

TIPS on Targeted Resumes:

Resumes **must be** specifically tailored to each and every position...no such thing as an all-purpose resume anymore. Applicant Tracking Systems and all their cousins have made the generic resume a thing of the past! The best advice is to **create a 'base' resume** from which customization is made for each specific job of interest. This is really putting legs to "industry and functional focus" for each targeted resume.

1.) Start out by carefully reading the specific posting / job description in order to identify specific keywords / key phrases associated with the opening. Make sure that your experience and project descriptions on your resume use some of the same keywords used in the job description, so you prove you have the skills developed to do their job.

2.) Then take a long look at the employer's web-site to identify keywords / key phrases associated with its mission, markets, and messaging. Most "industry and/or functional focus" keywords should be picked up in these two steps.

Try to weave as many **keywords** and key phrases into the resume as are **TRUE** and which are supported by work/education descriptions, then be prepared to discuss in more detail should you be granted an interview. Never misrepresent yourself on a resume, always present the truth about your experiences, but try to use the language the industry and employer uses especially for the skill sets required. Employers are looking for a person to be able to prove they have the skills developed, that are required or desired for their opening. Matching keywords on your resume to the employer's opportunities will help increase your chances for your resume to be reviewed more thoroughly by a person, not just the company's applicant tracking recruitment online system (ATS).

This approach to developing **targeted resumes** takes quite a bit longer than simply using a generic or general resume and hoping there is enough correlation between the employer's list of "gotta haves" and the generic resume. Targeted resumes produce a relatively higher rate of return, versus a generic resume that produces very little return. It is strongly recommended to develop targeted resumes for your **full-time job search** in your final year at Zarb. If you are able to prepare targeted resumes for your internship search as well, it will only be beneficial to your success rate for being selected for an interview.