



## Tailoring Your Resume to Job Opportunities

Are you submitting multiple applications for job or internship opportunities but not receiving the results you want? Is your search becoming frustrating? This guide has been created to explain the importance of tailoring your resume and then providing steps on how to accomplish that.

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### Why Should I Tailor My Resume?

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By tailoring your resume you are connecting the dots for recruiters and hiring managers on how your skills and qualifications are a fit for **their specific opportunity**. Here are some benefits of tailoring your resume for **EACH job or internship opportunity**.

- You show how you align with the candidate profile** - Within each description, a specific skill-set is being outlined for the candidate the company is seeking to hire. By tailoring your resume you showcase where you acquired or developed these skills.
- You show your enthusiasm for this specific opportunity** - By tailoring your resume you communicate your attention to detail and your excitement for the opportunity by showing how you are the best fit.
- You show you have an understanding of what the employer needs** - Employers are wanting to hire individuals who can help them reach their goals. When you include your applicable skills/qualifications you demonstrate how you can make an immediate impact.
- You increase your chances of passing an Applicant Tracking System (ATS) scan** - Employers are using software that is scanning your resume for a keyword match. By incorporating these words within your resume you are more likely to pass an ATS scan.

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### What Steps Should I Take To Tailor My Resume?

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- Review the job or internship description** - As you read this; identify words, phrases, and themes used repeatedly. Look for anything labeled as required or minimum qualifications. Pay attention to what is highlighted first within each section. Ensure for each skill/qualification highlighted you ask yourself "Does my resume clearly state that I can do this?"
- Arrange Qualifications and Incorporate Keywords**- Align your work experience and qualifications with what the job posting has emphasized as most important. Put the most relevant job or internship experiences you've held first and mirror the language used in the job posting (the keywords you have identified).
- Provide specifics** - Include measurable results by incorporating facts and figures. Some specifics to include are percentages, number of people, dollar amounts, and geography.

*Some information adapted from:*

<https://www.indeed.com/career-advice/resumes-cover-letters/tailoring-resume>