section

- After updating your summary and work history, review your skills section. List the most relevant skills from the job description, such as proficiency in specific technologies, soft skills, or industry-specific expertise.
- Don't overlook "preferred" skills mentioned in the job description. Even though they may be optional, if you have them, including them can set you apart from other candidates.

6. Proofread Your Resume

- In addition to checking for grammatical and spelling errors, review your resume to ensure that you've incorporated the job description's keywords and phrases. Compare your summary with the overall job description to ensure they match.
- Have a trusted friend or colleague review your resume for alignment. They can help spot any areas that could be further tailored or refined.
- Make sure your resume feels personal and doesn't read like AI wrote it! It should reflect your unique voice and qualifications, not just the job ad.

Note! Tailoring your resume might take extra time, but it's well worth the effort. By following these steps, you'll create a resume that speaks directly to the job you're applying for, maximising your chances of landing an interview.