

How to Tailor Your Résumé for Your Job Search

6 Things To Do To Get Your Résumé Into the “YES!” Pile



To set yourself up for success in your job search, you will need to make minor adjustments to tailor your résumé to each specific job you are targeting.

Start by copying the résumé you received and renaming it like this: YOUR_NAME-Company_Name.doc. This will help keep you organized as you apply to different companies.

Your résumé should already contain keywords and phrases for the career target you identified so that Applicant Tracking Software (ATS) will find a strong match between your résumé and the posting. However, it will be your job to check each job description before you apply to see if you need to add or replace any of the words in your résumé that might be used differently by this company or for the unique requirements of this specific opportunity.

For example, some companies use “sales” and “marketing” as distinct roles, and others use them interchangeably. If you are applying for a sales role, and your résumé uses the word sales, check the job description to make sure your target company also uses the word sales. If they don’t, change some of the references to sales in your résumé to match the term the company uses.

If you’re not sure that you are identifying the words that need changing, use the online tool Jobscan.co.

If you are spending more than half an hour customizing a résumé, you may need to reconsider the jobs you are applying for, to ensure they align with your original target.

Here are common customizations that may be necessary:

1. Contact Information

In an age of cybersecurity and overall safety, it is standard to omit the street address on a résumé, but the City, State, and ZIP code or alternatively, the geographical area, such as New York Metropolitan area, are still important, particularly if you are searching locally, since companies strongly prefer local candidates. If you are willing (or hoping) to relocate, you may omit any indication of your geographic location.

2. Professional Summary

Make sure with the headline or prominently placed at the head of the first sentence in the summary has the job title such as Sales Director, Corporate Finance Officer, or Customer Service Representative. Copy the job title from the job description and place it to further target your résumé.

3. Skills/Core Competencies List

You may have a section on your résumé that lists your main skill set as related to the career target identified. This section can and should be modified each time you send the resume out to a specific opportunity.

Skim the job ad for the specific skills that are required and highlight any of them that match your background. For example, if the job description says that the successful candidate will “build trust-based relationships with key customers”, the skill to include is “Relationship Building” or “Customer Relationship Management.”

4. Experience

To tailor the experience section, change only enough information to shift the focus or emphasis to match the core requirements of the targeted position.

Staying with our sales/marketing example, let’s say you have held several types of sales positions, and you are applying for a membership sales job. Your membership sales experience was three years ago, the second job on your résumé. To highlight this experience, bring the membership sales bullet(s) in this position to the top of the list and mention this specific experience in the skills list.

Your achievement bullet points may have been organized into themes with keywords in bold. If your résumé has been structured in this way, you can adjust these bolded keywords to better match the targeted opportunity.

For example, perhaps one of your achievement bullets points has the keyword “Stakeholder Management” in front of it, and the achievement points to how you have generated alignment across the organization. However, imagine that the specific job opportunity requires collaboration across

functions. You will simply substitute Stakeholder Management for Cross-Functional Collaboration to better match the opportunity.

Sometimes tailoring the experience section may involve tweaking an older position that doesn't apply to the new opportunity. The key is to highlight experience relevant to the target role.

5. Certifications

Eliminate certifications or professional development courses that are not relevant to this specific job.

6. IMPORTANT

- ✓ After making changes to your résumé, be sure that you haven't accidentally changed the format.
- ✓ Double-check that there are no additional spaces between paragraphs, sections, words and sentences.
- ✓ Make sure you haven't accidentally used a different font, color or size of font.
- ✓ Ensure you haven't created any errors with spelling, punctuation or layout.
- ✓ Save it as a PDF and send it online instead of a Word document as the formatting can shift in the transference and according to the version of Microsoft Word the receiver has.

If you make these tweaks to your résumé, you will get results much quicker than having a general résumé. I use these tips with my own clients and have seen them land interviews successfully as their résumé "spoke" the language of the job posting. Let me know how it goes for you. I love hearing from my followers!

Successfully yours,

Nickquolette B

As always, iRock is here to help. If you want or need assistance in telling your career story to land an interview, visit our website at irockresumes.com, call us at 469-666-0753 or send an email to irock@irockresumes.com.

We will be happy to assist you!

About Me:



I am a Career Development Strategist with expertise in résumé writing, interview prep, career strategy, and LinkedIn branding.

I am passionate about helping serious career professionals understand they are more than just an employee and that they are in fact their own corporation, their own brand, and their own CEO. I work to change the mindset from employee to business owner within the structure of corporate America. You don't have to be an entrepreneur in the sense of owning an actual business. However, you do have to see yourself as an entrepreneur of your own brand and value in the job marketplace. But don't worry. You don't have to do it alone. I'm here to help you with the right tools and strategy. Let's set up a [Discovery Call](#) to chat. I look forward to speaking with you!

DISCOVERY CALL

