

# Targeting your Resume

## Why target your resume

At a glance, a candidate's targeted resume clearly aligns their most relevant skills and experiences with the opportunity, to make it clear that the candidate is qualified for the position. Targeting resumes also pays dividends if the employer uses an applicant tracking system to screen applicants. Targeting your resume gives you the best chance to showcase the qualifications, accomplishments and particular aspects of your work history that match closely with the requirements listed in the job description.



*Pro-Tip: It helps to start with a "master resume". A master resume highlights all career information you've acquired to date. You can make a copy of your master resume and use it as a starting point whenever you write a targeted resume for a specific opportunity.*

## 1 Analyze the job description

Analyze the job description and underline all the keywords. Keywords will often be certain skills, software programs, experiences, etc. Identify the most important facets of the job description and highlight those as well. This will anchor how you target your resume.



*RESOURCE: To learn more about keywords in a job description, and how to use them, check out these articles: [How to Find Keywords in Job Descriptions and Use Them in Your Resume](#), [How to Use Job Description Keywords](#).*

## 2 Align to job description

Identify which of your skills, qualifications, and experiences are most relevant to the job you're applying for. These should align with the keywords and most important parts of the job description you previously analyzed.



*PRO-TIP: Create a T-chart to help you visualize and stay organized with this brainstorming step. On one side of the T-chart list all the keywords and most important parts of the job description, and on the other side, note your experiences that align with what they're looking for.*

## 3 Align to company

Take time to research the employer to gain a better sense of what they may be looking for. Look to the company's website, social media pages, and any mention of the company in the news.



*PRO-TIP: When researching a company, start with their "About Us" page. Look to their mission, vision, and values. Check out their specific service, product, and/or purpose. View anything mentioned about the company's culture and work environment. These are all hints at what they might be looking for in new employers, and thus can be used when you're thinking about how to target your resume.*

## 4 Align to industry

Consider the specific industry in which the position is in. Some industries have specific expectations or norms that can be utilized for keywords or format of the resume.



*RESOURCE: Check out Zety's [500+ Resume Examples and Guidelines page](#) for more information and resume examples based on category/industry and position.*

## 5 Value proposition & update your resume

Brainstorm and write down what you believe you have to offer your prospective employer in regard to your skills, past experiences, character, etc. This will help you frame your personal brand when creating your targeted resume. Update the copy of your master resume, rename it, edit it down to 1 page, input keywords, communicate your value proposition, consider your research, be honest in your resume and do a final review before submitting.