

RESUMES

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HOW TO TAILOR YOUR RESUME

Your resume looks great. It defines your personal brand. It highlights your accomplishments. The work experience reinforces your personal brand throughout. It's in great shape. BUT it is important to remember that your resume may not always speak as specifically to a posting as you would like. That's when it's necessary to tailor your resume. If you do not, you run the risk of having the Applicant Tracking Software (ATS) program miss your resume or the reader miss some qualifications that would make them want to meet you. The following tips can be used in part or in whole to tweak your resume so that it aligns with each posting effectively. *The key when tailoring your resume is to really analyze the postings and your resume to determine if it measures up.*

Change out the Headline/Title/Branding at the Top of Your Resume – Change out the title on your resume to match the one in the posting. This informs the reader that you are the answer to their problem. If your heading is more tactically focused and the posting you're applying for is more strategic change out some of the branding statement(s) you've developed so they are more strategic in focus.

Swap Out & Add Core Competencies – Your resume should have core competencies listed somewhere or in many places on your resume. If you notice that some of the skills sets or functions mentioned in the job posting are not on your resume and you possess them, swap out existing competencies for the ones listed in the posting. You will want to do this throughout the document as necessary.

Reprioritize Bullet Points & Core Competencies – Sometimes a posting will emphasize that the company is looking for experience in a certain area. You will want to reprioritize your bullet points to showcase the experience you possess that is most relevant to the potential employer as outlined in the job posting. Reprioritizing bullet points is always a great way and easy way to tailor your resume.

Swap Out & Add New Accomplishments – As often happens in the resume development phase, we come up with more accomplishments than we can fit on the resume or that we think are most relevant to the postings the client is targeting with their resume. It is a tough decision to leave them off, but they simply are not always relevant. The good news is that you can use them in other ways assuming you've saved the extra accomplishments in another Word document. Swap out existing accomplishment statements with the extra accomplishment statements that are more relevant to the position. Good content should never go to waste!

Swap Out & Add New Bullet Points - Just as there are oftentimes extra accomplishments, there are extra bullet points that didn't make the first cut because they had information not as relevant to the positions we were originally targeting. Go ahead and swap out existing bullet points for the more relevant ones that you haven't yet used.

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All of this may seem overwhelming, but take it step by step and only apply the tactics that will enhance your resume the most. Taking the time to do this will pay dividends and will make you more prepared when it comes time for the interview.

Of course, if you are an existing client, I am also available to tailor or update your resume for you. Don't hesitate to reach out if you rather a professional take care of it.

The best is yet to come,

Michelle