

How to Tailor your Resume and Cover Letter to for Each Job Application

What would you rather do? Send 50 generic resumes and get 2 responses inviting you for interviews or send 10 best suited resumes and end up with 3-4 interviews? Obviously, the latter.

Every day, hiring managers wade through hundreds of applications to locate the elusive Goldilocks Resume and this fall under the second option of sending best suited resume to the overwhelmed recruiters and the HR.

While preparing a tailored resume and cover letter for every job application sound daunting, it is extremely simple with the work we have already done to your resume and cover letter. It will take you about 2% of the total time others spend tailoring their resumes. Because we made it that simple and easy.

Now all you need to tailor your resume are these two easy steps that we have put together for you.

1. Keywords
2. Scan your resume

Keywords

Keywords are important because it's the primary way recruiters source candidates on LinkedIn and in their HR systems (ATS) we talked about the ATS system when we delivered your resume to you remember? "A candidate whose resume doesn't include the exact-match keywords will not show up in the search. The job description is the best place to identify the top keywords." James Hu

Every job description has a set of keywords that the hiring manager will be looking for. Edit these keywords on every application to increase your chances of your resume appealing the HR or Hiring Manager. *Sample Keywords are; Design, train, analytical, healthcare, control, legal, accounting, policies, engineering, finance, safety etc.*

Steps 1. Mine the job posting for keywords. Read through to job posting and try to understand it well. Highlight key skills and requirements. Look for job-related skills first which are a "must have". You should have most of them or be willing to learn very quick to perform on the job.

Step 2. Make your first point immediately relevant. Find a way to include two skills/requirements on the career profile and two on career highlight. Then more of it on the job descriptions.

Note: Some job titles differ from company to another. If what they are looking for is something you did but had a different title, feel free to tailor it to what they are calling it. Alternatively, you can use a slash forward on your job title and add their job title to mean that it was another name for it.

Step 3. Revamp your bullet points to reflect experience or knowledge on what they are looking for. Edit your skills under “Additional Information” so that they reflect what the recruiter is looking for if you feel you

Step 4. Reflect the same on your cover letter.

Step 5. Proof read your resume to ensure that there are no typos. Have a friend help proof read for you if you want, or you can use tools like www.grammarly.com

You are all set to submit your application.

Note: Keep in mind that the robots can sense whether you’ve added skills ad hoc or in a meaningful way. So, don’t just dump them there, but make sensible of the sentence or a paragraph that you are editing.

Scan your resume

After you are done editing the resume, here is the next amazing step that will help you know if you have used keywords the right way and if your resume matches up the employers needs and expectations. We have provided you with a tool that will help you screen through your resume for every job posting you are applying to through a job scan ATS stimulator tool provided below.

Open this website on your computer, not on the phone <https://www.jobscan.co/> it is the [Jobscan’s ATS simulator](#).

Note that you need your match rate need to be 80% and above.

Steps;

- i. Open the website,
- ii. Scroll down to paste or upload your resume
- iii. Copy and paste job listing on step 2.
- iv. Hit Scan button. Let it scan till its done. It will populate data on the screen when you scroll below.

On the description, you will see what does not meet the standard, in other words what you need to add so you have a check versus and x. Enhance your resume by adding what your resume is lacking based on the results so as to achieve 80% + rate on that specific job listing.

PS. The page size we provided you is standard only with small margins. If you want to be sure it is good, try printing. If it fits on the page, then you are good.

And you are all done!

Here is a sample of a job posting, a resume, and edited resume that fits the job posting below. Do the same on your applications and you will end up applying for fewer jobs while getting more responses. The truth is that it takes work and effort to get a dream job.

Our Ideal Candidates

We're looking for service-oriented professionals who love to be on the go, help others, and enjoy variety in their work. The most qualified candidates will have a background that demonstrates passion for service and helping others. This might include experience in personalized customer service, caring for others, coaching, teaching, etc. These candidates are excited at the prospect of helping others get where they're going, solving problems and going the extra mile to leave our passengers with a positive experience that lasts long after their flights have landed. We're looking for candidates who want to join a stable, profitable company and build a lasting career while enjoying flight benefits that are the envy of the marketplace.

Key Responsibilities of Our Flight Attendants:

- Ensure the safety and comfort of our passengers while providing exceptional customer service, at an altitude of at least 8,000 feet
- Participate in preflight briefings and in-flight responsibilities
- Provide assistance lifting and stowing luggage
- Demonstrate the use of safety and emergency equipment and ensure safety requirements are met
- Prepare, serve and sell beverages (including alcohol) and meals (which may include beef, pork, seafood, peanuts, etc.)
- Answer passengers' questions and provide assistance when necessary, particularly those with special needs
- Reassure passengers during the flight, such as when an aircraft experiences delays or hits turbulence
- Administer and coordinate emergency procedures or provide emergency care, as needed
- Respond to and provide clear and accurate directions (verbally or non-verbally) to passengers in the event of an emergency



HOW TO MATCH YOUR RESUME TO THE JOB YOU WANT?

WOULD YOU RATHER:

Send 50 generic resumes and go to 2 interviews?
Or send 10 resumes best suited for you and end up with 3-4 interviews?
If you choose the second option, then it's simple. Always tailor your resume to your job description.
Here's how:



We are a leading provider of enterprise applications empowering people in service organizations. We enable people to use business applications at work or at school. That is why we create business software that fits the way people work and not the other way around. Help us be the best and join us!

Our Sales and Marketing team is looking for a Marketing Manager. Are you the one who can co-ordinate and manage conferences, exhibitions and events to support brand awareness, thought leadership positioning and the generation of high quality leads? Join our team and apply now!

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Marketing Manager

Location: Washington, DC

What you will do

- You will coordinate marketing campaigns with sales activities
- You will manage and improve lead generation campaigns, measuring results
- You will plan and implement promotional campaigns and local marketing strategy
- You will oversee the company's marketing budget

Your approach

As a Marketing Manager, you use your creative mind-set to come up with original ideas, which you translate into real achievable activities. You include your ideas into a good briefing to all involved parties, such as creative, copy writers, content producers, online specialists, etc. and you will work closely with them. They can also come to you if they have questions, because you are the one who takes full responsibility for the project management of an event. This also includes the follow-up and lead generation activities. You will make sure that you source and book the right venues and entertainment. When you organise an event, you are aware that you need to integrate campaign plans by using the full marketing mix.

We ask

- Marketing or a Business qualification;
- Worked in Marketing for a minimum of 5 years;
- Experience in coordinating PR strategies;
- Proven experience of event management and executions - intimate executive dinners to large customer conferences;
- Solid understanding of and experience in the business-to-business marketing process and practice;
- Project management skills;
- Knowledge of how to monitor and report on effectiveness of marketing communications

We offer

- A challenging international environment;
- Enthusiastic colleagues who are eager to learn from each other;
- A flexible and solution-oriented work place; where you work hard but also play hard;
- A chance to further develop your marketing and PR skills;
- You have the freedom to use your creative instinct.

Cathy Smith

Creative Marketing Manager

Marketing Manager with over 5 years of experience in coordinating marketing strategies for the IT sector. My area of expertise is lead generation strategy. I led over 10 international marketing campaigns, and I have an excellent track record in cooperating with sales departments. I am seeking to leverage my experience in a Marketing Manager position.

Experience

- 2012-12 - XYZ Software / San Antonio, TX, USA
present
Marketing Manager
B2B Marketing Strategy:
• Create B2B marketing strategies for enterprise applications.
• Project management (teams of up to 5 people).
• Manage and improve lead generation campaigns (online and offline activities).
• Measure lead effectiveness and quality.
• Monitor B2B marketing communications.
• Analyze sales activities and recommend solutions.
• Create communication support plans for the sales department.
Event Management:
• Prepare annual event marketing plans.
• Manage the marketing budget and measure results.
• Coordinate key event projects (KAM workshops, gala dinners for key accounts, XYZ new services launch campaigns).
• Develop new lead generation concepts for events.
Achievements:
• My involvement in a obtaining quality leads ensured a 20% rise in lead conversion by the sales department.
• I conducted four global marketing campaigns that led to a 15% increase in sales in 2015 (total budget of +\$300,000).
• XYZ Software's launch of a new B2B service received The Best B2B Event Campaign Award in the "Marketing for IT" poll.

2008-02 - IT Supply Center Ltd / Phoenix, TX, USA

- 2012-11
Marketing Specialist
• Planned and implemented promotional campaigns.
• Integrated event management campaigns with sales plans.
• Led campaign analyses.
• Cooperated with all involved parties, including copywriters and PR agencies.

Education

- 2005-10 - Phoenix University, Master of Science, Management and Event Marketing Management
- 2007-09
- 2000-10 - San Antonio University, Bachelor of Science, International Management Program
- 2004-10

Hobbies

Writing and influencing: www.leadbyevents.blog.com
Playing beach volleyball.

Personal Data

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www
leadbyevents.blog.com

Social Media

LinkedIn
www.linkedin.com/cathsmith

Skills

Project Management
Excellent Lead Analysis
B2B Marketing Strategy
International Marketing Campaigns
Cooperation With Sales Department
Event Management
Sales Analysis
Innovation Management
Excellent IT Sector Knowledge
Budget Management
Marketing Communications
Work in International Environment
Team Management
Creative Instinct
Event Management Trends

Languages

French
German
advanced

Software

MS Word, MS Excel, MS PowerPoint
MS Project
MailChimp